



Agenda Item Report

Meeting Type: Tourism Commission

Meeting Date: February 3, 2025

Item Title: Discuss and Take Possible Action on Purchasing 2025 County Guide Ads

Submitted By: David Bennett, Communications & Economic Development Coordinator

Detailed Description of Subject Matter:

Last year, the Tourism Commission approved a quarter-page advertisement in both the Columbia and Dodge County Guide publications. Staff have not received a list of dates for local events and would have to estimate. The Columbia County Guide is published up to 15,000 copies and will include quarterly email blasts to 50,000 in target markets outside of the Columbia County and a monthly admail blast to 20,000 local area residents. A quarter-page would cost \$555. The Dodge County Guide will be implementing changes to its publication as Dodge County is expected to experience a boom in the 65+ age demographic. Up to 20,000 copies will be printed and include impressions on wisconsinnews.com in a 2-hour radius outside of Dodge County. A quarter-page ad would cost \$745.

Total cost of continuing quarter-page ads would be \$1,300.

List of all Supporting Documentation Attached:

Cover Letter

2024 Columbia County Guide

2025 Columbia County Guide Prices

2024 Dodge County Guide

2025 Dodge County Guide Prices

Action Requested of Tourism Commission:

Discuss and take possible action to purchase 2025 County Guide ads from Madison Media Partners