



Creative Key

SI: Summer Image MC: Motorcycle AC: Arts/Culture
 FOB: Festival of Blossom SS: Silent Sports
 SDSD: So Delicious. So DC LGBT: Gay/Lesbian
 HDHN: Holidays & Holly Night NOR: Nature of Romance
 W: Wedding C: Culinary
 MU: Music W: Winery

Door County Visitor Bureau 2012 Image					Quarter 1			Quarter 2			Quarter 3			Quarter 4		
Media	Impressions	Gross Impressions (per insertion)	Gross Impressions (per actual insertions)	Section	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sept.	Oct.	Nov.	Dec.
LuxuryPrint Magazine Network: Elle Décor, Real Simple, Food & Wine, Town & Country Magazines	90,470	226,175	678,525	MNI Luxury Network Reader Profile: Avg. Age: 45, 75% Female, Median HHI: \$81,819 National Titled Magazines bought regionally in Milwaukee & Minneapolis												
Luxury Print Magazine Creative									AC/FOB		W		C/SDSDC			
Entertainment Weekly Added Value	43,100	107,750	107,750	With above MNI Luxury Network magazine purchase, we will receive one free, full page ad in Entertainment Weekly in the Mpls & Milwaukee market												
Entertainment Weekly Creative									MU							
Chicago Magazine	150,000	375,000	1,500,000	Chicago Magazine Reader Profile: Avg. Age: 47, 63% Female, Median HHI: \$269,000 May: Midwest Travel Guide / June: Ultimate Guide to Summer / August Wknd Getaway												
Chicago Magazine Creative									AC/FOB							
Chicago Magazine Added Value	470,000	470,000	470,000	Three (3) Chicago Uncovered Listing Print Mag (Value: \$10,200) One (1) free VIP E-blast to our opt-in list of over 20,000 opt-in subscribers (Value: \$3,000)					Uncovered		Uncovered	E-Blast	Uncovered			
Chicago Magazine Creative											SS		SS			





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Silent Sports Magazine	5,368	13,420	93,940	Secured back cover on 7 key issues: Feb, April, May, June, July, September & October. Circ/Distribution: WI, MN, N. IL, MI, NE IA												
Silent Sports Creative						SS/NOR		SS	SS/FOB	SS	SS		SS/SDSD	SS		
Silent Sports Magazine Added Value	5,368	13,420	13,420	Leaderboard Web Ad - 3 months Facebook Postings - 1 per month of ads ran (7 total)												
Silent Sports AV Creative						Facebook	Leaderboard	Facebook	Facebook	Facebook	Facebook	Leaderboard	Facebook	Facebook	Leaderboard	
Out-of-home: Clear Channel Wallscape	644,400	644,400	644,400	Chicago ClearChannel Wallscape Runs 4 weeks: 7/2/12 - 7/29/12 45' x 83' Randolph St. 80 ft. W/O Des Plaines Street Situatd at the entrance of the Kennedy Expressway and "Randolph Market." Located near numerous theaters and high-rise buildings												
Clear Channel Creative											SI					
Out-of-home: City Lites Mpls/St.Paul Taxi Wraps & Taxi on top of cabs	5,000,000	5,000,000	5,000,000	8 weeks: May 9 - July 3 Qty. 10 Taxis w/ 27" x 88" Wrap + Kayak mounted on top w/ DC signage												





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City Lites Creative									SS							
Time Warner Cable Milwaukee	822,212	822,212	822,212	3 Key Zones: Milwaukee North, Kenosha & Milwaukee Western FOB: April/May 4/4/12 - 5/27/12 - 1,546 spots, \$11,952 Networks: Food, ESPN HGTV, Fox News, MSNBC, CNN, TBS, A&E, Travel, Bravo, Headline, Versus Summer/Image: 5/28/12 - 8/26/12 - June - August - 1,352 spots Networks: Food, Travel, Headline, Versus, OWN, Cooking Channel SDSD: 9/3/12 - 10/14/12 - September - October - 870 spots 3,768 Spots Networks: Food, HGTV, TBS, Travel, Bravo, Headline, OWN, Cooking Channel -Lifetime Breast Cancer Awareness October 2012 -Travel & HLN Spots												
TWC Milwaukee Creative											SI	SI	SDSDC			
the Onion	40,000	100,000	200,000	Promoting the Music scene, we will run 4 consecutive back page premium placement in the Onion Suggested dates: 5/17, 5/24, 5/31 & 6/7												
the Onion Creative									MU	MU						





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Theknot.com				Basic Profile w/ Preferred Position for one year: Photo, 45 word description, photo gallery of 9 photos, contact information, link, logo. Includes preferred positioning Renewal due in early March												
Theknot.com Creative					W											
Web/Image Banner Campaign	7,000,000	7,000,000	7,000,000	Part 1: Local Network Buy. Geo-targeted to Mke, Chic, Mpls, Ap/GB/Osh. Placement: homepage, news, entertainment, weather. Will use local network buy for each of the 4 seasonal campaigns (NOR, FOB, SDSDC, HDHN). Each of the 4 seasons will run a 4-week campaign. Part 2: Digital Ad Network. National sites geo-targeted to relevant content to a custom audience: In-market travel, Arts & Culture Enthusiasts, Outdoor Enthusiasts & Frequent dining out. Also, coupled with placements on a vertical strategy to: Active lifestyle, Entertainment,												
Web Creative					NOR			FOB	Image	Image	Image	Image	SDSDC		HDHN	
Mobile Network Banner Campaign	763,889	763,889	763,889	Mobile Advertising Test. Will try for 1 month and if great success/results, we'll need to pull \$ from above Image Banner Campaign. Geo-targeted to: Mke, Chi, Mpls, Ap/GB/Osh Weather/Travel Channel, Entertainment Channel, News Channel.												
Mobile Creative																





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TripAdvisor.com	512,017	512,017	512,017	DMO Sponsorship - content integration & direct link modules w/in the DC tourims page. Photos (up to 10), videos (up to 2), Visitor Guide download link, Official Visitor Center flagged on map, Promo tab (up to 5 lines of text), Events tab (Can promote up to 5 events w/ text & photo). Fixed 160x 600 & 300x250 banners. Runs for one year May 2012 - end of April 2013												
TripAdvisor.com Creative																





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Door County Visitor Bureau 2012 LGBT					Quarter 1			Quarter 2			Quarter 3			Quarter 4		
Media	Impressions	Gross Impressions (per insertion)	Gross Impressions (per actual insertions)	Section	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sept.	Oct.	Nov.	Dec.
Wisconsin Gazette	10,000	25,000	225,000	9 Issues, will likely receive back cover or other premium placement 1/26 (NOR), 5/3 (FOB), 5/31 (Pridefest), 6/14 (Silent Sports), 7/12 (Silent Sports), 7/26 (Wine/Food), 8/23												
Wisconsin Gazette Creative					NOR (LGBT)					FOB Pridefest LGBT	SS LGBT	SS LGBT	W or SDSD LGBT	SDSD LGBT		HDHN LGBT
Gay & Lesbian Travel	20,000	50,000	50,000	Travel Directory Half page ad receives half page advertorial												
Gay & Lesbian Travel Directory Creative					LGBT											





Door County Visitor Bureau 2012 Co-op

Quarter 1 Quarter 2 Quarter 3 Quarter 4

Media	Impression	Gross Impressions	Section	Jan.	Feb.	Mar.	April	May	June	July	August	September	October	Nov.	Dec.
Time Warner Cable	766,496	766,496	<p>Programming has been specifically chosen based on ranking reports geared towards travelers. Networks range from:</p> <ul style="list-style-type: none"> CNN News which ranks high for liberal arts majors and kayakers Fox News which has an affluent viewership History Channel which ranks number one in almost every demographic and skews high towards arts/wine behaviors <p>DCVB has purchased airtime in 30 second increments Your pricing reflects a 15 second commercial Your ad will run in conjunction with a DCVB 15 second commercial to equal one 30 second commercial</p> <p>Members will choose from two different packages and can choose more than 1 pkg. Pkg 1: \$1,500. June - Aug, 297 Spots: 297, Imp: 101,052</p>												
Midwest Living Insert	358,200	895,500	<p>DCVB will be running a four-page insert in the May Edition of Midwest Living Magazine specifically in the Out & About Chicago section</p> <p>This full page, glossy insert will be a Go-To Guide for all things Door County. The median HHI is \$97,000 and the median age is 49. This audience indexes high for participating in live theater, attending art galleries/shows, eating at fine dining establishments and shopping</p> <p>12 total spaces are available for DCVB partners \$1,200/partner</p>												
Online Marketing	3,055,044	3,055,044	<p>Geographically Targeted: Appleton/Fox Valley, Milwaukee, Northern Chicago and Twin Cities</p> <p>Run Dates: May 1 – June 15, 2012</p> <p>Target Audience: Leisure Travelers, Adults 35+, \$90k HHI, College Educated</p> <p>Banner Sizes: 300x250, 728x90, 160x600</p> <p>Online Websites Include: JSOnline.com, Suntimes.com, OnMilwaukee.com, TripAdvisor.com (WI Content)</p> <p>In addition to the online banner advertising, each participating partner will receive three targeted E-Blasts to the audience previously mentioned</p> <p>Six total spots are available for DCVB partners May purchase more than one spot</p> <p>Estimated Impressions: 131,979</p>												
Grand Totals	4,179,740	4,717,040													





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Door County Visitor Bureau 2012 Additional Opportunities				Quarter 1			Quarter 2			Quarter 3			Quarter 4		
Media	Impressions	Gross Impressions	Section	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sept.	Oct.	Nov.	Dec.
Canoe Kayak Magazine	143,868	359,670	Great Magazine but removed from main plan b/c too expensive and can only run ONE Silent Sport creative in here -												
Canoe Kayak Creative						SS		SS	Ss						
NE Premier Bride	18,000	45,000	Full Page, 4C at the beginning of the Door County Specialty Section												
Premier Bride Creative				W						W					
American Road Magazine	18,000	45,000	Full Page, Spring, Summer Issues There are numerous other options to explore on the website from listings to promo packages, e-blasts,												
American Road Magazine Creative				MC						MC					
Lavender Magazine	25,169	62,923	4 Key Issues: 5/3 - Summer Getaways 6/15 - Pride Edition 8/9 - Days of Dining 9/20 - Fall Wine & Dine												
Lavender Magazine									PRIDEFE FOB/LGBT		C OR LGBT	OR LGBT			

