

PROPOSAL #202611

April 2026

Midweste Rider Magazne Advertising



Objective:

Promote the Mauston Area as an ideal destination to vacation and ride ATVs/UTVs

Strategy:

- Continue consistent placement in Midwest Rider magazine.
- Include a QR code to a dedicated landing page with added details about riding in the Mauston Area.

Cost for ads **\$6,216.00**

- May/June 2026 - half page
- Aug/Sept 2026 - half page
- Nov/Dec 2026 - half page
- Jan/Feb 2027 - half page
- Includes a free web link and tourism discount

Project Management Cost (On The Line Presence cost) **\$1,750**

- Project management, including securing ads & communication
- Design four seasonal ads with a QR code
- Design landing page for QR code to point to

Total **\$7,966.00**



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