

ADVERTISING ORDER

Yes! I want to place an ad and/or listing in the 2011 Stevens Point Area Visitor Guide & Website.
(Please check one below)

New Rerun with Changes Exact rerun - no changes Co-op Page

Business/Organization Name: _____

Contact Name (please print): _____ Co-op Name: _____

Address: _____ City/State/Zip: _____

Phone: _____ Fax: _____ E-mail: _____

Website: _____ Social Media: Facebook Twitter

Authorized Signature: _____ Date: _____

Your listing: (25 word business description) _____

Your Coupon Offer: (15 words or less) _____

Your Display Ad: (check one) Full Pg. 2/3 Pg. 1/2 Pg. 1/3 Pg. 1/6 Pg. **Layout:** (check one) Horizontal Vertical

2011 Visitors Guide Rate: \$ _____

Listing - \$55

OR

Display Ad Rate (see rates below)

10% Early Bird Discount: \$ _____

Total: \$ _____

(tax is included)

Credit Card Payment (Visa or Mastercard):

Name (as it appears on card): _____

Billing Address: _____

Credit Card Number: _____

Exp. Date: _____ Security Code (on back of card): _____

Make Checks Payable to: SPACVB

Mail to: Stevens Point Area Convention & Visitor Bureau, Attn: Melissa, 340 Division St. N, Stevens Point, WI 54481

EARLY BIRD DEADLINE: AUGUST 20, 2010 SPACE & COPY DEADLINE: SEPTEMBER 15, 2010

DISPLAY ADVERTISING RATES

Listing \$55/year
(Business Description 25 words)

PREMIUM POSITIONS*

Back Cover \$1,610

Inside Front Cover \$1,720

Inside Back Cover \$1,720

Don't miss out for 2011, call today!

*Full Color Included on Premium Positions

Full Page

B/W \$990
Blk & 1 Color \$1165
Full Color \$1345

Image Area
7.375" w X 9.75" h

1/2 Page Vert.

B/W \$700
Blk & 1 Color \$875
Full Color \$1055

Image Area
4.861" w X 7.25" h

1/6 Vert.

Image Area
2.347" w x 4.75" h

1/6 Ad Prices:
B/W \$350
Blk & 1 Color \$525
Full Color \$705

2/3 Page
(Vert. Only)

B/W \$880
Blk & 1 Color \$1055
Full Color \$1235

Image Area
4.861" w x 9.75" h

1/3 Vert.

Image Area
2.347" w x 9.75" h

1/2 Page Horz.

B/W \$700.
Blk & 1 Color \$875
Full Color \$1055

Image Area
7.375" w X 4.75" h

1/3 Ad Prices:
B/W \$465
Blk & 1 Color \$640
Full Color \$820

1/3 Horz.

Image Area:
4.861" w x 4.75" h

For more information contact Melissa Sabel Phone: 344-2556 Fax: 344-5818 Email: melissa@stevenspointarea.com

PARTNER IN TOURISM BENEFITS

To be a part of the official Stevens Point Area Visitors Guide, first decide which package works best for you.

Listings Include:

Only \$55 for the year!

- ▲ One listing (25-word description)
- ▲ Page on website, stevenspointarea.com
- ▲ One coupon offer

Display Ads Include:

Prices vary, see reverse for ad sizes and rates.

- ▲ Display Ad
- ▲ One listing (25-word description)
- ▲ Page on website, stevenspointarea.com
- ▲ One coupon offer

PARTNERSHIP BENEFITS *with the SPACVB*

OUR RESOURCES

OFFICIAL VISITORS GUIDE

The Official Stevens Point Area Visitors Guide is printed on an annual basis, and is the area's most comprehensive tourist publication and includes information on the Stevens Point Area accommoda-



tions, dining, shopping, attractions, calendar of events, community services and places of worship. Over 52,000 are distributed each year, throughout the states, area accommodations and attractions, the airport, to campus, convention & sporting event attendees, as well as individuals inquiring via telephone, email and mail to the SPACVB about their visit.

STEVENSPOINTAREA.COM

This provides, a one-stop, resource for all information on the area, including visitor information on what to do, where to stay, and where to dine, as well as links to a comprehensive Portage County event calendar and area maps. As an extension of the printed Stevens Point Area Visitors Guide, each *Partner* is highlighted with their own page with detailed business information and links, providing easy access to both residents and visitors who utilize the site. Recently, a streaming video component was added, allowing anyone to view images from the area.

TRAVELWISCONSIN.COM

By partnering with the SPACVB, your business or organization will be included on the Wisconsin Department of Tourism website, www.travelwisconsin.com.

YOUR BENEFITS

COUPON PROMOTION

All *Partners* can provide a coupon offer, to be included, free of charge, in the Stevens Point Area Visitors Guide.

BROCHURE DISTRIBUTION

Each year, the Visitor Information Center, located at 340 Division Street, Stevens Point, receives thousands of visitors that are looking for more information on Portage County. As a resource, we provide brochure racks and space for our *Partners* to display their brochures, menu's and other promotional materials, for free.

PROMOTING PARTNERS DISPLAY

This opportunity allows *Partners* to showcase themselves in our Visitor Information Center. *Partner* Displays are reserved on a first come, first served basis.

NEWSLETTERS

The SPACVB distributes two newsletters. *Partners' Plus* is sent to our *Partners*, elected officials, and other tourism organizations and contains updates on SPACVB activities, including marketing initiatives, as well as tourism industry and partner news. *Words to Travel By*, is the opt-in newsletter for visitors on our website, and is used to promote area attractions, businesses, events and more to potential visitors.

BUSINESS REFERRALS

Everyday, our office receives inquiries about the Portage County area, in person and via phone and email. To best assist them, we refer them directly to you.

MEDIA LIST

A contact list of local, regional, and trade media is available to all *Partners*.

FAMILIARIZATION TOURS

The SPACVB assists with hospitality training by hosting an annual "Explore Portage County" Familiarization Tour (or FAM) to help educate you and your staff about the area, to provide exceptional customer service to all of your guests. The tour is free and is hosted annually in June.

VISITOR INFORMATION BINDER

This is a one-stop resource provided by the SPACVB for your business or organization, to best assist with area questions you might receive on a day-to-day basis.

VISITORS GUIDE DELIVERY

This is a free service for *Partners* that will replenish your location with Stevens Point Area Visitors Guides on a rotating basis.

CALENDAR OF EVENTS

To keep you up-to-date with local events the SPACVB maintains and mails a monthly calendar of events to you.

PROMOTIONAL EFFORTS

The Stevens Point Area Convention & Visitors Bureau, actively promotes the area to general media and travel writers, throughout the state of Wisconsin and the Midwest.

CO-OP ADVERTISING

By being a *Partner*, you are eligible to participate in promotional opportunities, available through the Wisconsin Department of Tourism, in statewide and regional media outlets, for a reduced cost, for maximum exposure.

OTHER BENEFITS

Partners also receive a keyed location on the map, and inclusion in the index of the Visitors Guide.