

DIGITAL ADS - SQUARE AND LEADERBOARD

- One year on lacrosselocal.com = \$350
- Discounted Rate: Performance Venues, Galleries, Restaurants, Breweries, and Wineries = \$250
- 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 = \$200

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

PODCAST SPONSOR

- 3 Months La Crosse Local Podcast Sponsor = \$360
 - Your business/organization announced as sponsor within a minimum of 24 podcasts (approximately 50 words); 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 = \$40 per month
- Add-on one month in our newsletter = \$20 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



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 (if total is \$300 or higher)

Name of Business:

River Travel Media
PO Box 1712
La Crosse, WI 54602

Contact Person:

Phone Number:

Email: Address:

Signature:

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



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