



Agenda Item Report

Meeting Type: Tourism Commission

Meeting Date: November 4, 2024

Item Title: Potential Marketing Campaign with Madison Media Partners

Submitted By: David Bennett, Communications & Economic Development Coordinator

Detailed Description of Subject Matter:

Kara Premo-Rake, representative from Madison Media Partners (MMP) has reached out to see if the Tourism Commission would purchase an advertising package for the Holiday Train. Kara presents 3 options. The first option costs \$4,000 for digital banner video, targeted pre-roll, print and digital ads and has broad reach. The second option costs \$3,500 for similar media but excludes targeted pre-roll and reaches more local market. The third option costs \$2,500 and excludes Facebook and targeted pre-roll.

List all Supporting Documentation Attached:

Madison Media Partners Marketing Presentation

Action Requested of Tourism Commission:

Discussion and possibly take action on WMTV's One Day Sale of up to \$6,000 for 2025 and Holiday ad combo up to \$2,500 for 2024.