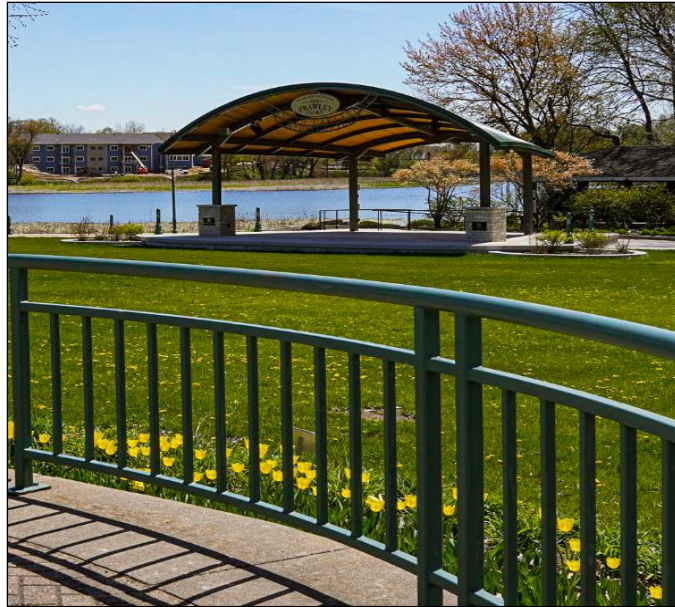




**2026  
CO-OP  
ADVERTISING  
PROGRAM**







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## Join the 2026 WCVB Co-Op Advertising Program!

The WCVB invites tourism partners to join a targeted, budget-friendly marketing program reaching Walworth County's strongest audience—Chicago visitors.

**QUESTIONS:** Contact Patricia Bladow at 262-728-6000 or [contact@gowalco.com](mailto:contact@gowalco.com).

Mailing Address: WCVB, PO Box 117, Delavan, WI 53115

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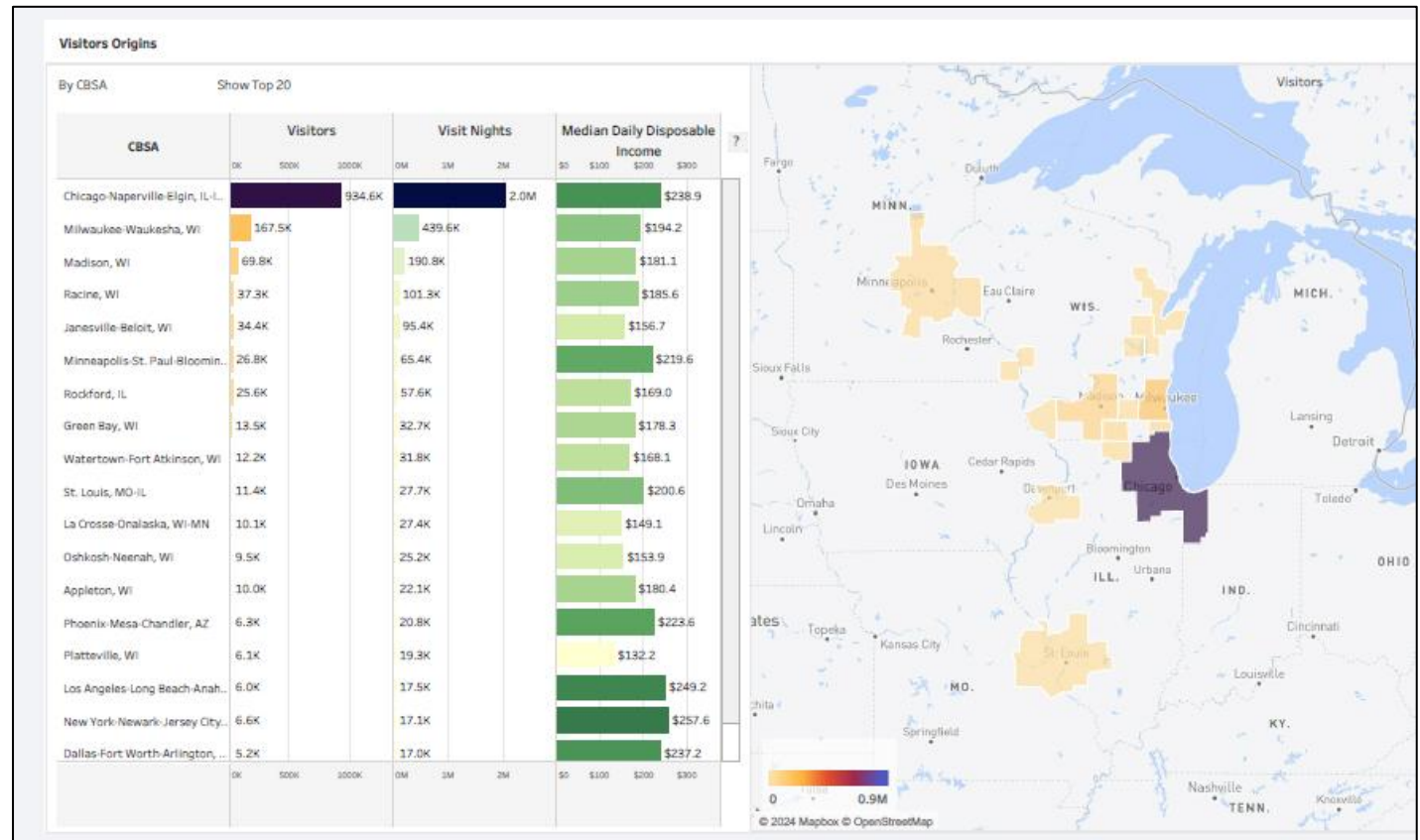


# THE TARGET MARKET

## Placer.ai data makes our strategy crystal clear:

**Chicago dominates Walworth County tourism** with over 934,000 visitors and 2 million overnights (see the dark area on the map) —far surpassing every other market. Milwaukee, Madison, Racine, Janesville–Beloit, and Minneapolis each trail far behind, making Chicago the strongest source of high-value visitors with the greatest disposable income.

That's why the WCVB is laser-focused on Chicago—giving our tourism partners the highest return and the largest possible audience for every marketing dollar.





# CO-OP PACKAGES

**Co-op packages** give tourism partners the best value and quickest path to high-impact exposure—saving you time while boosting your visibility. Simply choose the option that fits your goals. See the full details of each package item in the pages that follow. Sold first come, first served. **Save 30% to 50%.**

## Seasonal Package **\$735** *Save \$315*

**Best for:** Resorts, dining, attractions, tours, retail and activities that peak in specific months. Choose from Spring (March-May), Summer (June-August), Fall (September-November), Winter (December-February)

**INCLUDES:**

- Website Page Header image – 3 months
- Visitor Email Ad – 3 months
- Boosted Social Media Post – 1 post
- Blog Mention (season-specific topic)

## Event Package **\$420** *Save \$180*

**Best for:** Festivals, concerts, theaters, special weekends, fairs, parades.

**INCLUDES:**

- Premium Events Page Header – 1 month
- Featured Event Listing – 1 month
- Boosted Social Media Post – 1 post
- Visitor Email Ad – 1 month







## Non-Profit Package **\$275** *Save \$275*

**Best for:** *Museums, community organizations, education and trade groups.*

**INCLUDES:**

- Category Header Image – 3 months
- Standard Event Listing (free placement)
- Blog Mention – standard
- Visitor Email Ad – 3 months

## Annual Package **\$4,200** *Save \$1,800*

**Best for:** *Hotels, major attractions, large retail destinations, tourism anchors.*

**INCLUDES:**

- Home Page Header Image – 12 months
- Category Header Image – 12 months
- Visitor Email Ad – 6 months
- Social Boost – 2 per year
- Premium Blog Mention – 1 annually





# CO-OP PACKAGES

## **Patriotic Package \$595** *Save \$255*

**Best for:** *July 4<sup>th</sup> events, veteran/military organizations, destination experiences celebrating Americana.*

### INCLUDES:

- Seasonal Category Header (May-July)
- Featured Event Listing
- Boosted Social Media Post (USA 250 or July theme)
- Premium Blog Mention – June Feature (in advance of July 4<sup>th</sup> holiday)





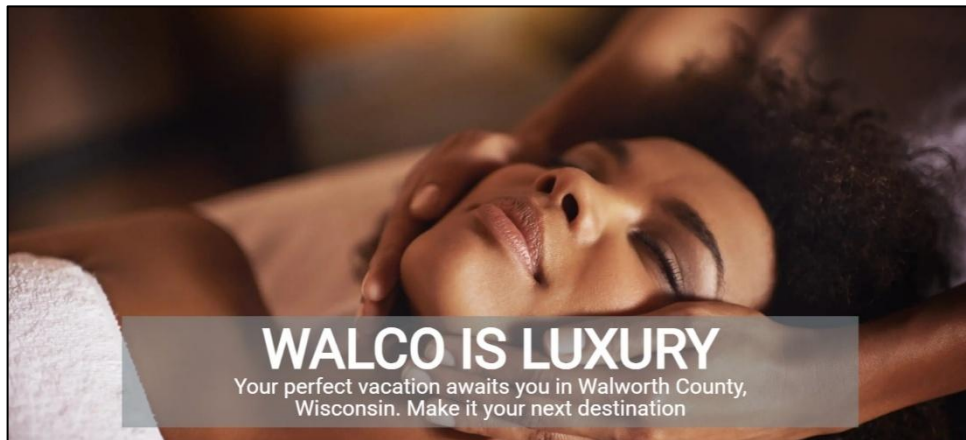


## PAGE HEADER IMAGES

Showcase your business with a standout header image image that clicks directly through to your website.

- Home Page
- Category Pages (Stay, Eat, Shop, Activities)
- Premium Events Page
- Background Image (Stay or Activities Details)

| Header Page  | Price    | Image Size (pixels) | Headline Text | Body Text      |
|--|----------|---------------------|---------------|----------------|
| Home   | \$250/mo | 1920 x 1080         | 35 characters | 120 characters |
| Category   | \$150/mo | 1920 x 1080         | 35 characters | 120 characters |
| Premium Events   | \$200/mo | 1920 x 1080         | 35 characters | 120 characters |
| Background   | \$100/mo | 3335 x 1080         | None          | None           |
| Material & Payment Deadline: 10 <sup>th</sup> of the month prior to publishing |          |                     |               |                |





## EVENT CALENDAR LISTING

Place your event where visitors look first on the WCVB website, with quick details and a direct click-through link.

- Standard Listing
- Featured Listing (*max of three events pinned to top per month*)

| Listing Type   | Price     | Image Size (pixels) | Text      |
|--|-----------|---------------------|-----------|
| Standard   | \$25 each | 1080 x 600          | 100 words |
| Featured   | \$50/mo   | 1080 x 600          | 100 words |
| Material & Payment Deadline: 15 days prior to publishing |           |                     |           |

October 2025

SAT 4  
October 4 @ 9:00 am - 4:00 pm  
**Elkhorn Holiday Craft Bash**  
Walworth County Fairgrounds 411 E Court St, Elkhorn, Wisconsin, United States +1 more  
UnaBASHedly, you do not want to miss this fun-filled, authentic craft show experience like no other, widely known as the "Round Robin of Craft Shows." Tell your family and friends! [...] \$5

SAT 4  
October 4 @ 5:00 pm - October 5 @ 5:00 pm  
**Dragon Days Fall Fantasy Festival**  
Dragon Days™ is a fun-filled fantasy festival for families, fantasy fans, and gamers alike! This city-wide event celebrates the City of Lake Geneva, Wisconsin, as the Birthplace of Fantasy! Lake [...] Free

SAT 4  
October 4 @ 6:00 pm - October 12 @ 9:00 pm  
**Live Music at Topsy Turvy Brewery featuring Big Al Wetzel**  
Topsy Turvy Brewery 727 Geneva St, Lake Geneva, Wisconsin, United States  
Guess who is turning 57! Many of you remember that our first service was patio only. However in October of 2020 we opened our indoor taproom. So mark your calendars [...] Free

SAT 4  
October 4 @ 7:00 pm - October 5 @ 8:00 pm [Autumn Harvest Fest](#)  
**Autumn Harvest Fest**  
Elegant Farmer 1545 Main St, Mukwonago, Wisconsin, United States  
Whether you're continuing a family tradition or starting a new one this fall, The Elegant Farmer offers you an old-fashioned farm experience at our annual Autumn Harvest Fest Saturdays & [...] Free

**Elkhorn Holiday Craft Bash**

October 4 @ 9:00 am - 4:00 pm



UnaBASHedly, you do not want to miss this fun-filled, authentic craft show experience like no other, widely known as the "Round Robin of Craft Shows." Tell your family and friends!

Over 350 crafters, artisans, vendors, and concessionaires welcome you both indoors and outdoors with their finest crafts, artwork, delicacies, and goods; that's acres of buildings and grounds filled with friendly folks ready to share the one-of-a-kind Bash affair with you.

\$5 admission tickets sold onsite only. Event is held rain or shine. Proceeds benefit the Barnyard Adventure agricultural education program at the Walworth County Fair.

(262) 723-3228

Event email contact: [elkhornholidaycraftbash@gmail.com](mailto:elkhornholidaycraftbash@gmail.com)

[LEARN MORE](#)







## BLOG / TIPS

Engage visitors with storytelling blogs featuring your business and helpful WalCo trip-planning tips in three options. Blog is also part of that month's visitor email and feature posts/reels on WCVB social media.

- Blog Mention
- Premium Blog Mention (Choose a digital feature in one of the following: May, *Chicago Tribune* and *Chicago Sun Times*; June and/or November, *Chicago Parent Magazine*)
- Exclusive Blog (all about you and only you)
- **See the monthly topic schedule on the next page**

| Blog Type   | Price      | Image Size (pixels)         | Text        |
|---|------------|-----------------------------|-------------|
| Blog Mention  | \$50 each  | 737 x 696                   | 50 words    |
| Premium Mention<br>May: Tribune/Sun Times   | \$250      | 737 x 696                   | 50 words    |
| Premium Mention<br>June: Chicago Parent<br>Nov: Chicago Parent  | \$100 each | 737 x 696                   | 50 words    |
| Exclusive Blog  | \$750 each | 3 images,<br>737 x 696 each | 1,000 words |
| <b>Material &amp; Payment Deadline:</b> 5 <sup>th</sup> of each month unless noted earlier for May, June and two November blogs/tips. |            |                             |             |

## TIPS



### MAGICAL EVENTS IN WALCO; LIGHTS, SANTA, SHOPPING

The holidays shine brightest in Walworth County — where charming downtowns glow with lights, cars to the air, and every weekend brings a new reason to bundle up and celebrate. [...]

[LEARN](#)

### FAVORITE WALCO HAUNTS & HIDEOUTS

From haunted hayrides to eerie walking tours, WalCo is brimming with thrills, chills, and a few unexpected delights this October. Whether you crave ghost stories, spine-tingling scares, or festive family [...]

[LEARN](#)

### LAST CALL FOR SUMMER, FIRST TOAST TO OKTOBERFEST IN WALCO

September is that magical time when summer's golden glow lingers just long enough to savor, while fall's crisp air and festive cheer begin to take hold. In WalCo, you can [...]

[LEARN](#)

### TACOS, TUNES, AND TRADITION: LAKE GENEVA TACOFEST RETURNS SEPT. 12-14

This event is sponsored by the Lake Geneva Tacofest: Lake Geneva — The Lake Geneva Tacofest is set to return for its 8th year this September, bringing three days of [...]

[LEARN](#)



## 2026 BLOG / TIPS SERIES, STANDARD AND PREMIUM MONTHS

Together, we promote Walworth County as a top getaway destination—and your business plays a key role. Help us celebrate America's 250<sup>th</sup> anniversary with 12 months of tips for the best day trips, overnight stays and memory-making fun in WalCo. **See details and pricing on the previous page.**

**Deadline is the 5<sup>th</sup> of each month except as noted below for May, June and two November tips.**

- **JANUARY 20— Sweethearts & Friends Escapes**  
Romantic getaways and girlfriend weekends.
- **FEBRUARY 20 — Surprising Spring Breaks in a Winter Destination**  
Relax, recharge, and rediscover the joy of getaway season.
- **MARCH 20— Morning in WalCo: Best Breakfasts & Brunches Worth the Drive**  
Rise, shine, and savor Walworth County's favorite morning spots.
- **APRIL 20 — American Made Fun: Festivals & Farmers Markets**  
Plan to kick off summer with a great getaway. Make it a summer to remember.
- ★ **PREMIUM MAY 20 — Lakes, Liberty & Leisure**  
Make it a classic summer by the water. It's your all-American summer. **DEADLINE April 15.**
- ★ **PREMIUM JUNE 20 — Stars, Stripes & Summer Nights**  
Celebrate Independence Day, WalCo style. Your guide to a red, white & blue summer. **DEADLINE May 15.**
- **JULY 20 — Pie, Please! The All-American WalCo Dessert Trail**  
Discover Walworth County's most delicious dessert stops, one pie at a time.
- **AUGUST 20 — Harvest Time & WalCo Rural Charm**  
Crisp air, local flavors, and colorful scenery are on their way. Weekends you'll fall for.
- **SEPTEMBER 20 — Haunts, Harvests & Halloween Fun**  
Fall's most festive adventures. Magical & mysterious: Halloween fun in WalCo.
- **NOVEMBER 1 — Gather & Give Thanks**  
Plan a heartland getaway before the holidays. **DEADLINE October 15.**
- ★ **PREMIUM NOVEMBER 15 — A Very WalCo Christmas**  
Nostalgic small-town holidays. **DEADLINE October 15.**
- **DECEMBER 15 — A Very WalCo New Year**  
Welcome the New Year by celebrating fresh beginnings and winter adventures.







## VISITOR EMAIL ADVERTISING

Reach highly engaged visitors right in their inbox with targeted email advertising that boosts awareness and encourages immediate action. With direct click-through links and strong open rates, your message stands out to travelers seeking ideas, experiences, and places to explore in Walworth County.

- Monthly email
- 10,000 visitors
- Average open rate, 40%+
- Includes your street address, city and click-through URL
- Maximum of three advertisers

SPONSORED



**THE ABBEY RESORT**  
***The Lake Geneva Experience***  
 The only full-service resort on the shores of Lake Geneva.  
 269 Fontana Blvd / Fontana  
[VISIT WEBSITE>](#)

SPONSORED



**NEON NIGHTS MUSIC FESTIVAL**  
***Top County Acts, Camping, Fun***  
 Two nights of incredible entertainment.  
 411 E Court St / Elkhorn  
[VISIT WEBSITE>](#)

SPONSORED



**DANCING HORSES THEATRE**  
***Vegas-style Horse Show***  
 A true family-friendly attraction with show, petting zoo and train ride in one location.  
 5065 WI-50 / Delavan  
[VISIT WEBSITE>](#)

| Price   | Image Size (pixels) | Headline Text | Sub-heading Text | Description Text |
|---|---------------------|---------------|------------------|------------------|
| \$100/mo  | 1080 x 600          | 25 characters | 25 characters    | 75 characters    |
| Material & Payment Deadline: 1 <sup>st</sup> of the month prior to publishing |                     |               |                  |                  |



## SOCIAL MEDIA BOOSTED POST

*Social media posts on WCVB's Meta platforms spotlight your business with engaging content that reaches visitors planning their next Walworth County experience. Boosted posts help increase visibility, inspire trip ideas, and drive traffic to your website or event.*

| Price  | Total Images              | Post Text  |
|--|---------------------------|--|
| \$250<br>(\$125 is used to boost the post for two weeks) | 4 photos<br>Or<br>1 video | You provide a click-through URL and your copy. WCVB will refine the copy for best results. |
| Material & Payment Deadline: 15 days prior to publishing |                           |  |







## INFLUENCER REEL ACTIVITY PARTICIPATION

*Influencer reels amplify your message through captivating, creator-produced content that resonates with their audience and potential visitors. Choose the influencer level to match your goals and budget, ensuring impactful storytelling that drives awareness and inspires travel decisions.*

- Micro Influencers (10K-100K followers)
- Theme selected and influencer booked based on availability, audience alignment, committed participants.
- You provide: complimentary activity, food or lodging for two
- Influencer provides: video production and published reel based on WalCo experience.

| Price                             | Participant Max | Commitment Deadline, Theme   | Targeted Travel Month    |
|-----------------------------------|-----------------|--|--------------------------|
| \$350 ea.                         | 5 plus lodging  | March 30, <i>Best of WalCo</i><br>May 30, <i>WalCo Lake Life</i><br>July 30, <i>WalCo Fall</i> | May<br>July<br>September |
| Payment Deadline: With commitment |                 |  |                          |

### - Sample Influencers -

Specific influencers for each package will be confirmed by the WCVB based on availability, audience alignment, and campaign theme. Sample influencer profiles shown here illustrate the type of creators that may be engaged, however, may not represent the final influencer selected.



**Pilar Grover**

- 10.9K TikTok, [pilargrover](#)
- 1.7K Instagram, [@pilargrover](#)
- Chicago



**Megan Schibelka**

- 63.6K TikTok, [meganschibelka](#)
- 14.4K Instagram, [@meganschibelka](#)
- Chicago lifestyle & events



**Olga Goffman**

- 143K Instagram, [@olia\\_chicago](#)
- 42.9K TikTok, [olia\\_chicago](#)
- Chicago & beyond, dog mom



## DIGITAL BILLBOARDS

Positioned along busy Chicago-to-WalCo corridors, digital billboards deliver powerful visibility during high-traffic travel periods. These placements reinforce your brand with repeated impressions, build excitement, and drive interest from visitors planning seasonal getaways, events, and year-round experiences in Walworth County.

- US Highway 12, near Pell Like Drive, north facing, Bloomfield
- Interstate 94 at Highway 50, north facing, Pleasant Prairie
- Take advantage of using up to four digital images to rotate at different times of the day during the month selected (i.e. morning, noon, night).



| Location  | Price w/WalCo Logo  | Price w/no WalCo Logo   | Size      | Traffic             |
|---|---|---|-----------|---------------------|
| <i>Save when you include WalCo branding or fully customize the space to fit your needs.</i> |   |   |           |                     |
| US Highway 12<br>6 Available,<br>May-October  | \$599/month<br><i>Includes up to 4 images to rotate in separate campaigns</i>   | \$799/month<br><i>Includes up to 4 images to rotate in separate campaigns</i>   | 30' x 10' | 300K+ per week      |
| Interstate 94<br>4 Available,<br>May-August   | \$1,000/month<br><i>Includes up to 4 images to rotate in separate campaigns</i> | \$1,500/month<br><i>Includes up to 4 images to rotate in separate campaigns</i> | 48' x 14' | Up to 150K+ per day |
| <b>Material &amp; Payment Deadline: 30 days prior to publishing</b>                         |   |   |           |                     |







# HOW TO ORDER

**ORDER ONLINE**

**GOWALCO.COM/ADVERTISE**

**QUESTIONS?** Contact Patricia Bladow by email, [contact@gowalco.com](mailto:contact@gowalco.com) or call/text (262) 723-2908.

## TERMS & CONDITIONS

**RESERVATIONS** All co-op marketing reservations must be submitted through the online form. Space is assigned on a first-come, first-served basis, and a waiting list is used if options fill. All reservations require WCVB approval. The WCVB may decline or cancel any request that does not meet program standards or fit the purpose of the marketing program. Once you reserve a space, your order will be confirmed. You may request an invoice, but no additional reminders for payment will be sent.

**DESIGN SERVICES** If you need design help, WCVB's marketing agency (APG Southern Wisconsin) can create artwork for you. The first hour of design time is free. Any additional time will be billed directly by APG at their standard rates.

**ELECTRONIC SUBMISSION** Upload materials online or send by email, following the specifications as defined. Anything that does not meet the guidelines will be returned for correction.

**BILLING TERMS** Payment is due by the material deadline. Unpaid invoices will cause your reservation to be cancelled and offered to the next person on the waiting list. You may pay online with a credit/debit card or

mail a check to the WCVB, PO Box 117, Delavan, WI 53115. Checks must arrive before the material deadline.

**If you need to cancel**, submit your cancellation in writing at least *10 business days before* the material deadline. Your spot will then be offered to the next business on the waiting list. Late cancellations will be reviewed by the WCVB Board of Directors, who will determine the amount to be billed. Their decision is final.

**PROGRAM TERMS** By submitting content, photos, and information to the WCVB, you confirm that you have the rights and consent needed to use them. The WCVB will not be responsible for claims related to copyright, privacy, libel, plagiarism, or other content issues.

The WCVB and its partners are not liable for damages or expenses if marketing fails to appear for any reason. All terms in this document and the online reservation form together serve as your agreement with the WCVB.



2026 CO-OP ADVERTISING PROGRAM