

### DIGITAL ADS - SQUARE AND LEADERBOARD

- One year on lacrosselocal.com = \$300
- Discounted Rate: Performance Venues, Galleries, Restaurants, Breweries, and Wineries = \$200
- Discounted Rate: Individual artist or musician = \$50

### ADD-ON ONE YEAR IN OUR NEWSLETTER

- Purchase one year of digital ads on lacrosselocal.com and have your leaderboard ad in our La Crosse Local newsletter = \$150

### FESTIVAL/EVENT PACKAGE

- Three months on lacrosselocal.com = \$350
  - Leaderboard and square digital ads on lacrosselocal.com
  - “Featured Event” in a Newsletter and posts on La Crosse Local social media platforms
  - 30 Day Podcasts - Your event promoted on La Crosse Local Podcasts for 30 days leading up to your event (limited space).
  - Guaranteed podcast focusing on your event
  - Contact us for a potential trade discount!

### PODCAST SPONSOR

- 3 Months La Crosse Local Podcast Sponsor = \$300  
Your business/organization announced as sponsor within a minimum of 24 podcasts (business name and one sentence tag line); plus, 250x250 Digital Ad and 728x90 Leaderboard for 3 Months on lacrosselocal.com. Limited availability.

### DIGITAL ADS - SQUARE AND LEADERBOARD - monthly option

- Monthly on lacrosselocal.com = \$35 per month
- Add-on one month in our newsletter = \$15 per month (limited space)

How many months? \_\_\_\_\_

#### Sample Client Analytics

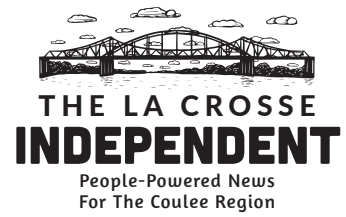
LL Website Impressions: 169,164  
E-Newsletter Impressions (Banner ad): 17,362

**Total Impressions: 186,526\***

#### Required file format of Digital Ad

JPEG, static GIF or PNG File  
All ad orders are subject to acceptance by the publisher.  
Terms and Conditions apply.

Ad Sizes: 250x250, 728x90



### ADDITIONAL WEBSITE PLACEMENT

**La Crosse Independent, La Crosse Local, and the La Crosse Times partner to offer affordable advertising to area individuals, businesses and organizations.**

**La Crosse Independent**, a site offering news and analysis on local La Crosse issues, **La Crosse Local**, an arts, food, and entertainment podcast and publication, and the **La Crosse Times** offering locally-sourced satire are banding together to offer advertisers multi-level, multi-site advertising opportunities to an actively engaged La Crosse area based audience.

- Add one year of digital advertising (square and leaderboard) on both the La Crosse Times and the La Crosse Independent = \$300
- Add one month of digital advertising (square and leaderboard) on both the La Crosse Times and the La Crosse Independent = \$40 per month

How many months? \_\_\_\_\_

**La Crosse Times**  
lacrossetimes.news

**La Crosse Independent**  
lacrosseindependent.com

### Guidelines

- Payment due net 30 days from invoice. Invoices will be sent via email. A 2.5% charge will be added to late payments more than 30 days overdue.
- Returned checks will incur bank fees.
- Purchase is non-refundable

Bill me Annually       Bill me Monthly - for the length of the campaign

**Name of Business:** \_\_\_\_\_

River Travel Media  
PO Box 1712  
La Crosse, WI 54602

**Contact Person:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_

Have questions?  
Call Amy Gabay at  
608-799-5334  
or amy@rivertravel.org

**Signature:** \_\_\_\_\_



\*Sample Partner Analytics are representative of a partner campaign that ran throughout the entirety of 2021. River Travel Media cannot guarantee the results.