



PREPARED FOR CITY OF COLUMBUS, WI TOURISM

Holiday Train
November 2024



Option 1- Digital Banner Video + Targeted Pre-Roll + Facebook + Ad Mail + Print

- **Banner Video** ad on *Wiscnews.com* and *Madison.com* linking back to the city's website.
- **Targeted Pre-Roll Video** based on chosen demographics (age, families, male, female, etc.) linking back to the city's website.
- Sponsored Post on our Facebook page
Daily Citizen – approx. 15,000 followers | **WI State Journal** – approx. 54,000 followers
- **Ad Mail** post on **WI State Journal**- reaching an audience of over 22,700 people who have opted to receive an email from us.
- A **half page print ad** in color in each of the following publications for **one week** OR a **quarter page print ad** in color in each of the following publications over **two weeks**:
 - o Our subscriber papers; **Daily Citizen** (1,710 homes), **WI State Journal** (30,500 homes)
 - o **Badgerland Values-Dodge County** mailed in Dodge County to non-subscribers of the Daily Citizen. (31,830 homes)
 - o **Shopping Reminder** mailed to non-subscribers of the Daily Citizen in Columbus, Fall River and Rio zip codes. (6,717 homes)

TOTAL COST - \$4,000

This package has broad reach through digital, social and print

Option 2 - Digital Banner Video+ Facebook + Ad Mail + Print

- **Banner Video** on *Wiscnews.com* and *Madison.com*
- Sponsored **Facebook** Post
Daily Citizen – 15,000 followers **WI State Journal** – 54,000 followers
- **Ad mail** post on **WI State Journal**- reaching an audience of over 22,700 people who have opted to receive an email from us.
- A **half page print ad** in color in each of the following publications for **one week**
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 - o **Shopping Reminder** mailed to non-subscribers of the Daily Citizen in Columbus, Fall River and Rio zip codes.
(6,717 homes)

TOTAL COST - \$3,500

This package reaches more of the local market- does not include the Targeted Pre-Roll Video

Option 3 - Print+ Banner Video+ Ad Mail

- A half page print ad in color in each of the following publications for **one week**
Or a quarter-page print ad in color in each of the following publications over **two weeks**:
Our subscriber papers; **Daily Citizen** (1,710 homes), **WI State Journal** (30,500 homes)
Badgerland Values-Dodge County mailed in Dodge County to non-subscribers of the Daily Citizen. (31,830 homes)
Shopping Reminder mailed to non-subscribers of the Daily Citizen in Columbus, Fall River and Rio zip codes. (6,717 homes)
- Ad mail post on **WI State Journal** - reaching an audience of over 22,700 people who have opted in to receive an email from us.
- Banner Video on **Wiscnews.com** and **Madison.com** linking back to the city's website

TOTAL COST - \$2,500

This package does not include Facebook or the Targeted Pre-Roll Video

PRINT



Build your brand's appearance through our print solutions to engage your audience and attract more potential customers. Our readers are highly affluent and have less distractions while engaging with our print solutions. Your message can be delivered multiple times through the same ad as our print solutions have a longer shelf life with repeated exposure.

NEWS

WORLD

World's leaders meet today to discuss global warming and terrorism issues. Among other things will also discuss new measures on global security. Last time this meeting was very productive and has brought major changes on Earth. We will visit several places of strategic interest and will discuss possible collaborations nationally.

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SCIENCE

Scientists have discovered a new drug that stops cancer and regenerates organs at cellular level. But it will take 5 years before the drug will be available on the market.

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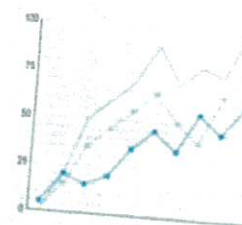
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SPORT

Changes on Earth. We will visit several places of strategic interest and will discuss. Among other things will also discuss new measures on global security. Last time this meeting was very productive and has brought major changes on Earth. We will visit several places of strategic interest and will discuss possible collaborations nationally.

BUSINESS

The economic situation is growing after the most recent changes are tax system. Last time this meeting was very productive and has brought major changes on Earth. We will visit several places of strategic interest and will discuss possible collaborations nationally.



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YOUR
AD
HERE

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Print Ad Example - Half Page



**THE CP HOLIDAY TRAIN IS BACK ON TRACK
AND COMING TO *COLUMBUS, WI!***

MONDAY, DEC. 4
Scheduled for approximately 9pm
Live Musical Performances!

The Columbus/Fall River Food Pantry will be accepting
food donations and monetary donations
the night of the Holiday Train.

Columbus Welcomes You!

Catch the spirit of the holidays when you stay in historic Columbus and enjoy the local gift shops,
local restaurants and brewery.

BROUGHT TO YOU BY:
Columbus Area Chamber of Commerce
www.ColumbusWiChamber.com
Columbus Tourism Commission
www.visitcolumbuswi.com



Local Digital

Generate community awareness, develop buzz and improve brand recognition by advertising on our local news site!

We reach thousands of readers each week, and those readers are local. Whether it's high impact reveals, run-of-site banner ads, or page-specific placements, these ads perform!



HIGH IMPACT REVEALS				RUN OF SITE IMPRESSIONS		
	APPLIANCE RETAILER	HOSPITAL GROUP	CAR DEALER	GROCERY	CHARITY / NON-PROFIT	REAL ESTATE
Our Results	1,100,800 reveal impressions 3,450 clicks, 0.31% CTR	446,600 reveal impressions 3,000 clicks, 0.67% CTR	46,000 reveal impressions 110 clicks, 0.23% CTR	1,162,000 ROS impressions 1,330 clicks, 0.11% CTR	693,000 ROS impressions 600 clicks, 0.09% CTR	105,000 ROS impressions 220 clicks, 0.21% CTR
Performance Benchmarks: 0.20% click thru rate				Performance Benchmarks: 0.06% click thru rate		

Traditional Digital Advertising

Standard Banner Ads

AWARENESS

CONSIDERATION

ACTION

RETENTION

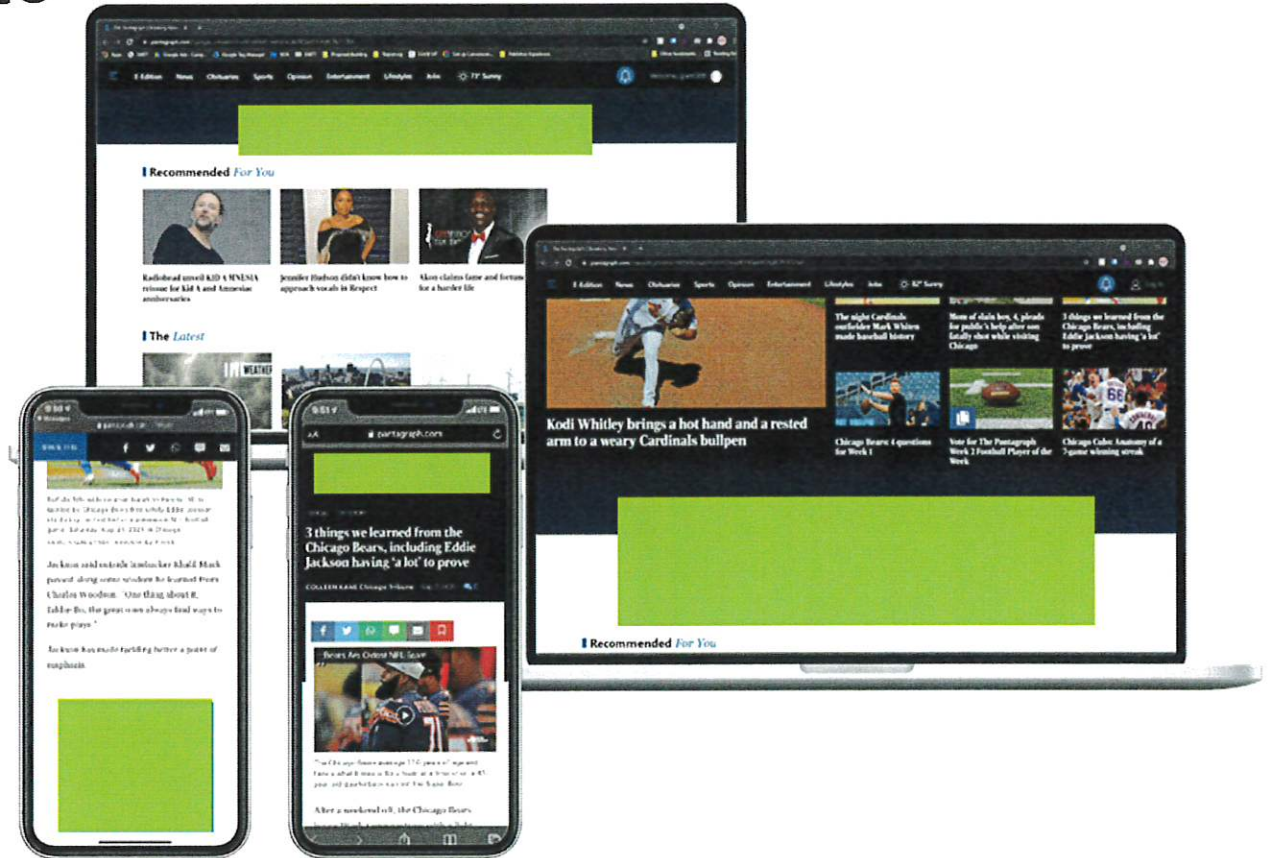
ADVOCACY

Standard banner ads generate high visibility for an advertiser, and serve an essential purpose in any campaign. While standard banner ads are lower impact than other ad opportunities, when placed on news sites they outperform the engagement of 6-second YouTube ads by 1.7x. Ads will deliver the desired message wherever the audience consumes our content on any screen size.

What we offer:

- Run of Site (ROS)
- Channel Targeting
- Demographic and interest targeting recommended

BEST FOR: BRAND AWARENESS



MADISON
MEDIA PARTNERS

Amplified Digital

Turnkey Video

In Banner QikVid Ad Units

AWARENESS

CONSIDERATION

ACTION

RETENTION

ADVOCACY

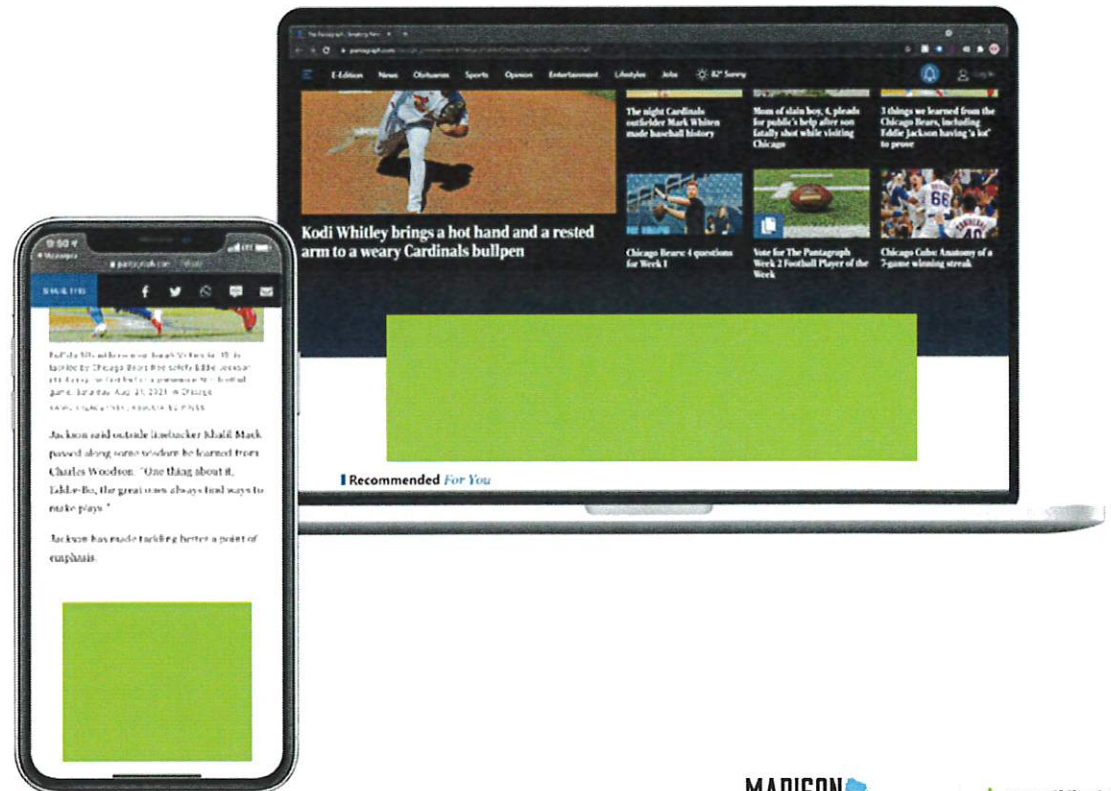


Our in banner QikVid ad creatives integrate video messaging into your traditionally static ad placements. In banner Qikvids include desired verbiage, video, and/or static images into a brief video that stands alongside a static component displaying your company branding and calls to action.

In banner QikVid compatible ad units include:

- **970x250** – homepage, channel fronts, and in-article placements
- **300x250** – in-article placements
- **Reveal** – homepages, channel fronts, and in-article placements

In banner QikVid ads are built through local creative teams as a half static, half video creative.



MADISON
MEDIA PARTNERS

Amplified Digital

Reach potential customers

Targeted Display

With Targeted Display, we'll make sure your ad is served to users who have demonstrated the intent to purchase based on their online activity, including:

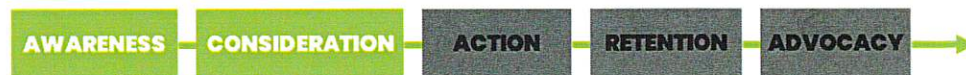
- Content they've read.
- Websites they've visited.
- Searches they've done on contextual websites – (excluding search engines).

You'll also get to deliver your message to users based on their associated demographics and geolocations.

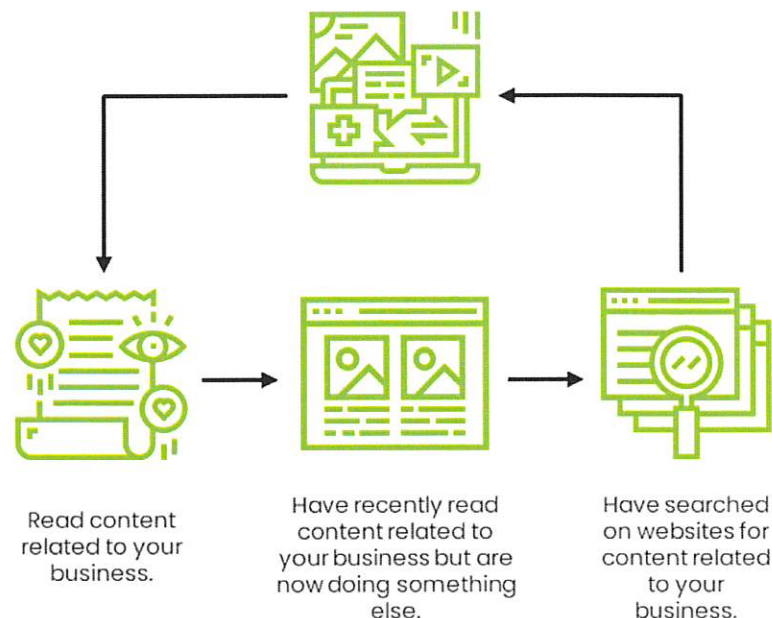
We deliver better results:

Compared to industry averages, our programmatic campaigns deliver a 50% better cost-per-click rate.

- CTR: We average: 0.18% vs. Industry average 0.12%.



Targeted Display is a simplified and more robust tactic which can help you drive stronger conversion rates. It encapsulates contextual targeting, behavioral targeting, demographic targeting and keyword targeting all under one umbrella.



Sources: Simpli.fi, September 2021 YTD performance, WordStream, July 21, 2021, [IAB.com 2020](#) | Simpli.fi & The Trade Desk, Jan-Oct 2021, [Wordstream 2021](#)

MADISON
MEDIA PARTNERS

Amplified Digital

Awareness & Engagement

Exclusive Eblasts

Target your message to a local audience who have opted-in to receive exclusive messages from our advertisers!

Eblasts provide a unique opportunity for an advertiser to put their message directly in front of loyal subscribers with an offer, event or announcement. Catchy subject lines can produce immediate action OR the audience may return to the message for information or a later action like a registration or forward to a friend.

An exclusive eblast is an excellent complement and follow-up to local display advertising solutions. While display ads increase awareness of an offer or event, the eblast can drive the desired action for days or weeks following receipt of the email message.

Open Rate Average Range: 12%-25%

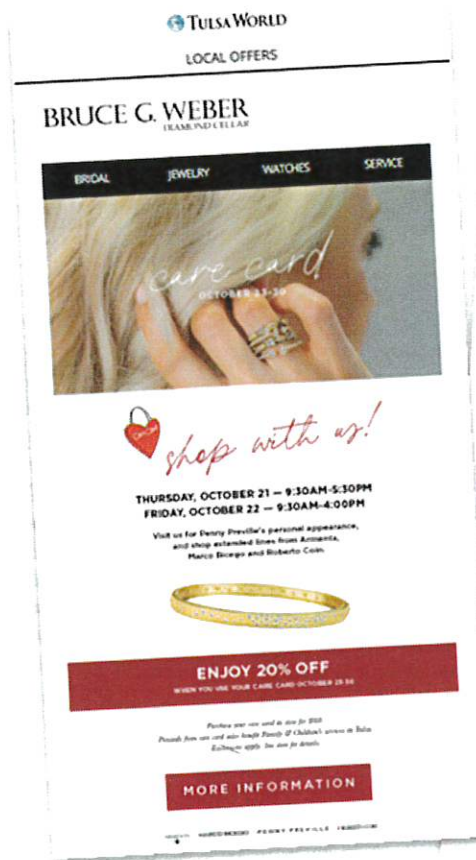
AWARENESS

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MADISON
MEDIA PARTNERS

Amplified Digital

SOCIAL ADS



SOCIAL: WHY?

- Users spend an average of 3 hours per day on social networks and messaging.
- 71% of consumers who have had a positive experience with a brand on social media are likely to recommend the brand to their friends and family.
- 49% of consumers depend on influencer recommendations on social media.

<https://www.oberlo.com/blog/social-media-marketing-statistics/>



THANK YOU

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Please feel free to reach out should you have any questions regarding the information we covered today.

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