

WDVCB Partnership Benefits

Marketing Partner 4	Marketing Partner 3	Marketing Partner 2	Marketing Partner 1	Tourism Affiliate	Supplier Partner
\$5,000	\$2,500	\$750	\$300	No fee	\$300

05/10/21

V6

								Current VG Rates	Recommended 2022 rates
vacation guide	Grid Listing	Yes	Yes	Yes	Yes	No	No	n/c MP 1-4	n/c MP 1-4
	Enhanced Grid	\$	\$	\$	\$	No	No	\$150	\$150
	1/6-page P&C & Display	\$	\$	\$	No	No	No	\$925	\$950
	1/3-page P&C & Display	\$	\$	\$	No	No	No	\$1,775	\$1,800
	1/2 page	\$	\$	No	No	No	No	\$2,925	\$3,000
	2/3 page	\$	\$	No	No	No	No	\$4,000	\$4,000
	Full Page Vertical	\$	No	No	No	No	No	\$4,850	\$5,000
	Full Page Horizontal	\$	No	No	No	No	No	\$5,550	\$5,500
	2-page Spread	\$	No	No	No	No	No	\$9,700	\$15,000
	Premium Page (eligible to purchase 1 additional ad up to 1 full page at full page rate)	\$	No	No	No	No	No	Range from \$6300 - \$7000	Back cover \$10,000
							Back & front inside \$9,000		
							All others \$6,300		

WDVCB Partnership Benefits

		Marketing Partner 4	Marketing Partner 3	Marketing Partner 2	Marketing Partner 1	Tourism Affiliate	Supplier Partner
		\$5,000	\$2,500	\$750	\$300	No fee	\$300
wisdells.com	Featured image	Business Choice	Business Choice	Business Choice	Business Choice	WDVCB Choice	WDVCB Choice
	- additional photos	5	3	2	1	No	No
	Business name in banner image	Yes	Yes	Yes	Yes	Yes	Yes
	Description	Longer - TBD	Longer - TBD	Longer - TBD	>100 - TBD	<100 characters	Limited - TBD
	Address & Phone Number	Yes	Yes	Yes	Yes	Yes	Yes
	Email address	Yes	Yes	Yes	Yes	No	Yes
	Web URL	Yes	Yes	Yes	Yes	No	Yes
	Hours of Operation	Yes	Yes	Yes	Yes	No	Yes
	Map	Yes	Yes	Yes	Yes	No	Yes
	Deals & Packages	Yes	Yes	Yes	Yes	No	No
	Calendar of Events	Yes	Yes	Yes	Yes	No	No
	Book/Buy now or Menu	Yes	Yes	Yes	No	No	No
	Social Media link	Up to 5	3	1	No	No	No
	Trip Advisor or user generated content	Yes	Yes	No	No	No	No
	Featured Listing for specified period of time	Eligible \$	No	No	No	No	No
	<i>May purchase add'l Featured Listings</i>	2023 \$	No	No	No	No	No
	<i>Eligible for Featured Blog</i>	2023 \$	No	No	No	No	No
<i>Eligible for Featured E-blast</i>	2023 \$	No	No	No	No	No	

WDVCB Partnership Benefits

5/10/21

		Marketing Partner 4	Marketing Partner 3	Marketing Partner 2	Marketing Partner 1	Tourism Affiliate	Supplier Partner
		\$5,000	\$2,500	\$750	\$300	No fee	\$300
other benefits	Brochure Display in Welcome Center	Yes	Yes	Yes	Yes	No	No
	Calendar of Events - listing	Yes	Yes	Yes	Yes	Yes	No
	Education/seminars	4 comp	2 comp	\$	\$	\$ 2.5x MP Fee	No
	EEC - staff eligible for purchase	\$	\$	\$ (limit 25)	\$ (limit 10)	No	\$ in area only
	EEC - business offer	Yes	Yes	Yes	Yes	No	No
	Leisure Leads Program (Calendar year leads)	\$50	\$50	\$50	\$50	No	No
	Marketing Promotions (ie Season Opener, etc)	Yes	Yes	Yes	Yes	No	No
	Packages & Deals	Yes	Yes	Yes	Yes	No	No
	PartnersNet Access	Yes	Yes	Yes	Yes	No	Yes
	Referrals (visitor & media)	Yes	Yes	Yes	Yes	Yes	Yes
	School Calendar	Yes	Yes	Yes	Yes	No	No
	Ticket Trade out	Yes	Yes	Yes	Yes	No	No
	VIP Media Pass	Yes	Yes	Yes	No	No	No
	Wisconsin Dells Gift Card Acceptance	Yes	Yes	Yes	Yes	No	No
	Wisconsin Dells Job Board Listings	Yes	Yes	Yes	Yes	No	Yes
Work Permit Processing	Yes	Yes	Yes	Yes	Yes	Yes	

Password protected portal

Attractions only