

PROPOSAL



Date: 3/9/26 Quoted (Valid for 30 days)
Prepared For: Greater Mauston Tourism Association
Regarding: Billboards for Lease on I-90/94 in Juneau County WI
JCEDC POC: Tamaya Loewe tjoloewe@juneaucounty.com (608) 427-2070

Out Of Home (OOH) Advertising works.

These two Greater Mauston Area billboards offer the blank canvas GMTA needs to cut through the noise and hold people's attention where they **TRAVEL, SHOP, WORK, and PLAY.**

***OOH is SEEN**

- Only 20% of Americans read a printed newspaper, and only 34% of Americans still have cable TV
- **Americans spend 70% of their waking hours OUT OF HOME**
- 82% of consumers stream their music instead of listening to the radio
- **85% of workers commute daily, and 96% of people drive every week**
- **88% of people who notice OOH say they NOTICE THE AD'S MESSAGE**

***OOH influences PURCHASES**

- **78% of consumers IMMEDIATELY VISITED A BUSINESS AND MADE A PURCHASE** after seeing OOH
- **76% of consumers TOOK ACTION w/in 60 DAYS** on a mobile device after seeing OOH
 - 51% searched about the brand online
 - 43% booked/ made a purchase
 - 33% visited the brand's website

***OOH has the LOWEST COST (per thousand impressions = CPM)**

- \$20.00 Broadcast TV Primetime
- \$13.24 Magazine Ad Full Page
- \$ 6.75 Radio
- **\$ 2.84 OOH**

***OOH produces STRONG ROI (Return on Investment)**

- \$ 4.12 Printed Media
- \$ 4.95 Radio
- **\$ 5.97 OOH**
- \$ 6.50 TV

***OOH increases your REACH**

- Adding OOH to MOBILE CAMPAIGNS can increase reach by **340%**
- OOH's weekly reach of **99%** (among adults) **SURPASSES EVERY OTHER MEDIUM**

**Data from Billboard Source, Inc.*

JCEDC's Billboard #8151 (Camp Douglas)

Weekly Impressions: 134,000 – 142,000 Weekly; (Projected 7.38M Annually)
Advertising Strengths: Traffic heading FROM Wisc Dells, Madison, Milwaukee, Chicago, and
TO Tomah, La Crosse, Eau Claire, Hudson, Twin Cities
Media Type: Official Type, Permanent Billboard, Static Message
Messaging Allowed: General, non-commercial, destination information
Location: Town of Orange, 183 feet west of Keichinger Road overpass
Reference: I-90/94 Corridor in Camp Douglas, Juneau County, Wisconsin
Facing/Read: Westbound on Right Side
Panel Size: 18' x 8' (144 sq ft)
Illuminated: YES

JCEDC's Billboard #8152 (Lyndon Station)

Weekly Impressions: 134,000 – 142,000 Weekly; (Projected 7.38M Annually)
Advertising Strengths: Traffic heading FROM Tomah, La Crosse, Eau Claire, Hudson, Twin Cities,
and TO Wisc Dells, Madison, Milwaukee, and Chicago
Media Type: Official Type, Permanent Billboard, Static Message
Messaging Allowed: General, non-commercial, destination information
Location: Town of Lyndon, 8131 feet westbound from 63rd Street overpass
Reference: I-90/94 Corridor in Lyndon Station, Juneau County, Wisconsin
Facing/Read: Eastbound on Right Side
Panel Size: 18' x 8' (144 sq ft)
Illuminated: YES

Proposal Quoted 3/9/26 for Annual Lease May through April

One Billboard	\$24,000 per annum	\$0.003 per impression	
Both Billboards	\$45,000 per annum	\$0.003 per impression	<i>SAVES \$3,000!</i>

Sincerely,



Tamaya Jo Loewe, Executive Director