

Promote Visits to your Destination!

Travel Week on The Morning Blend – Reserve your date(s) now!

2026 dates now open. Choose the date(s) that work for you:

Jan 26-30; Feb 23-27; Mar 23-27; Apr 20-24; May 18-22; Jun 22-26; Jul 27-31; Aug 24-28; Sep 21-25; Oct 26-30; Nov 16-20; Dec 14-18
(Custom dates are also available to match your event schedule.)



The Morning Blend presents **Travel Week** a wonderful opportunity to show off your destination and invite the people of Southeastern Wisconsin to visit!

These are monthly travel themed weeks on Milwaukee's local lifestyle program. Choose the date(s) that work best for your destination! Availability is first-come, first-served.

- Showcase your destination in an engaging 5-6-minute segment during our daily lifestyle program, *The Morning Blend*, which runs M-F 9-10am. *The Morning Blend* is well-established and follows NBC's popular *Today Show*.
- The staff of The Morning Blend will work with you to make sure your segment covers the topics you'd like to discuss! The conversation follows your talking points!
- On-Screen graphics during your segment can highlight any call-to-action information you'd like to reinforce. (i.e. visit our website, request a brochure, enter to win, etc.)
- We can incorporate photos or videos into your segment.
- We will provide your segment to you, so you can use it on your own social media, website and/or emails.
- Includes a boosted post of your segment on TMJ4's Facebook page targeted to your audience.
- **Tourism Example Videos.** We can promote your destination whether it is a regional destination, town, city, county, museum, event, attraction, state or province:
 - **Regional Destinations:** [Let's Minocqua](#) (Minocqua, WI Tourism)
 - **State / Provincial Tourism Departments:** [Travel South Dakota](#)
 - **Museums / Special Events:** [EAA Museum](#) / [AirVenture Oshkosh Fly-In](#)

Choose between two options:

Option 1: Includes your segment in the *Morning Blend* 9-10am or *Blend Extra* @ 12:54pm and a Facebook post targeted to your audience. Net Investment: \$1,600.

Option 2: All of the above, **plus a lead-generating contest** where people enter to win a prize from your destination (see next page). \$3,600.



Option #2 – Lead Generating Contest for Your Destination

Get all of the components of Option #1, PLUS include a lead-generating contest and receive the database of entrants to remarket back to.

You provide the prize (whatever is appropriate for your destination; perhaps an overnight stay, museum or attraction passes, a dining experience, etc.). Then, during your appearance on The Morning Blend, Facebook and our website, we promote your contest. **As people enter, they must answer up to three marketing questions written specifically for your destination and their answers are provided to you** (see example to the right →).

Your contest and destination are promoted on:

- Your *Morning Blend* appearance during Travel Week.
- Facebook in a boosted and targeted post featuring your Morning Blend appearance. (TMJ4's Facebook page has 600,000+ followers.)
- additional posts on Facebook targeted and boosted to your market.
- 75,000 display impressions on TMJ4.com.
- email to our 20,000+ loyal fans who subscribe to the station's updates.

In addition, your destination receives:

- Creation and management of your contest and entry page.
- 100% of the display ads on your contest entry page. These ads will feature your destination's message and link back to your site.
- A "thank-you for entering" message that is sent automatically to each entrant when they enter. Your message can include a link to your website, opportunity to request travel information, coupons, etc.
- Another message is sent when the winner is drawn. The remainder of the entrants, other than the winner, will receive an e-mail thanking them for entering and you may include another link to your site, opportunity to request travel information, coupons, etc.

Option # 2: \$3,600 net investment. Includes lead-generation list and all the elements on this page along with all items in Option #1.

We provide all support, and you just provide the prize!
(Includes: Morning Blend Appearance, Social Media, Contest Creation, Promotion, Creative Assets, Reporting, Database and More!)

Examples



discover green bay
Beyond Legendary

ENTER TO WIN A TRIP FOR 4 TO GREEN BAY!

One night stay at the Kohler Lodge and 2 days full of fun activities!

ENTER

Enter to Win a Trip for 4 to Green Bay!

DAY ONE: Includes a one night stay at Lodge Kohler with a \$100 gift card to the Waters Spa!

Lambeau Field Stadium Tour for 4 with a Packers Pro Shop \$75 gift card.

\$100 gift card for dinner at Hinterland for 4.

DAY TWO: will be in Downtown Green Bay with a Foxy Paddler boat tour on the fox river for 4.

4 tickets to tour the Automobile Gallery

\$70 gift card for lunch for 4 at Voyagers Bakehouse.

Tasting at Captains Walk winery for 4.

Your Name

First Name Last Name

Your Email Address

Phone

Do you plan to take a trip to Green Bay this summer?

☐ Yes

☐ No

What features best determine where you will take a road trip?

☐ Attractions and family activities

☐ Restaurants and dining

☐ Outdoor recreation opportunities

☐ Affordability of accommodations

☐ Distance from home

☐ Familiarity with destination

Would you like to receive a free official Destination Guide from Discover Green Bay?

☐ Yes

☐ No

Enter

Join these Destinations!

People want to learn what makes your destination special.

Travel Week lets you tell them about your destination in a fun, engaging way that generates results!



"The entire Morning Blend production crew made the interview flow so nicely. It was such a great experience. **The response on our end has been off the charts!**"

- J.G., CDME, President/CEO, Midwestern CVB

"The exposure and metrics from this program are great and I'd like to get us signed up for another spot."

- C.P., Marketing Director, Midwestern CVB

