

2026 Marketing

Total Budgeted for General Tourism Advertising: \$6,000.00

Costs for Paid Marketing Products

Digital Products

- Google Ads: \$5,278.04
- Events.com: varies
- Email/Text Alerts: part of Tourism's contribution to the City website

Video Products

- Discover Wisconsin: up to \$5,000
- Good Karma Brands (DailyDodge): TBD
- WMTV Channel 15: up to \$8,500

Print Products

- Madison Media Partners
 - Columbia County Travel Guide \$535
 - Dodge County Travel Guide \$535
 - 4th of July Ad Book
 - Holiday Train Ad: up to \$7,000
- The Greater Valley Guide: up to \$1,750
- Redbud Players (via American Family Insurance): \$200

Radio Products

- Good Karma Brands (WBEV): TBD

Low or No Additional Cost Marketing Opportunities

- Itinerary marketing content – combine local events and activities with lodging and shopping and dining experiences for specific audiences. (ex. Kayak on the Crawfish River, then dine at Mullen's, and don't forget a souvenir at the state's largest Antique Mall)
- Sending media releases to local news outlets. (no guarantee they'll run it)
- Leveraging State tourism resources