

CO-OP MARKETING OPPORTUNITIES

TRAVEL
WISCONSIN





WISCONSIN TRAVELER EMAIL CO-OP

Spotlight your destination in a bi-weekly email sent to over 167,000 subscribers!

Industry partners can appear in the top position 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 Wisconsin Department of Tourism approval.

Asset Development

Partners provide a headline, high-quality image, description, landing page URL and a desired deployment date. Travel Wisconsin handles asset development, with review and approval by the partner.

Cost

Program cost is \$350.

Frequency

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

2021 Deployment Dates

January	1/14/21	1/28/21	July	7/8/21	7/22/21
February	2/11/21	2/25/21	August	8/5/21	8/19/21
March	3/11/21	3/25/21	September	9/9/21	9/23/21
April	4/8/21	4/22/21	October	10/7/21	10/21/21
May	5/6/21	5/20/21	November	11/4/21	11/18/21
June	6/3/21	6/17/21	December	12/2/21	12/16/21

Continued »



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.

Learn more at <https://bit.ly/tw-co-op>

Questions on co-op marketing opportunities? Contact Dawn at dzanoni@travelwisconsin.com.



Slow TV: Wisconsin's Hidden Gems
 Unearth the beauty of Wisconsin that lies in our hidden gems – cherished by those who know them, waiting to be found by those who look. From stunning natural wonders to impressive architecture, plan your roadmap to the Wisconsin gems you want to visit when the time comes.

DESTINATION SPOTLIGHT



Rasnine Zoo is the Place for You
 Visit some of the world's most remarkable wildlife. With a family-friendly, lakeshore location, it's the perfect way to enjoy the outdoors.

[Learn more >](#)



Get Outdoors in Oconto County
 Experience some of the most beautiful scenery and awesome trail riding Wisconsin has to offer in Oconto County - home to over 400 miles of scenic trails!

[Learn more >](#)

[SEE ALL THINGS TO DO](#)

FEATURED ARTICLES



DESTINATION SPOTLIGHT



Rasnine Zoo is the Place for You



FEATURED ARTICLES

Visit Some of the World's Most Remarkable Wildlife

With a family-friendly, lakeshore location, it's the perfect way to enjoy the outdoors.

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[SEE ALL THINGS TO DO](#)

FEATURED ARTICLES



Schoolhouse Beach: One of the World's Most Unique Shores
 A geological marvel, this smooth limestone beach is as gorgeous as it is enchanting. Take a trip to Washington Island to discover the wonder of Schoolhouse Beach.

DESTINATION SPOTLIGHT



Explore Outdoor Madison this Summer
 Five glistening lakes. Over 200 parks perfect for picnicking. And so much more in Madison, including city amenities like hotels and award-winning restaurants.

[Learn more >](#)



Climb Oconto's Mountain Fire Lookout Tower
 130 stairs to the top. The Mountain Fire Lookout Tower was the first tower in Wisconsin to be placed on the National Historic Lookout Register and the National Register of Historic Places.

[Learn more >](#)



Satisfy Your Appetite in Beloit
 Enjoy some of the best outdoor dining spots and cuisine in Southern WI. Savor everything from modern Italian, to gourmet stuffed burgers to traditional Wisconsin supper clubs!

[Learn more >](#)



Order a Travel Guide
 Order your free travel guide! Find the best ways to enjoy Wisconsin with travel ideas, maps and more to help you plan a future trip.

[Learn more >](#)



DESTINATION SPOTLIGHT



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[Learn more >](#)

[SEE ALL THINGS TO DO](#)

FEATURED ARTICLES



* Email layouts are for sample purposes and is subject to change



DEALS CO-OP

The Travel Wisconsin deals program is an opportunity to promote your package, deal or promotion and attract more visitors.

The program includes a web listing on [TravelWisconsin.com/Deals](https://www.travelwisconsin.com/Deals) for as long as your promotion is running. We are excited to present a web listing free of charge in 2021 to help you achieve your goals.

Want drive even more traffic your website and bring in more customers? Upgrade your participation and get featured in an email to over 51,000 subscribers!

Eligibility

The Deals co-op program is open to destination marketing organizations and tourism-related businesses, attractions and events. Submission should offer a package, deal, discount or promotion to travelers. Submissions should contain a specific and compelling offer. All participants are subject to Wisconsin Department of Tourism approval.

Asset Development

Deal partners provide a deal headline, basic details or description of the offer, a click-through URL and high-quality imagery. Upon sign-up, partners should specify a date range for the deal to run.

Cost

Website listings are free of charge once again in 2021! Upgrade your participation with an email distribution for a \$150 investment.

Frequency

There is a limit of two website deals submitted per month, per partner. Deals 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.

Learn more at <https://bit.ly/tw-co-op>

Questions on co-op marketing opportunities? Contact Dawn at dzanoni@travelwisconsin.com.



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



BOGO Token Cup Deal
Aunt Ethel's, DePere



Autumn Getaway at The Osthoff Resort
The Osthoff Resort, Elkhart Lake



Bike Your Way to a Fall Stay
Hampton Inn & Suites, Menomonie



Groups of 2 or More Save 25%
Lake Geneva Ziplines & Adventures, Lake Geneva

[View All Deals](#)



* Email layout is for sample purposes and is subject to change



NEW
— FOR 2021 —

CUSTOM EMAIL CO-OP

Prominently feature your destination in a custom email sent to over 167,000 subscribers!

Industry partners can appear in a dedicated email, designed with the Travel Wisconsin brand. Your e-feature includes a professional photography shoot and photo package.

Eligibility

The Custom Email co-op program is open to destination marketing organizations and tourism-related businesses, attractions and events. All participants are subject to Wisconsin Department of Tourism 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 \$3,000 and includes email development, deployment to over 167,000 subscribers and a fifteen (15) image photography package for partner ownership.

Photo packages may be expanded at additional cost.

Check Out this Amazing Destination



Editorial Headline Here

Caerphilly gouda when the cheese comes out everybody's happy. Babybel cauliflower cheese melted cheese jarsberg say cheese smelly cheese edam blue castello.



Editorial Headline Here

Bavarian bergkase croque monsieur parmesan ricotta brie cheesecake who moved my cheese cheese slices.

[Read more >](#)



Editorial Headline Here

Ricotta chalk and cheese lancashire gouda goat melted cheese roquefort mascarpone.

[Read more >](#)



Editorial Headline Here

Everyone loves cheesy feet pepper jack fromage frais fromage danish fontina parmesan halloumi.

[Read more >](#)



Editorial Headline Here

Cheese and wine cheese triangles swiss who moved my cheese emmental gouda feta cauliflower cheese.

[Read more >](#)

CTA Here

* Email layout is for sample purposes and is subject to change

Continued >>



NEW
— FOR 2021 —

CUSTOM EMAIL CO-OP

Frequency

This program is limited to 1 partner per month, starting June 2021. Limit of one deployment per partner, per year.

2021 Deployment Dates and Themes

June 10	July 1	August 12	September 2	October 14	November 11	December 9
Ag-Tourism	Water Activities	Culinary	Arts & Culture	Fall Color	Cabins & Cottages	Culinary

Deadline

Reservations for distribution dates of June-August must be made by January 31, 2021. Distribution dates of September-December must be reserved by April 30, 2021. Theme discussions, email development and photos shoots occur after reservations are confirmed. Reservations are accepted on a first come, first served basis.

Learn more at <https://bit.ly/tw-co-op>

Questions on co-op marketing opportunities? Contact Dawn at dzanoni@travelwisconsin.com.



NEW
— FOR 2021 —

SPONSORED ARTICLES CO-OP

Tell your destination's unique and compelling stories with 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 two-three weeks prior to publication. Travel Wisconsin will also make image selections for touch points prior to distribution.

Partners participate in one round of article outline review and one round of article revisions before publication.

Cost

Program investment is \$4,000 and includes article development, article hosting on TravelWisconsin.com for one year, deployment in an email to over 167,000 subscribers, a Facebook ad with dedicated media spend and a fifteen (15) image photography package for partner ownership.

Photo packages may be expanded at additional cost.

Top 8 Things to Do on the Milwaukee RiverWalk



By Jennifer Posh

The 3.7-mile **Milwaukee RiverWalk** winds through the heart of the city, tying together three distinct riverfront neighborhoods — the Historic Third Ward, Downtown, and Beerline B.

More than 20 blocks from its northernmost to southernmost points, the RiverWalk is now fully ADA accessible and is an easy and fun way to explore Milwaukee.

Here are the top eight ways to enjoy your trek along the Milwaukee RiverWalk!

Admire Public Art

Milwaukee's RiverWalk is home to an outdoor art gallery called **RiverSculpture!** that includes both permanent pieces and temporary installations that change periodically. As you stroll along the RiverWalk you'll enjoy making new discoveries, from small, whimsical sculptures such as Gertie, the world's most celebrated duck, to sizable and striking abstract works.

There are currently 20 sculptures on display representing national, regional and local artists.

* Article layout is for sample purposes and is subject to change

Continued »



NEW
— FOR 2021 —

SPONSORED ARTICLES CO-OP

Frequency

This program is limited to 1 partner per month, starting June 2021. Limit of one deployment per partner, per year.

2021 Deployment Dates and Themes

June	July	August	September	October	November	December
Water Activities	Breweries/ Wineries	Arts & Culture	Outdoor Recreation	Fall Color	Culinary	Natural Wonders

Deadline

Reservations for distribution dates of June-August must be made by January 31, 2021. Distribution dates of September-December must be reserved by April 30, 2021. Articles may publish on TravelWisconsin.com prior to distribution in paid media channels. Theme discussions and photos shoots occur after reservations are confirmed. Reservations are accepted on a first come, first served basis.

Learn more at <https://bit.ly/tw-co-op>
 Questions on co-op marketing opportunities? Contact Dawn at dzanoni@travelwisconsin.com.

Highlights of Devil’s Lake State Park, Wisconsin’s Largest



By Jeniece Smith
Managing Editor

Wisconsin’s largest and most visited state park, **Devil’s Lake**, is also its third oldest, opening in 1911. There are a lot of reasons to visit this classic outdoor getaway spot near **Baraboo** in **south central Wisconsin** – here’s what draws more than a million adventurers to this popular park every year!

A Geological History That Rocks



When we say this park is as old as the hills, you can take that literally. The towering 500-foot bluffs surrounding Devil’s Lake – part of the ancient Baraboo Range – are estimated at 1.6 billion years old. Magnificent geological formations, including Devil’s Doorway and Balanced Rock, were created by water freezing and expanding in cracks in the rock.

* Article layout is for sample purposes and is subject to change



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 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 Wisconsin Department of Tourism approval.

Asset Development

Partners provide the ideal ad start date, basic content direction, any targeting parameters, a click-through URL and a high-resolution photo. Travel Wisconsin handles asset development, with review and approval by the partner.

Cost

Program cost is \$400 and includes ad development, targeting, ad management and promotion.

Frequency

This program is limited to 10 partners per month. Each partner is limited to two ads 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 an ad starts July 10, reservations and materials are due by June 1.

Reservations are first come, first served.

Learn more at <https://bit.ly/tw-co-op>

Questions on co-op marketing opportunities? Contact Dawn at dzanoni@travelwisconsin.com.

Travel Wisconsin Sponsored

Admire over 3 million twinkling lights 🌟, bundle up for a carriage ride, go ice skating 🛼 and even roast a s'more 🍪 over a crackling fire. Celebrate your holiday season at Riverside Park in La Crosse. — with Explore La Crosse.

EXPLORELACROSSE.COM

Winter in La Crosse, WI - ExploreLaCrosse Learn More

Winter in La Crosse. Don't let the cold and snow ...

Travel Wisconsin Sponsored

Green space and trails. 🌿
Five glistening lakes. 🌊
And over 260 parks perfect for picnicking. 🍃
Madison is an outdoor lover's paradise, complete with luxury hotels and award-winning restaurants. Plan your adventure today. — with Visit Madison.

VISITMADISON.COM

Explore Outdoor Madison Learn More

Greater Madison is an outdoor lover's paradise. ...



NEW
— FOR 2021 —

ARRIVALIST 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 Arrivalist co-op program is open to destination marketing organizations. All participants are subject to Wisconsin Department of Tourism approval.

Asset Development

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

Packages include:

- County Rankings
- Origin: State from which traveler originated
- 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 (Q4 2020; Q1-3 2021)

All data is from Travel Wisconsin-owned and paid channels. POIs must be selected from within destination; POI data does not begin tracking until set up in Arrivalist.

Cost

Program cost is \$5,000.

Frequency

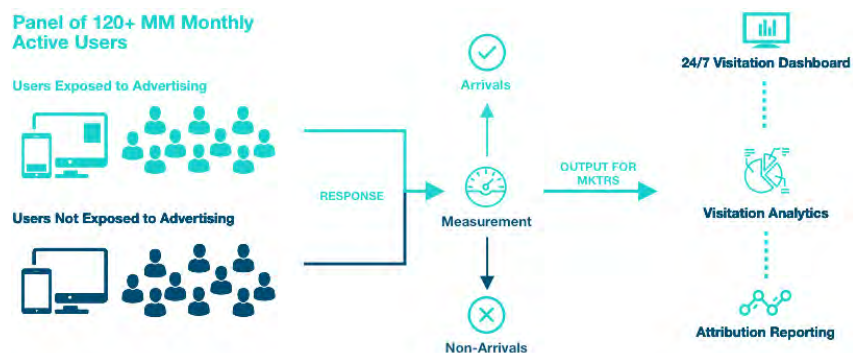
This program is limited to 10 total partners.

Deadline

Reservations are accepted on a first come, first served basis and must be submitted by January 29, 2021.

Learn more at <https://bit.ly/tw-co-op>

Questions on co-op marketing opportunities? Contact Dawn at dzanoni@travelwisconsin.com.





SEARCH ENGINE MARKETING (SEM) CO-OP

Ensure a greater share of relevant and interested consumers choose your website over your competitors! Travel Wisconsin's Search Engine Marketing (SEM) co-op program helps you get qualified traffic to your site without having to manage a paid search account or breaking your budget.

Eligibility

The Search Engine Marketing co-op program is open to destination marketing organizations and tourism-related businesses, attractions and events. All participants are subject to Wisconsin Department of Tourism approval.

Asset Development

Account creative, coordination and setup occurs after sign-up through Madden Media.

Cost

Program investment starts at \$350/month and requires a 6 month commitment.

	Silver	Gold
Monthly Partner Net Cost	\$350	\$700
Monthly WDT Contribution	\$150	\$300
Campaign Length	6 Months	6 Months
Total Partner Cost	\$2,100	\$4,200

Frequency

This program is limited to 18 partners at Silver level and 25 partners at Gold level; 43 total partners.

Deadline

Partners may participate on a first come, first served basis.

Questions on the SEM co-op? Want to sign up?

Contact Ronda at Madden Media at rthiem@maddenmedia.com or (314) 226-3736.



WTMJ RADIO CO-OP

Be heard and inspire travelers to visit your destination with Wisconsin radio! Participate in an exclusive on-air interview and feature your destination on WTMJ 103.3 FM / 620 AM in a dedicated audio segment.

Eligibility

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

Asset Development

Interview topics will be developed by Travel Wisconsin in advance of the recording. Each partner will have a variety of topics to select from that apply to their region.

Cost

	2020	2021
Partners Accepted	12	16
Segments per Partner	5	9
Partner Cost per Segment / Overall Partner Investment	\$250 / \$1.250	\$200 / \$1.800

Frequency

This program is limited to 16 partners, each receiving a total of nine 6-minute interviews throughout 2021.

Deadline

Partners may participate on a first come, first served basis in this popular program.

Learn more at <https://bit.ly/tw-co-op>

Questions on co-op marketing opportunities? Contact Dawn at dzanoni@travelwisconsin.com.