



Social Co-op Program

The social media program allows tourism industry partners to buy into monthly Facebook ad content through a paid partnership with Travel Wisconsin. Tap into Travel Wisconsin's social following and promote your destination, deal and more!

Who is eligible?

The social program is open to all Wisconsin tourism industry partners.

What is the cost of the program?

Program cost is \$400 and includes ad development, targeting, ad management and promotion.

What information do I need to provide?

You will provide your ideal ad start/end dates, basic content direction, targeting parameters, the click-through URL and a high-res photo.

Is there a limit on how many partners can sign up?

This program is limited to 15 partners per month. Each partner is limited to two posts per season.
Summer: June - August | Fall: September - November | Winter: December - February | Spring: March - May

Is there a deadline to sign up?

Reservations and materials must be submitted by the first of the month prior to your desired start date. For example, if you want your ad to start July 10, reservations and materials are due by June 1. Reservations are first come, first served

For questions regarding the Social Co-op, contact [Sarah Keller](#).

[Click here to sign up now](#)

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