

Map and Publication Marketing with Lincoln Marketing

Objective:

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

Strategy:

- Promote trails, our app, and our webpage in a publication that is already distributed in our area, with a complete map of all trails - the map
- Promote our app and community event calendar in a publication being distributed in our area - the residence guide which also serves tourists

Cost for ads	\$2,698
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- Map - front cover \$1349
 - 3"x4" ad if front cover is not available \$1049
- Residence guide - front cover \$1349
 - Full page ad if front cover is not available \$1149

Project Management Cost (On The Line Presence cost)	\$1,280
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- Project management, including securing ads & communication
- Design both ads

Total	\$3,978.00
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