



Wisconsin Dells Visitor & Convention Bureau Policies

Approved July 20, 2021

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Glossary

Marketing Partner - A fee-paying partner, whose products and/or services are sought by transient visitors and/or groups located within 25 miles of I90/94 Exits 87 or 92, except for businesses providing overnight accommodations who must be located in a municipality that collects and remits a room tax to the WDVCB.

Supplier Partner - A fee-paying partner engaged in business to business (B2B) and/or wholesale business.

Tourism Affiliate- A non-fee-paying business located in a municipality that collects and remits a room tax to the WDVCB and whose products and/or services are sought by transient visitors and/or groups.

1. PARTNERSHIP POLICIES

a. Change of Ownership

Once the Board of Directors approves a Partnership Agreement, the agreement is binding for the entire partnership year. If a Partner's business is sold, from the time the agreement is approved, through the entire partnership year, it is the responsibility of the current Partner (seller) to require the new owner (buyer) to sign a new Partnership Agreement. If the new owner (buyer) is unwilling to sign a new Partnership Agreement, all financial responsibilities of the original Partnership Agreement remain with the current Partner (seller).

b. Customer Satisfaction Policy

i. Background and Purpose

One of the principal goals of the WDVCB is that each person visiting the Wisconsin Dells - Lake Delton area has an enjoyable experience.

Most visitors will patronize several area merchants during their stay. Because even one bad experience will have a detrimental effect on a visitor's total vacation experience, potentially spoiling the goodwill built up by the WDVCB and those Partners and Tourism Affiliates who have made the visitor's stay a good one, the WDVCB has a vital interest in making sure its Partners and Tourism Affiliates make customer satisfaction a priority in their business operations.

The WDVCB's principal method of monitoring this issue is the number and type of complaints received by it from each Partner's and Tourism Affiliate's customers. While the WDVCB recognizes that the number of actual visitor complaints is likely to be considerably higher than the number of complaints received by the WDVCB (many disgruntled visitors will not take the time or effort to file a complaint with the WDVCB or post a review on a social media platform), the WDVCB will use only the number of complaints it receives as the criteria for the Customer Satisfaction Policy set forth below. The Board of Directors may consider complaints received prior to the date of the adoption of this Policy in enforcing this Policy.

In accordance with the foregoing, the Board of Directors of the WDVCB has adopted the Customer Satisfaction Policy set forth below to protect its vital goals and interests. The Board of Directors of the WDVCB is authorized by the WDVCB's Bylaws to adopt those rules, regulations, and policies it sees fit, and to publicize the same to the WDVCB Partners and Tourism Affiliates. Any Partner or Tourism Affiliate who violates the WDVCB's Customer Satisfaction Policy shall be subject to discipline or expulsion in accordance with Section 2.05 of the Bylaws.

ii. Policy

- (1) Each Partner or Tourism Affiliate shall conduct its business operations such that the number of unresolved "Complaints" (as defined below) received by the WDVCB does not exceed the number of "Permitted Complaints" (as defined below) with respect to such business operations.
- (2) The definition of "Complaints" means the sum of (a) the written letters/emails of complaints received by the WDVCB from the customers of a Partner or Tourism Affiliate, and (b) the Visitor/Customer Concern Documentation Forms generated by the customers of a Partner or Tourism Affiliate.
- (3) The number of "Permitted Complaints" is as follows: (a) for a calendar month: 4 Complaints, (b) for any three consecutive calendar months: 9 Complaints, and (c) for any six consecutive calendar months: 15 Complaints.

iii. Enforcement of the Policy

- (1) The President/CEO of the Bureau and/or delegated staff shall monitor the number of Complaints that are filed against each Partner or Tourism Affiliate.
- (2) If the number of Complaints against a Partner or Tourism Affiliate exceeds the number of Permitted Complaints set forth in the Policy, the President/CEO shall refer the matter to the Executive Committee.

- (3) The Board (at the recommendation of the Executive Committee) shall consider the referral at its next Board meeting. Based on the information before it, the Board may make a preliminary determination as to what sanctions, if any, the Board believes are appropriate with respect to the Partner or Tourism Affiliate. In the alternative, the Board may either (a) refer the matter to a committee (which may be either a Standing Committee or a Special Committee, as such terms are used in the Bylaws) for further review and the determination of proposed sanctions or (b) set the matter over to the next Board meeting for further review and the determination of proposed sanctions.
- (4) In the event the Board (or the committee, as appropriate) makes a determination that it believes sanctions are appropriate, such body shall prepare a written report which details the following: (a) the charges against the Partner or Tourism Affiliate; (b) each and every sanction the body proposes to be applied against the Partner or Tourism Affiliate; and (c) the date, time and place of the meeting ("Meeting") at which final action will be taken by such body with respect to the proposed sanction(s).
- (5) The Board (or the committee, as appropriate) shall give written notice ("Notice") of the Meeting to the Partner or Tourism Affiliate at least fifteen (15) days prior to the date of the Meeting. Such notice shall contain the items listed in the report referenced in the preceding paragraph, as well as such other information as the body giving notice shall deem appropriate.
- (6) The Partner or Tourism Affiliate shall be given an opportunity at the Meeting to present a defense of the charges in person. The Partner or Tourism Affiliate shall also have the alternative of submitting a written statement.
- (7) The Board (or the committee, as appropriate) shall consider the information (if any) presented by the Partner or Tourism Affiliate when the body takes its final action with respect to sanction(s). The Board (or the committee, as appropriate) may not impose sanctions which are greater than the proposed sanctions set forth in the Notice.
- (8) The sanctions which may be imposed against the Partner or Tourism Affiliate include, but are not limited to, suspension of Partner or Tourism Affiliate benefits in the Bureau for a period of time, termination of Partner or Tourism Affiliate benefits in the Bureau, suspension or termination of one or more rights set forth in Section 2.04 of the Bylaws, monetary penalties, public reprimands, and private reprimands. However, the Board (or committee, if appropriate) has the authority to impose multiple sanctions and/or sanctions not listed above if it determines such sanctions are appropriate.
- (9) Any sanctions imposed against a Partner or Tourism Affiliate must be approved by at least three-fourths (3/4) of the Board of Directors.

c. Employee Entertainment Card (EEC)

- i. Employee Entertainment Cards (EECs) are available to the following employees:
 - Individuals employed by Marketing Partner businesses in the following categories: attraction/thing to do, restaurant/bar, lodging (includes accommodations and campgrounds), retail and visitor services regardless of where the business is located. Marketing Partners signing agreements at levels 1 and 2 are limited to a maximum of 10 and 25 EEC cards per year, respectively.
 - Individuals employed by Supplier Partner businesses where the business is located in the City of Wisconsin Dells or the Village of Lake Delton. Supplier Partner businesses are limited to 10 EEC cards annually.
- ii. The following guidelines apply:
 - Employees must be 14 years of age or older (12- and 13-year-olds employed by their parents, who own the business, are eligible, as well).
 - Discounts are generally valid for a single use (some businesses may allow multiple uses) and by the cardholder only.
 - Lost, destroyed, or misplaced cards will not be replaced.
- iii. Requirements for purchase:
 - Paycheck stub dated within past 30 days.

- Photo ID (acceptable IDs include a driver’s license, state ID, Passport, work ID and Student ID). Social Security cards or Birth Certificates may be presented by 14-16-year-olds in lieu of a photo ID.
- Employer-purchased voucher or \$10 cash.

d. Partner Directory

The Partner directory is a “business to business” tool. It is not intended as a visitor information resource and should not be provided to visitors as such. Partner directories are only available for distribution to current WDVCB Marketing and Supplier Partners.

e. Partner Database

The WDVCB will manage distribution of information from current Supplier Partners to current WDVCB Marketing Partners (i.e., B2B communications) for a fee. The President/CEO must approve exceptions.

f. Service Club & Membership Organizations

Membership-based organizations, including service clubs and associations, are eligible for WDVCB partnership providing that the individual businesses/people making up that organization are all Marketing Partners of the WDVCB.

g. State Parks

The Board of Directors does not require Devil’s Lake, Mirror Lake, Roche-A-Cri and Rocky Arbor State Parks to pay partnership fees. These parks may be listed on the Bureau’s website for their recreational activities. The parks’ camping amenities will not be promoted.

h. WDVCB Logo

The Official Wisconsin Dells logo and “The Waterpark Capital of the World!®” logo are registered trademarks of the Wisconsin Dells Visitor & Convention Bureau. These logos are valuable legal and intellectual assets, and unauthorized use of these logos is prohibited. The WDVCB does not license its logo for commercial merchandise use. It is an infringement on the Bureau’s registered names, logos, and trademarks for anyone other than the WDVCB to produce any commercial merchandise containing the above. Questions regarding this policy should be directed to the President/CEO and/or Director of Sales & Marketing of the Wisconsin Dells Visitor & Convention Bureau.

The basic Wisconsin Dells logo consists of two parts - the graphic element and the text element. Proper use of the logo will incorporate both the graphic and text elements. It is understood, however, that certain uses of the logo preclude the inclusion of the text element. For example, use of the logo on a pin or the spine of a book may necessitate the use of the graphic element alone. Wherever possible, however, the graphic and text elements should be used together.

i. WDVCB Logo Use - Policy

- (1) Marketing Partners in good standing from the following categories: attraction/thing to do, restaurant/bar, lodging (includes accommodations and campgrounds), retail and visitor services are allowed use of the Official Wisconsin Dells logo in their advertising with approval and as defined below:

ii. WDVCB Logo Use - Approval

- (1) The Official Wisconsin Dells logo may not be used on commercial merchandise including, but not limited to, items like t-shirts, coffee mugs, towels, jackets, etc.
- (2) Marketing Partners who wish to use the Official Wisconsin Dells logo **must obtain approval prior to its use and/or publication**. Applications are available from the Bureau’s marketing department or online at wisdells.com.
- (3) Prior authorized approval must be obtained for each marketing publication and/or advertising medium where the member intends use of the Official Wisconsin Dells logo. The logo must be used only for the purpose requested; additional uses require separate approvals.
- (4) Final artwork that utilizes the Official Wisconsin Dells logo must accompany the advertising Marketing Partner’s application.

- (5) Final approval must be in writing and signed by both the Marketing Partner using the logo and a WDVCB authorized agent. Failure to obtain prior written approval, or the unauthorized use of the logo, will likely result in the issuance of an immediate cease and desist request and/or other legal action from the WDVCB.
- (6) Approval for use of the Official Wisconsin Dells logo may be granted annually for one calendar year unless otherwise designated. Use of the Official Wisconsin Dells logo in a particular way in preceding years does not constitute authorization to use the logo in the same way for an additional or consecutive year.
- (7) All complete member applications (including artwork or layout) requesting use of the Official Wisconsin Dells logo will be reviewed within 10 working days.

iii. WDVCB Logo Use - Standards

(1) General Use

- (a) The Official Wisconsin Dells logo may not be altered in any manner including size, proportions, colors, elements; or animated, morphed or otherwise distorted in its perspective or appearance and must include the ® symbol.
- (b) In using the Official Wisconsin Dells logo, the logo must be tilted left exactly 3.3 degrees or 15%.
- (c) If color is used, the Official Wisconsin Dells logo is PMS 193, and may not be altered unless otherwise approved.
- (d) Use of the Official Wisconsin Dells logo may include the branded tagline text element “The Waterpark Capital of the World!®”
- (e) The Official Wisconsin Dells logo may be re-sized to accommodate a specific use, but the boxed text “The Waterpark Capital of the World!®” if used, must remain legible. The WDVCB reserves the right to require that its logo be re-sized if, in its opinion, it is difficult or impossible to read.
- (f) Layouts of the advertising business’ marketing materials and proposed Official Wisconsin Dells logo usage must be made available at the time of application.
- (g) The Official Wisconsin Dells logo may not be used to represent a business as the Wisconsin Dells Visitor & Convention Bureau.
- (h) Marketing Partner businesses may not alter the Official Wisconsin Dells logo to incorporate any other object, including, but not limited to other logos, icons, words, graphics, photos, slogans, numbers, design features, symbols, audio files or video files.

(2) Print Use

- (a) The Official Wisconsin Dells logo must be 50% or less in size than the advertising business’ logo or trademark and must be used in a less prominent way than the advertising business’ logo.
- (b) The Official Wisconsin Dells logo may not be used on a Marketing Partner business’ destination visitor guide/brochure of any kind.

(3) Outdoor Advertising Use

- (a) Use of the Official Wisconsin Dells logo may occupy no more than 20% of the total billboard space.

(4) Television Use

- (a) Use of the Official Wisconsin Dells logo may occupy no more than 10% of the total screen space, with the Wisconsin Dells logo 50% or less in size than the advertising business’ logo or trademark and used in a less prominent way than the advertising business’ logo.
- (b) The Official Wisconsin Dells logo must remain stationary.
- (c) The advertising business’ logo or trademark must appear prior to, or simultaneously with, the Official Wisconsin Dells logo in an approved format.

(5) Web, Digital Publications & Interactive Communications Use

- (a) Use of the Official Wisconsin Dells logo may occupy no more than 15% of the total screen space, with the Wisconsin Dells logo 50% or less in size than the advertising business’ logo or trademark and used in a less prominent way than the advertising business’ logo.
- (b) Utilization of the Official Wisconsin Dells logo in this medium requires the implementation of a back link to wisdells.com or packaged with a separate text link to the Official Wisconsin Dells Visitor & Convention Bureau URL (See WDVCB link policies).

(6) Sports, Group, Meeting & Convention Marketing & Communications Use

- (a) The Official Wisconsin Dells logo may be used by sporting event rights holders and/or tournament organizers, group tour operators and meeting and convention planners or organizers to promote tournaments, events, tours and/or meetings and conventions that will take place in the Wisconsin Dells area at any facility located in the City of Wisconsin Dells, Village of Lake Delton, Town of Delton, Town of Dell Prairie or as part of a WDVCB approved activity. All specific criteria as listed above applies.

(7) Special Use

- (a) Marketing Partners may not use the logo on coupon books/sheets.
- (b) Supplier Partners may only use the Bureau-developed "Proud Supplier Partner of the WDVCB" logo on any promotional materials and their website.

i. Realtors/Real Estate Companies

Realtors/Real Estate Companies may apply for WDVCB Partnership as a Supplier Partner only.

j. Short-term Lodging Rental Companies

Short-term lodging rental companies may apply to be a WDVCB Marketing Partner only if 51% or more of the properties they have in their rental pool are located in a municipality that collects and remits a room tax to the WDVCB. The other 49% or less of the properties they have in their rental pool must be located within 25 miles of Interstate 90/94 Exits 87 or 92.

k. Short-term Rental Properties - Partnership

Privately owned rental properties may only be a WDVCB Marketing Partner or Tourism Affiliate if they are not represented and/or marketed by a Short-term Lodging Rental Company. All other requirements for lodging partners apply.

k - Added & Approved 9/21/21

2. ADVERTISING POLICIES

The following policies apply to all printed and electronic materials produced by and for the WDVCB and information distributed by the WDVCB. Additional policies, relevant to specific programs or publications are outlined in the "Specific Programs/Publications" section.

a. Ad Content

- i. Telephone numbers and websites listed in printed or electronic material must be those of the WDVCB Marketing Partner placing the ad.
- ii. No Marketing Partner will be allowed to represent his/her business as the official WDVCB organization or submit advertising that may be perceived to be an official section of any WDVCB publication.

b. Attraction Tickets

- i. Attraction tickets may be offered and promoted by accommodations and/or campgrounds as part of packages or as included with an overnight stay. Attraction tickets cannot be offered/promoted as "free," "complimentary," or using any other similar word. Accommodations and/or campgrounds that own both the lodging facility and the attraction may offer the tickets as "free."

c. Brochure Display & Distribution

- i. Marketing Partners may provide brochures for display in the WDVCB Welcome Center.
- ii. Brochures listing/promoting non-partner businesses will not be allowed for display. Minor references to non-partners on maps used for directional purposes require approval by the Director of Member & External Relations prior to display
- iii. Marketing Partner businesses owning same/similarly named businesses located outside the City of Wisconsin Dells, Village of Lake Delton, Town of Delton and/or Town of Dell Prairie may mention

those properties in their brochure if the mention occupies no more than 10% of the brochure space.

- iv. Marketing Partners will be assigned one (1) brochure slot in the WDVCB Welcome Center for each Marketing Partner Agreement they sign.

d. General Advertising Policies

- i. Commitments for participation in programs/publications will only be accepted in writing or via electronic solicitation submission from Marketing Partners in good standing.
- ii. Marketing Partners must be consistent in the use of their business name as signed on the WDVCB Partnership Agreement.
- iii. A Marketing Partner cannot sell, trade, or otherwise exchange space limitations and/or specific ad locations (where applicable) with another Marketing Partner.
- iv. All verbiage regarding any construction, additions or expansions must contain references to anticipated opening dates.
- v. WDVCB retains all rights to edit business-supplied website descriptions as deemed necessary.

v - Added & Approved 9/21/21

e. Photography

- i. The WDVCB owns all imagery, including still photography, film footage and video footage shot for advertising and publicity purposes.
- ii. Marketing Partners in good standing of the WDVCB are allowed use of photography/film/video imagery, as outlined below. Non-partner use of Bureau photography/film/video imagery may result in legal action.
- iii. The WDVCB reserves the first right of refusal for use of all photography/film/video coordinated and paid for by the WDVCB. There is an 18-month moratorium on all new photography/film/video images selected by the WDVCB for inclusion in its marketing, advertising, or promotional programs. New images/film/video not selected for WDVCB use will be available to the Marketing Partner business the shoot occurred at 90 days after the photography/film/video shoot date.
- iv. Marketing Partners may use images of their own business's WDVCB photography/film/video for the purposes of advertising their Marketing Partner business(s) only. Businesses wishing to use WDVCB photography/film/video for any other purpose must obtain approval prior to use and/or publication from the WDVCB.
- v. Marketing Partners may be asked to provide the WDVCB with photographic/film/video credits on images/footage obtained from the WDVCB.
- vi. Marketing Partners may be allowed use of the Bureau photography/film/video imagery if it is used in a truthful and appropriate context.
- vii. Marketing Partners may not grant approval to use WDVCB images/footage to third parties, even if the images/footage is of their own business.

Photography Specifics

- (1) Marketing Partners will be given the opportunity to use digital images free-of-charge. If Marketing Partners would like to obtain a copy of an original digital image, they may purchase one.

Film/Video Specifics

(1) Marketing Partners may request copies of WDVCB film and/or video footage for advertising purposes. The WDVCB advertising agency of record will provide a cost estimate to the Marketing Partner for obtaining the requested footage. The estimate must be approved by the representative of the Marketing Partner's business, and the Marketing Partner's business shall be billed by the Bureau for expenses incurred.

f. Pricing, Discounts, Coupons & Packages

- i. No prices or discount percentages are allowed on packages for accommodations/campgrounds, attractions and/or restaurants/bars in any accommodation/campground advertising.
- ii. No prices or coupons will be allowed in display, grid, or Picture & Copy advertising.
- iii. The word "discount" cannot be used in an advertisement.
- iv. Businesses that are part of a coupon book and/or discount program may mention their participation in the coupon book and/or discount program in their advertisement provided all participants in the coupon book and/or discount program are Marketing Partners of the WDVCB. This mention must also adhere to the 10% maximum ad space limit mentioned under Vacation Guide Policies, bullet ii.2.
- v. The prohibitions herein apply only to digital and/or printed material produced by the Bureau or for display at the Bureau. Marketing Partners of the Bureau are not otherwise subject to these prohibitions.

g. Superlatives, Comparisons & Testimonials

- i. Use of superlatives in advertisements will not be permitted if negatively comparative or deceitful in nature. Example: "Better Waterpark than Noah's Ark" will not be allowed. If the statement is factual, it is acceptable. Example: "Dells' Only Year-Round Riding Stable."
- ii. Use of comparisons that are negative to any named Marketing Partners or area business will not be permitted.
- iii. The word "new" used in advertising without a year can only be used during the first 12 months of the item mentioned as new being in existence. Subsequent years must be stated as "New" with the year (i.e., New in 2020).
- iv. Testimonials used in an ad must contain quotation marks around the statement, correctly identify the person who made the statement and indicate the year the statement was made. Example: "Don't visit Wisconsin Dells without a stop here" *Bob Puhala, Chicago Sun-Times, May 2020.*
- v. Testimonials used in an ad may not include prices, even if within a quote.

3. SPECIFIC PROGRAMS/PUBLICATIONS POLICIES

These policies are in addition to the Advertising Policies beginning on page 6.

a. Programs Including Rates/Prices

- i. Marketing Partners must honor the rates/prices they submit for any publications or promotions.
- ii. Marketing Partners that do not honor the submitted rates/prices will be reviewed by the Board of Directors and could be restricted from future program participation.

b. Internet

i. WDVCB Website - Partners Listings

(1) Marketing and Supplier Partners will receive a link from the Bureau's website, www.wisdells.com, to their business website. It is recommended that the home page* of the Partners business website contain a return link to the Bureau's website, www.wisdells.com. The return hyperlink to [wisdells.com](http://www.wisdells.com) must be a "do follow" link and cannot include any type of variable which inhibits search engines or link analysis similar, but not limited to, a no follow code. (i.e. the use of no follow or href = "#" or rel="nofollow">). The return link to the Bureau must be structured in one of three ways:

1. Text Only - Direct Link

A link identified in text as "Wisconsin Dells Visitor & Convention Bureau" or "Official Wisconsin Dells Visitor Information."

2. Logo Only - Must Include Appropriate Image File Name & Alt Tag

An image of the Bureau's registered Wisconsin Dells logo, that is in compliance with the organization's logo use standards. It is recommended that the image file name incorporate the keywords Wisconsin Dells Visitor & Convention Bureau (i.e., [wisdells-visitor-convention-bureau.gif](#)) and the Alt Tag should include a keyword rich description of the image (i.e., alt= "Wisconsin Dells Visitor & Convention Bureau").

3. Text & Logo

The Partners business may use a text link, as noted in item 1, in conjunction with the Bureau's registered Wisconsin Dells logo. (For more information on logo use compliance see *Logo Use Standards - Web, Digital Publications & Interactive Communications Use policy*.)

***The position of the return link is recommended to be placed on the home page of the Partners site, unless the Partner:**

- Elects to go one click further into their site to provide Wisconsin Dells area content on 50% or more of that page AND provides the Bureau a return link as structured above, or;
- Is a corporate site representing a single brand in multiple locations, either in-state or nationally. Corporate sites may position the return link to the Bureau one click further into their site, on the "home page" of the Dells location specific content or the local business specific page, or;
- Is a Supplier Partner. Supplier Partners are not required to have a return link to the Bureau's website in order to receive a link (see Pricing, Discounts, Coupons & Packages policy for more information.)

ii. Partner Websites

(1) Partner website content, including pricing, must be accurate and truthful.

(2) A Partner may not represent their website as the "official Wisconsin Dells" or "Visitor Bureau" site.

(3) A Marketing or Supplier Partner who wishes to use any variation of the Bureau's registered logo as a return link to the Bureau's website, may only do so if all other conditions regarding use of the Bureau's registered logo apply (see Logo Policy for complete details). Violation of this policy may result in immediate suspension of all partner benefits.

c. Vacation Guide Policies

i. General Advertising Policies

(1) Only Marketing Partners plus the Wisconsin Dells River Arts District (i.e., City of Wisconsin Dells BID Committee) may advertise, if eligible, based on their Marketing Partner level, in the WDVCB Vacation Guide.

ii. Ad Content

(1) A Marketing Partner who has ownership in separate businesses may not exchange display advertising locations among their own businesses.

- (2) Each individual advertisement must primarily (a minimum of 90%) promote the business listed on the Partnership Agreement (except as noted below).
 - (a) Full-service accommodations, with multiple businesses on site (contiguous) and that are commonly owned as part of the business group, may promote those amenities with no maximum or minimum total ad space reference limitations.
- (3) Advertisements may only contain logos or images of signs specific to the primary business being advertised except as stated in ii.4. Logos of package components and/or product logos are not allowed. Logos indicating quality designation(s) (i.e., AAA, Superior Small Lodging, Travel Green Wisconsin, TripAdvisor®, etc.) are allowed and subject to final approval by the Bureau.
- (4) Accommodations and campgrounds offering attraction packages may mention the name(s) and/or use photos of the package components up to the 10% maximum ad space limit.
- (5) Photos and/or images used in all display and Picture & Copy (P&C) advertising must be a single image. (no composite/overlapping images)
 - (a) Photos for P&C ads must be a single image in a minimum of a 2" x 2" (4-square inch) format.
 - (b) Display ad photos must be a single image, with a minimum of a 2" x 2" (4-square inch) image area (excluding borders - see also bullet 5.c). (i.e., 2" x 2", 4" x 1" or any combination that equals the minimum of 4 square inches as calculated across the image center)
 - (c) Photo borders are not included as part of the 4-square inch minimum image area.
 - (d) Photo overlap is not counted as part of the 4-square inch minimum image area. Only visible portions of the photos are used to calculate the final image area; overlap is subtracted.
- (6) All advertising must address annual dates of operation in ad copy. (i.e., open year-round or open May-Nov, etc.)
- (7) All ads, except designated bleed ads, must have a border.
- (8) Enhanced grid listings are limited to 200 characters (punctuation and spaces included) and no more than 10% of the 200 characters may be uppercase.

iii. Ad Page Limitations & Sizes

- (1) Ad sizes, not including grids or the meeting facility section, are limited to the ad size relative to the Marketing Partner level a business submits an Agreement for.
- (2) Each Marketing Partner business ad will appear in the category grid section in which the bureau has assigned them unless they have elected to purchase advertising in the advertorial section of the Vacation Guide.
- (3) Ads will be inserted in the respective sections based on the best layout relative to the advertorial copy and listing grids. The WDVCB retains full discretion as to layout of advertising.
- (4) Premium Pages
 - (a) Those pages designated by WDVCB as Premium Pages will be offered/sold on a "First Right of Refusal" basis. Premium page advertisers must be a Marketing Partner 4.
 - (b) Premium pages not selected by the previous years' advertisers will be offered to other existing premium page advertisers who may move if the vacated premium page is perceived to be a preferred location.
 - (c) Limit of one premium page, if available, per qualifying Marketing Partner 4.
 - (d) Premium page advertisers may be eligible to purchase up to one additional full-page ad at the current Vacation Guide rate.

d. Job Fairs

From time to time, the WDVCB may coordinate Job Fairs for the purpose of allowing Partners to recruit employees. Participation in Job Fairs, coordinated by the WDVCB, is open to Marketing Partners and Supplier Partners located in the Village of Lake Delton, Town of Delton, Town of Dell Prairie and/or the City of Wisconsin Dells.

4. VISITOR EMAIL ADDRESS POLICY

Due to the CAN-SPAM Act, the WDVCB does not make visitor email addresses collected from visitors available for sale or use by anyone except the WDVCB.