



*Advertise your deals in a more effective way! Drive more traffic to your website and bring in more customers.*

### Why Buy into Travel Wisconsin Deals?

- Deal posted on TravelWisconsin.com
  - Deals directory receives over 50,000 page views a year
- Dedicated Listing Page
  - Includes: Deal, Image, Price, Map and link to website
  - All traffic directed to your website to buy deal
- Dedicated email to over 25,000 subscribers
  - Opt-in users to deal emails
  - 16% open rate compared to industry benchmark of 15%
  - 2% to 3% click through rate compared to industry benchmark of 2%
- Paid Facebook advertising directing people to your deal on Travel Wisconsin's Account
  - 6,000 to 10,000 impressions per post
- Wisconsin Department of Tourism does not take a percentage of sales, unlike models such as Groupon or Living Social. Costs for the program are all used to facilitate the program, with Wisconsin Department of Tourism taking no proceeds.

To secure your spot, contact Sarah Keller at Laughlin Constable:  
skeller@laughlin.com • 414-270-7145



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Deal packages include the following:

**Package 1: \$250**

- Deal listing on TravelWisconsin.com for one calendar month
- One dedicated Deals email within listing month
- \$25 paid Facebook advertising credit for a sponsored post

**Package 2: \$450**

- Deal listing on TravelWisconsin.com for two consecutive calendar months
- One dedicated Deals email within listing months
- \$50 paid Facebook advertising credit for a sponsored post

**Package 3: \$600**

- Deal listing on TravelWisconsin.com for three consecutive calendar months
- One dedicated Deals email within listing months
- \$75 paid Facebook advertising credit for a sponsored post

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