

# 2022 CO-OP MARKETING + PR OPPORTUNITIES

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## 2022 CO-OP MARKETING + PR OPPORTUNITIES

Travel Wisconsin is pleased to continue to offer co-op advertising and public relations opportunities through December 2022.

The primary objective for the co-op program is to provide strategic and affordable advertising and public relations opportunities to help you engage and attract key audiences to your destination. These programs pool your resources with Travel Wisconsin resources to maximize the value of your dollars and offer opportunities that perhaps would be otherwise budgetarily unattainable. The program also allows you to try new tactics in a guided manner, with the potential for less risk than doing so on your own.

Co-op programs reach across a variety of platforms, including newsletter features, custom emails, sponsored articles, vacation deals, social media, on-air radio broadcasts, paid search, influencer marketing and Arrivalist data. New in 2022, our social media offering will expand into the Instagram platform, allowing you the opportunity to showcase your destination in Travel Wisconsin Instagram ads.

The entire Wisconsin tourism industry can participate in co-op programs - convention and visitor bureaus, chambers of commerce, tourism commissions, lodging properties, attractions, performing arts groups, museums, retail outlets, and more. If you're supporting traveler spending in Wisconsin, you're likely eligible to participate.

Once signed up for an opportunity, you'll work with Hiebing, Travel Wisconsin's advertising agency, or Turner, Travel Wisconsin's public relations firm. After completing the participation agreement, they'll work directly with you to gather assets and place your advertising.

Most opportunities are limited and available on a first-come, first-served basis - so sign up today to leverage these Travel Wisconsin resources and secure your spot!

**Questions on co-op marketing opportunities? Contact Co-op Program Supervisor, [Sarah Keller \(skeller@hiebing.com\)](mailto:skeller@hiebing.com).**

**Questions on co-op PR opportunities? Contact [Ashley Cox \(ashley.cox@turnerpr.com\)](mailto:ashley.cox@turnerpr.com).**



# WI TRAVELER EMAIL CO-OP

Spotlight your destination in a bi-weekly email sent to over 93,000 opt-in subscribers! You can purchase a space in the top section of Travel Wisconsin’s most popular email communication, the Wisconsin Traveler e-newsletter. Appearing just under the header of the email, the “Destination Spotlight” showcases your destination with a photo, text and link to your landing page.

## Eligibility

The Wisconsin Traveler email co-op program is open to destination marketing organizations and tourism-related businesses, attractions and events. All participants are subject to Travel Wisconsin approval.

## Asset Development

After selecting a deployment, partners provide a headline, description, high-quality image, and landing page URL.

- Headline (40 character limit)
- Description (140 character limit)
- Travel Wisconsin Brand-centric Image\* (800x800 pixels)
- URL

*\*Images need to be compelling and adhere to the Travel Wisconsin brand standards. If you are unable to provide appropriate imagery, Travel Wisconsin will access their image library to find an acceptable photo.*

## Cost

Program cost is \$400 per deployment.

## Frequency

This program is limited to 6 partners per bi-weekly deployment. Limit of one deployment per month, per partner.

### 2022 WI Traveler Deployment Dates

<b>January</b>	Jan. 13	Jan. 27	<b>July</b>	July 7	July 21
<b>February</b>	Feb. 10	Feb. 24	<b>August</b>	Aug. 4	Aug. 18
<b>March</b>	Mar. 10	Mar. 24	<b>September</b>	Sept. 8	Sept. 22
<b>April</b>	April 7	April 21	<b>October</b>	Oct. 6	Oct. 20
<b>May</b>	May 5	May 19	<b>November</b>	Nov. 3	Nov. 17
<b>June</b>	June 9	June 23	<b>December</b>	Dec. 1	Dec. 15

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# WISCONSIN TRAVELER EMAIL CO-OP

## Deadline

Reservations and materials must be submitted at least four weeks prior to desired deployment date and are accepted on a first come, first served basis.

Questions on co-op marketing opportunities? Contact Co-op Program Supervisor, [Sarah Keller \(skeller@hiebing.com\)](mailto:skeller@hiebing.com).

[Click here to view this email in your browser](#)




**Turn Where The Leaves Do: 11 Scenic Fall Drives for the Months Ahead**

Fall color will only last so long, but you can be in the driver's seat to see it. Fill the seats with those who matter most and show them what makes this season spectacular. Here are 11 drives that let you wind through the magic of fall.

[Plan your drive >](#)

**DESTINATION SPOTLIGHT**



**Hometown Rally | Harley-Davidson Museum**

The H-D Museum will host the party of the summer over Labor Day weekend with free live concerts, performance & stunt shows, games and more.

[Learn more >](#)



**Beloit Heritage Days**

Go on a history-busting trek with fellow adventurers throughout Beloit, exploring more than 15 free events and sites that showcase the city's heritage.

[Learn more >](#)



**Lake Geneva: It's Always Been the Place**

When summer turns to fall, Lake Geneva is the perfect place for leaf peeping, pumpkin picking, colorful drives and much more. Make it your place for a fall family or friend getaway.

[Learn more >](#)



**Sawyer Star Lake: A Fall Oasis**

Gather your crew and head north this fall. Discover brilliant fall foliage, crystal clear lakes, tranquil trails and an authentic Northwoods getaway.

[Learn more >](#)



**Meet, Stay & Play at Destination ON**

Energize your team with an out-of-office retreat featuring spectacular golf and TripAdvisor's #1 rated accommodations in Lake Geneva.

[Learn more >](#)



**Remember Fun in Superior-Douglas County**

From hiking along scenic waterfalls to exploring on an ATV to experiencing exciting events, remember fun in Superior-Douglas County!

[Learn more >](#)

[SEE ALL THINGS TO DO >](#)

**FEATURED ARTICLES**



**Deep Roots in Shawano Country: Where Art & Culture Thrive**

With art around every corner, experiences in Shawano Country are one-of-a-kind. They're a deep connection to community and history and a celebration of the unexpected. Ready to explore?

[Learn More >](#)



**Explore New Flavors at a Wisconsin Cidery**

No matter where you are in Wisconsin, there's delicious cider to sip. So grab a friend, grab a glass and have a good time that will last.

[Take a sip >](#)

[SEE ALL ARTICLES >](#)



**Events Are Back, Come Celebrate With Us**

If you're looking to make up for lost time, you've come to the right place. There's just something about the way that fairs, festivals and friends go together here.

[Explore Events >](#)



**Win a Unique 2-Night Stay!**

There's no shortage of unique in Wisconsin, and it's best enjoyed with those who matter most. We're giving away that chance to reconnect through our Stay Unique Giveaway!

[Enter Now >](#)



**The Feeling Lasts and Lasts**

There's nothing like a getaway that brings you closer – to your loved ones, to new memories and to unmatched natural majesty.

[Learn more >](#)

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Wisconsin Department of Tourism | 2319 West Beltline Highway | Madison, WI 53713 | 1-800-432-8147

\*Email layouts are for sample purposes only and subject to change.



## CUSTOM EMAIL CO-OP

Prominently feature your destination in a custom email sent to over 93,000 opt-in subscribers! Industry partners can appear in a dedicated email, designed with the Travel Wisconsin brand, sent out to our main WI Traveler subscriber list. Your e-feature includes a professional photography shoot and photo package.

### Eligibility

The Custom Email co-op program is open to Wisconsin tourism industry partners that are destination cities or individual properties. All participants are subject to Travel Wisconsin approval.

### Asset Development

Partners provide content ideas tied to the deployment theme and landing page URLs relevant to the content. Travel Wisconsin will develop email copy in the Wisconsin brand voice. Travel Wisconsin will also coordinate photography production and photo selection prior to deployment. Partners participate in one round of revisions before emails are deployed.

### Cost

Program investment is \$4,000 and includes email development, deployment to over 93,000 subscribers and a photography package containing a minimum of fifty (50) images for partner ownership.

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# CUSTOM EMAIL CO-OP

## Frequency

This program is limited to 1 partner per month, starting February 2022. Limit of one deployment per partner, per year.

### 2022 Deployment Dates and Themes

Date	Theme	Reservation Deadline	Questionnaire Due
<b>February</b>	Winter Activities	December 10th	December 30th
<b>March</b>	Culinary		
<b>April</b>	Arts and Culture		
<b>May</b>	Breweries/Wineries	February 25th	March 11th
<b>June</b>	Outdoor Recreation		
<b>July</b>	Water Activities		
<b>August</b>	Events		
<b>September</b>	Outdoor Recreation	April 22nd	May 6th
<b>October</b>	Agritourism		
<b>November</b>	Natural Attractions		
<b>December</b>	Culinary		
<b>January 2023</b>	Winter Activities		

Reservations are accepted on a first-come, first-served basis. Theme discussions, email development and photo shoots occur after reservations are confirmed.

Questions on co-op marketing opportunities? Contact Co-op Program Supervisor, [Sarah Keller \(skeller@hiebing.com\)](mailto:skeller@hiebing.com).



## SPECIAL OFFERS CO-OP

The Travel Wisconsin special offers program is an opportunity to promote your package, special offer, discount or promotion and attract more visitors. The program includes a FREE web listing on [TravelWisconsin.com/Deals](https://www.travelwisconsin.com/Deals) for as long as your promotion is running.

Want to drive even more traffic your website and bring in more customers? Upgrade your participation and have your special offer featured in an email to our Special Offers Subscribers - a list of approximately 23,000 opt-in subscribers.

### Eligibility

The Special Offers co-op program is open to destination marketing organizations and tourism-related businesses, attractions and events. Submissions should offer a package, special offer, discount or promotion to travelers, containing a specific and compelling offer. All participants and offers are subject to Travel Wisconsin approval.

### Asset Development

Participants should provide an offer headline, basic details or description of the offer (including the date range the offer runs), a click-through URL and high-quality imagery.

### Cost

Website listings are free of charge once again in 2022! Upgrade your participation with an email distribution for a \$150 investment.

### Frequency

There is a limit of two website offers submitted per month, per partner. Special Offers emails will be limited to four (4) partner features per deployment.

### Deadline

Materials must be submitted at least two weeks prior to desired deployment date and are accepted on a first come, first-served basis.

Questions on co-op marketing opportunities? Contact Co-op Program Supervisor, [Sarah Keller \(skeller@hiebing.com\)](mailto:skeller@hiebing.com).



# SPECIAL OFFERS CO-OP



Explore Wisconsin's open spaces, activities and unique accommodations! Create vacation memories in Wisconsin with these featured deals:



**Midweek Summer Special**  
Heartwood Resort, Trego  
[Buy Deal >](#)



**Explore with Your Favorite People**

Discovering those hidden gem state parks, secret fishing spots and breathtaking bluffs alongside people who matter most. It's what summertime in Wisconsin is all about

[Learn more >](#)



**Discover an Unexpected Summer**

There's nothing like a getaway that brings you closer - to your loved ones, to new memories and to unmatched natural majesty. Wisconsin summers last and last.

[Learn more >](#)



**Wisconsin's Travel Pledge**

We're committed to ensuring a refreshing and safe adventure is here for you when you're ready to visit.

[Read our pledge >](#)

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If you received this email from a friend and would like to join our email list, you can subscribe [here.](#)  
Wisconsin Department of Tourism | 201 W Washington Ave | Madison, WI 53703 | 1-800-432-8747



## SPONSORED ARTICLE CO-OP

Tell your destination's unique and compelling stories through the Travel Wisconsin brand! Sponsor an exclusive article and inspire travelers to visit your destination with original content and a professional photography package. Articles will be hosted on TravelWisconsin.com, distributed within the Wisconsin Traveler and featured in a Facebook ad.

### Eligibility

The sponsored article co-op program is open to Wisconsin tourism industry partners that are destination cities or individual properties.

### Asset Development

Partners provide content ideas and suggested locations tied to the deployment theme, as well as landing page URLs relevant to the content, when available. Travel Wisconsin will develop copy for the article, social post and email feature using the Wisconsin brand voice. Travel Wisconsin will also coordinate photography production to occur at the destination and make image selections for each tactic prior to distribution. Partners participate in one round of article outline review and one round of article revisions before publication.

### Cost

Program investment is \$5,000 and includes article development, article hosting on TravelWisconsin.com for one year, deployment in an email to over 93,000 subscribers, a Facebook ad with dedicated \$500 media spend and photography package including a minimum of fifty (50) images for partner ownership.

### Frequency

This program is limited to 12 partners for production in 2022. Limit of one deployment per partner, per year. All article production and photo shoots will occur in 2022, with articles and promotion starting in 2023.

*Continued »*



## SPONSORED ARTICLE CO-OP

Season	Theme	Reservation Deadline	Questionnaire Deadline
Winter	Winter Activities (2) Culinary (2)	December 10th	December 30th
Summer	Water Activities Breweries/Wineries Camping Natural Attractions	February 25th	March 11th
Fall	Outdoor Recreation Culinary Arts and Culture Biking	April 22nd	May 6th

Reservations are accepted on a first-come, first-served basis.

Questions on co-op marketing opportunities? Contact Co-op Program Supervisor, [Sarah Keller \(skeller@hiebing.com\)](mailto:skeller@hiebing.com).



# SOCIAL MEDIA CO-OP

Tap into Travel Wisconsin’s social following and promote your destination through a paid partnership! Our social media co-op program allows tourism industry partners to buy into monthly Facebook or Instagram (new in 2022!) ad content and gain valuable exposure using the Travel Wisconsin brand.

## Eligibility

The Social Media co-op program is open to destination marketing organizations and tourism-related businesses, attractions and events. All participants are subject to Travel Wisconsin approval.

## Asset Development

After signing up for their chosen social platform and month, partners provide the ideal ad start date (to run for a 3-5 day window), basic content direction, any interest-based targeting parameters, a click-through URL and a high-resolution photo. Travel Wisconsin handles ad copy development, with review and approval by the partner.

*If partner cannot find brand-centric photo, Hiebing will attempt to select one from our image library or work to obtain a user-generated photo from the Crowdriff platform. If no image is approved, the ad will not be accepted.*

## Cost

Program base cost is \$450 per ad and includes ad development, targeting, ad management and dedicated media spend of \$100. To increase your reach and contribute additional media spend, select the “PROMOTIONAL ADD ON” option to increase media spend by \$100, \$200 or \$300.

## Frequency

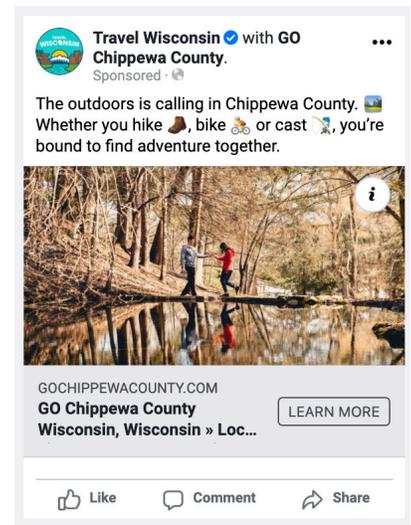
This program is limited to 10 partners per month on Facebook, and 5 partners per month on Instagram. Each partner is limited to two ads per platform, per season.

**Summer:** June - August | **Fall:** September - November | **Winter:** December - February | **Spring:** March - May

## Deadline

Reservations and materials must be submitted by the first of the month prior to the desired start date. For example, if you select July, reservations and materials are due by June 1. Reservations are first come, first served.

Questions on co-op marketing opportunities? Contact Co-op Program Supervisor, [Sarah Keller \(skeller@hiebing.com\)](mailto:skeller@hiebing.com).





# DATA CO-OP

Partner with Travel Wisconsin to leverage traveler arrival data. You'll gain valuable insights through Arrivalist that lead to well-informed marketing decisions and help attract key audiences to your destination.

## Eligibility

The data co-op program is open to destination marketing organizations. All participants are subject to Travel Wisconsin approval.

## Asset Development

Partners receive arrival tracking data to help leverage insights on key audiences visiting a destination. Packages include:

- **County Rankings**
- **Origin:** State or DMA from which traveler originated. \*DMA level data available at upgraded package cost.
- **Length of Stay:** Average length of stay by county (in hours)
- **Arrivals by:** Day/Month/Quarter
- **Points of Interest (POIs):** Mapping of up to 3 POIs within a 50-mile radius of your destination
- **Custom Interactive Dashboard:** Data customized to your location with benchmarks, key insights and recommendations in one easy-to-access place
- **Quarterly Reports:** Four reports containing easy-to-digest data and insights

## Cost

Program cost is \$5,000 for 2022. DMA-level origin data is available for an additional \$2,500 investment (\$7,500 package total)

## Deadline

Reservations are accepted on a first-come, first-served basis and must be submitted by Friday, January 28, 2022 for participation in the 2022 data program.



## Sample Co-op Dashboard

\*All data in dashboard can be filtered by clicking drop-down menus or charts.

Year Filter (All)	<b>Total Visits</b> DMI <b>1,776,663</b>	<b>County Rank - Visits</b> DMI <b>52</b>	<b>Avg. Lengh of Stay (Hours)</b> DMI <b>24.4</b>	<b>County Rank - Avg. Length of Stay</b> DMI <b>28</b>
Overnight or Day Trip Filter (All)				

### Where Visits are Coming From by State

© 2021 Mapbox © OpenStreetMap

### Visits by Year

Year	Change
2018	
2019	▲ 79.6%
2020	▲ 30.0%
2021	▼ -19.4%

### Point of Interest Visits

POI	Visits
Copper Falls State Park	131,135
Historic Downtown Mural W..	162,993
Madeline Island	290,796
The Madeline Island Ferry	72,515
Bayfield POI #1	709,865

### Visits by Quarter

Quarter	Change
Q1	
Q2	▲ 91.4%
Q3	▲ 81.0%
Q4	▼ -69.6%

### Counties Visited

© Mapbox © OSM

### Avg. Time Spent in Each County

© Mapbox © OSM

### Visits by Month

Month	Change
Jan	▲ 1%
Feb	▼ 21%
Mar	▲ 11%
Apr	▲ 116%
May	▲ 35%
Jun	▲ 39%
Jul	▲ 2%
Aug	▼ 31%
Sep	▼ 43%
Oct	▼ 48%
Nov	▲ 12%
Dec	

### Visits by Day of Week

### Visits by Day

Month	Visits
Jan 2018	
Feb 2018	
Mar 2018	

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# WTMJ RADIO BROADCAST PROGRAM CO-OP

Be heard and inspire travelers to visit your destination with Wisconsin radio! Participate in exclusive on-air interviews and feature your destination on WTMJ 103.3 FM / 620 AM in dedicated audio segments. Every Saturday from 2 to 3pm, a WTMJ personality will host a TravelWisconsin.com show with Secretary Designee Sayers, featuring interviews from Tourism Directors from destinations around the state, highlighting a variety of travel-related topics.

## Eligibility

The WTMJ co-op program is open to destination marketing organizations. All participants are subject to Travel Wisconsin approval.

## Asset Development

Interview topics will be developed by Travel Wisconsin in advance of the recording. Each partner will receive a schedule with a variety of topics that apply to their region.

## Frequency

This program is limited to 16 partners, each receiving a total of nine 6-minute interviews throughout 2022.

## Cost

Program cost is \$1800 for all nine interviews throughout 2022.

## Deadline

Reservations are accepted on a first-come, first-served basis and must be submitted by Friday, December 17, 2021 for participation in the 2022 WTMJ program.

# PR CO-OP PROGRAMS



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# PUBLIC RELATIONS GROUP FAMS

Create a custom media tour for your destination! Through this co-op program, individual CVBs and destinations can apply for support from Travel Wisconsin to execute a group media FAM (4-5 journalists) focused only on their destination or in partnership with another destination.

## Eligibility

PR Co-op programs are open to Destination Marketing Organizations (DMOs) and tourism-related businesses, attractions and events. All participants are subject to Wisconsin Travel Wisconsin approval. This program is limited to maximum two destinations or tourism-related businesses per program.

## Cost

Program investment is \$4,500 for one destination: \$5,000 for two. Funds are matched by Travel Wisconsin.

Investment includes time for coordination and transportation to destination but does not include on-the-ground expenses for media.

## Development

The theme of the trip must focus on one of Travel Wisconsin's three narratives - Wisconsin Rising, Tasty Makers and Outdoor Adventure - and the writers must contribute to the list of priority media within Travel Wisconsin's list of target media publications.

Travel Wisconsin will handle inviting the media (with attendance goal of 4-5 writers), coordinating and payment of travel to the destination, creation of media briefing document and all follow-ups. Destination oversees the itinerary - booking all elements of the visit including, but not limited to, lodging and meals, media gifts, on-the-ground transportation, and creation of the final itinerary document in a shareable form for media.

*\*Note, Travel Wisconsin continues to monitor the COVID-19 pandemic as well as willingness of travel writers to travel in small groups. As such, this program may be executed in the form of 4-5 individual media tours rather than one group tour.*

## Deadline

This program is limited to five (5) group FAMs per year. Reservations are accepted on a first-come, first-served basis, and must be reserved at least three months in advance of execution.

For more information, please contact **Ashley Cox, ([ashley.cox@turnerpr.com](mailto:ashley.cox@turnerpr.com))**.



## PUBLIC RELATIONS INDIVIDUAL FAMS

Host your target media! Travel Wisconsin can support individual media visits to destinations. Through this Co-op program, DMOs or tourism-related businesses can apply for support from Travel Wisconsin to bring a single journalist to their destination or business.

### Eligibility

PR Co-op programs are open to Destination Marketing Organizations (DMOs) and tourism-related businesses, attractions and events. All participants are subject to Travel Wisconsin approval. This Co-Op is limited to one destination or tourism-related business and cannot be combined with others.

### Cost

Program investment is \$2,000. Prices include transportation to destination. Partner is responsible for all on-the-ground expenses once media is in destination.

### Development

Like the Group FAM Co-op, Travel Wisconsin will handle inviting media, booking and payment of travel to the destination, creation of media briefing document and all follow-ups. Destination oversees the itinerary - booking all elements of the visit including, but not limited to, lodging and meals, media gifts, on-the-ground transportation, and creation of the final itinerary document in a shareable form for media.

### Deadline

Individual FAMs are limited to five (5) per year. Reservations are accepted on a first-come, first-served basis, and must be reserved at least three months in advance of execution.

For more information, please contact **Ashley Cox, ([ashley.cox@turnerpr.com](mailto:ashley.cox@turnerpr.com))**.



# PUBLIC RELATIONS INFLUENCER PROGRAM

Want to cultivate meaningful influencer relationships and assets? Travel Wisconsin will develop and execute customized paid and for-trade influencer programs. The team will work with individual partners to target the right influencers to create lasting relationships that will deliver on partners campaign goals.

## Eligibility

PR co-op programs are open to Destination Marketing Organizations (DMOs) and tourism-related businesses, attractions and events. All participants are subject to Travel Wisconsin approval. This co-op is limited to one destination or tourism-related business and cannot be combined with others.

## Cost

Campaign investment is \$10,000, with matching funds by Travel Wisconsin. Package includes:

- Up to 5 influencers (depending on programs negotiated)
- Influencers to have between 15,000-150,000 followers that will be thoroughly vetted according to campaign's objectives and goals
- Payment for influencers, with deliverables including image/video assets, specific reach or traffic KPIs

*Does not include travel or on-the-ground expenses, which is at partner expense.*

## Development

Travel Wisconsin will build a target influencer list, handle outreach for proposals, negotiate individual contracts, handle asset gathering and final campaign reporting and ensure the campaign adheres to legal requirements. Destination will handle coordinating the itinerary activities including, but not limited to, lodging and meals, any influencer gifts, transportation and more.

## Deadline

Influencer campaigns are limited to five (5) per year. Reservations are accepted on a first-come, first-served basis.

For more information, please contact **Ashley Cox, ([ashley.cox@turnerpr.com](mailto:ashley.cox@turnerpr.com))**.



## PUBLIC RELATIONS VIRTUAL MEDIA MISSIONS

Engage with media one-on-one to share story ideas and news from your destination! Travel Wisconsin can work with your team to conduct virtual media missions with target media, focused on either one theme (i.e. outdoor adventure, reaching relevant media across the country), or one target media market. These virtual deskside appointments allow the opportunity to connect with 5-7 target journalists one-on-one, sharing news and story ideas about your destination or tourism business.

### Cost

Program investment is \$2,500 with matching funds from Travel Wisconsin.

Investment does not include cost of media gift, which is at the expense of the partner.

### Development

Travel Wisconsin handles building a target media list, media outreach, scheduling of appointments, media briefing documents and support for talking points, top-level media training and attendance to deskside to help guide conversation as needed. Partner handles drafting talking points and attendance to the deskside where they are expected to lead the conversation and share story ideas and news with the journalist. In addition, partner handles sending a media gift relevant to the topic to the journalist at home.

### Deadline

Limit one (1) per quarter. Reservations are accepted on a first-come, first-served basis and are required at least two months in advance of execution.

For more information, please contact [Ashley Cox, \(ashley.cox@turnerpr.com\)](mailto:ashley.cox@turnerpr.com).



# MIDWEST BROADCAST + MEDIA TRAINING

Reach your target markets via broadcast! Partner with Travel Wisconsin to amplify your marketing efforts and key messaging in your target markets via paid broadcast opportunities. Opportunities vary across Iowa (Des Moines, Cedar Rapids), Chicago, Twin Cities and Detroit. For each program that includes an interview, media training will be included.

## Programs

Programs are outlined below:

### Chicago - WGN

A two-week flight that includes content inclusion in one Live Read during morning news, inclusion in a Chicago Scene video posted to the Chicago Scene social channels and website (filmed on-site in WI), WGN Mobile video overlay and AM news commercial spots throughout the two weeks. Total investment: **\$5,500 per partner** (limited to 4 partners per flight) + on-the-ground expenses for hosting Chicago Scene in-state.

### Iowa - WHO-TV (Des Moines)

Wisconsin Week with Hello Iowa! Includes a minimum of five partners. Each partner will receive one pre-recorded interview (3-4 mins) on Hello Iowa, segment posted to WHO13.com and Facebook, and ad spots throughout the week. Total investment: **\$2,000 per partner** (minimum 5 partners). Includes media training.

### KDSM (Des Moines)+ KGAN (Cedar Rapids)

12-week Road Trippin' campaign to run Summer 2022 in partnership with Ketelson RV which includes weekly segments (pre-recorded, shot on-location in Wisconsin) shared on KDSM, Banner ads on Road Trippin's web page, Weekly branded content article (which includes digital support), and a digital video campaign targeted towards viewers interested in travel or family vacations. Total investment: **\$5,020 per partner** (6 partners) plus on-the-ground expenses to host in-state. Includes media training.

### Minneapolis / St. Paul - KSTP

Twin Cities Live - Inclusion in a 5-7-minute segment on Twin Cities Live. Verbal and logo mention throughout the segment, as well as a call-to-action or special offer. Segment posted on TCL's website. Can also include access to the studio audience (55 guests each week) in the form of brochures, gifts, etc. Total investment: **\$3,500 per partner**, no limit to number of partners. Prices may decrease if large number of partners sign up. (Each video is \$3,500.) Includes media training.

### Detroit - WDIV

Wisconsin Week includes (per partner): a single segment on Live in the D, contest giveaway on ClickOnDetroit.com, and display ads. Total investment: **\$3,400 per partner** (5 partners). Also includes weeklong takeover of ClickonDetroit.com's homepage which we'd brand Travel Wisconsin. Includes media training.

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## Development

Travel Wisconsin handles the coordination of each opportunity and acts as point of contact with the station. This includes compiling any assets from the partners, outlining schedules, and a brief media training of each participant who will appear on-air (if the program includes).

## Deadline

Reservations are accepted on a first-come, first-served basis and are required by February 1, 2022.

For more information, please contact **Ashley Cox, ([ashley.cox@turnerpr.com](mailto:ashley.cox@turnerpr.com))**.