



Madison's Central Business Improvement District (BID)

2008 BID Co-op Advertising Opportunities (UPDATED August 21, 2008)

See below for current/ongoing BID co-op opportunities for fall and holiday 2008.

Please contact the sales representatives listed below for information or to place your ad.

The total BID Marketing Plan for 2008 included **44 cooperative advertising opportunities** for BID businesses in print, online and outdoor advertising, with average savings of \$390 per ad, and savings of as much as \$1,400 on some opportunities

FALL/HOLIDAY 2008

Adams Outdoor Advertising – Parking Ramp Signage

Adams Outdoor Advertising offers backlit displays of various sizes in both the Downtown Madison city-owned parking ramps and the Hilldale Shopping Center parking ramps. Sizes include 4 ft. by 6 ft. or "IBEAMS" (20 in. by 8 ft.). Total costs include both space and production. BID will subsidize up to six signs per year, covering the cost of the production of the signs (\$200 per sign), up to two signs (or \$400) per merchant. The BID subsidy will be provided on a first-come, first-served basis. Participating BID merchants pay the space costs, which range from \$675 to \$1,100 per sign for the recommended minimum 8-week commitment (depending on location and size of sign). Subsidized signs need to include the BID "Downtown Madison" logo. Multiple signs can be purchased. Contact Adams Outdoor directly to make arrangements.

Contact: Terri Schneider, Adams Outdoor Advertising, 608.443.4296, tschneider@adamsoutdoor.com

Opportunity	Ad Description	Publication Date	Cost (with BID Subsidy)	Deadline
Backlit displays in downtown Madison and Hilldale parking ramps.	Sizes include 4 ft. by 6 ft. or "IBEAMS" (20 in. by 8 ft.). (Subsidized signs need to include the BID "Downtown Madison" logo.)	Varies; see rep for details	Ranges from \$675 to \$1,100 per sign. See rep for details. BID will subsidize production of up to 2 signs (\$200 each) per merchant.	First come-first served. BID will subsidize up to 6 signs total per year (2 per merchant).

Capital Newspapers / Madison.com

The Wisconsin State Journal is South Central Wisconsin's newspaper of record with average weekly circulation of appx. 342,000 (Sunday 150,600). 42% of Dane County's adult internet users visit madison.com. The Capital Times will cease daily publication in late April, and will instead be published online, and in two free weekly print versions, one entertainment-oriented, the other opinion. The Capital Times publications will be distributed to Wisconsin State Journal subscribers in Dane County and will be racked around the city. Capital Newspapers expects 65-70% of current Capital Times subscribers to convert to the Wisconsin State Journal and expects the eventual penetration of the market to be at least equal to the current daily circulation of both papers combined (465,000 area adults during an average week). More information is available at <http://www.capitalnewspapers.com/mediakit>

Contact (please note last name & email change): Carrie Planert, Capital Newspapers, 608-252-6298, cplanert@madison.com

Opportunity	Ad Description	Publication Date	Cost (with BID Subsidy)	Deadline
Capital Newspapers –Dining Guide (Oct)	5.5" x 8" glossy insert distributed in WSJ BID Co-op 2-page color section. Participant ad 1/6-page.	October 23 in paper 69,000 distributed	\$215 (savings of \$85) Spots avail: 12	September 18 th
Madison.com	Holiday promotion banner ad campaign. Banner (728 x 90 leaderboard, about 2/3 width page) on Madison.com home page. BID content with rotating featured business ads (could be logo, product or coupon); links to both BID & business websites. 25,000 page views/day.	10 days total (Thurs-Fri) Nov. 13-14 Nov. 27-28 Dec. 4-5 Dec. 11-12 Dec. 18-19	\$320 per business (20% discount) *minimum of 5 advertisers	November 1 st
Around Downtown Holiday insert	Sunday WSJ plus Portage, Baraboo and Beaver Dam papers. Editorial content will come from business stories and press releases. Ad sizes vary.	Sunday, Nov. 9th	From \$345 to \$2,230 per size; 15% discount for BID members	October 20 th
Capital Newspapers (Wisconsin State Journal and Capital Times)	Holiday Co-op Flight. FULL page Spot color co-op within the paper. Sunday WSJ, Tues-Thurs-Sat in WSJ and Cap Times, Wed. Participant ad size may vary about 2 columns x 3 inches	Mid-Nov (exact date TBD)	\$625 (savings of \$1,407.50) Spots available per page: 15	TBD
Capital Newspapers (Wisconsin State Journal and Capital Times)	Holiday Co-op Flight. FULL page Spot color co-op within the paper. Sunday WSJ, Tues-Thurs-Sat in WSJ and Cap Times, Wed. Participant ad size may vary about 2 columns x 3 inches	Mid-Dec (exact date TBD)	\$625 (savings of \$1,407.50) Spots available per page: 15	TBD

Greater Madison Visitors Guide

Official guide to the greater Madison area, published twice yearly by the Greater Madison Convention & Visitors Bureau (GMCVB). Advertising is sold by Capital Newspapers. Distribution: 180,000 issues spring/summer; 120,000 issues fall/winter, via direct request from the GMCVB and at area locations, hotels, etc. 74% of those who ordered a guide from the GMCVB visited the area.

CONTACT: Carrie Planert, Capital Newspapers, 608-252-6298, cplanert@madison.com

Opportunity	Ad Description	Publication Date	Cost (with BID Subsidy)	Deadline
Greater Madison Visitors Guide – Spring/Summer 2009	2-page spread for downtown businesses; glossy full-color, 180,000 total dist. via GMCVB, area hotels, key area destinations.	February 26, 2009 Spring/Summer	\$415 per box (2.25"x3.00") (savings of \$530)	January 5, 2009

Isthmus / thedailypage.com

Madison's weekly newspaper, distributed every Thursday at 600+ locations. Delivers 170,000 weekly readers in print and on the web (thedailypage.com). 93% of readers live in Dane County. More information is available at <http://www.thedailypage.com/advertise/>.

Contact: Your Isthmus representative or Kevyn Radcliffe at 251-5627, kradcliffe@isthmus.com

Opportunity	Ad Description	Publication Date	Cost (with BID Subsidy)	Deadline
NEW Isthmus "Wisconsin Book Festival Guide" + web ad	Back page, color ad in official guide to Wisconsin Book Festival (Oct. 15-19). 1/6 page full color ad AND a 1 x 3 web ad.	October 3	\$260 (savings of \$835)	Sep. 18
thedailypage.com	2" x 2" BID Downtown Rotating Web Banner highlighting members for 3 month campaign. Banner will start with "Downtown Madison" message, then rotate through participating merchants, with hyperlinks.	Mid-August through mid-October	Spots avail: 6 \$35 per month per advertiser	Mid July-ongoing
Isthmus Holiday "Giving" issue co-op + thedailypage.com	BID Downtown Co-op Pages, full color, double spread. Participant ad equiv. to 1/6 page. Two (2) 1x3 web ads included for merchants with hyperlink to website	November 21	\$320 (savings of up to \$230) Spots avail: Unlimited	Oct. 29

Isthmus BID Downtown Holiday Co-op + thedailypage.com	BID Downtown Holiday Co-op Pages, full color, double spread. Participant ad equiv. to 1/6 page. Two (2) 1x3 web ads included for merchants with hyperlink to website	December 5	\$320 Spots avail: Unlimited	Nov. 28
Isthmus BID Downtown Holiday Co-op + thedailypage.com	BID Downtown Holiday Co-op Pages, full color, double spread. Participant ad equiv. to 1/6 page. Two (2) 1x3 web ads included for merchants with hyperlink to website	December 12	\$320 Spots avail: Unlimited	Dec. 5
Isthmus BID Downtown Holiday Co-op + thedailypage.com	BID Downtown Holiday Co-op Pages, full color, double spread. Participant ad equiv. to 1/6 page. Two (2) 1x3 web ads included for merchants with hyperlink to website	December 19	\$320 Spots avail: Unlimited	Dec. 12

Madison Magazine

Madison Magazine is a glossy monthly with coverage of the arts, business, health, politics, habitat and food & dining, reaching a readership of over 107,000 (Scarborough, 2007). More information is at <http://www.madisonmagazine.com/advertise/>.

Contact: Your Madison Magazine representative or Connie S. Lanter, 608.270.3616, clanter@madisonmagazine.com.

Opportunity	Ad Description	Publication Date	Cost (with BID Subsidy)	Deadline
Madison Magazine –Nov. holiday co-op	“Downtown Holiday Hot off the Shelf” pages. Includes professionally taken photo (at scheduled photo shoot), logo and 35-wd description	Nov	\$375 Spots avail: 4	Sept. 15
Madison Magazine – Dec. Holiday co-op	“Downtown Holiday Hot off the Shelf” pages. Includes professionally taken photo (at scheduled photo shoot), logo and 35-wd description	Dec	\$375 Spots avail: 4	Oct. 14

Madison & Vicinity Hotel Book (2009)

Madison's Magazine's Madison & Vicinity Hotel Book is the only hardcover guide in 7,000+ area hotel rooms from March 2009 – Feb. 2010. More information is at <http://www.madisonmagazine.com/advertise/>.

Contact: Your Madison Magazine representative or Connie S. Lanter, 608.270.3616, clanter@madisonmagazine.com.

Opportunity	Ad Description	Publication Date	Cost (with BID Subsidy)	Deadline
Madison & Vicinity Hotel Book (2009/10)	"Hot off the Shelf" style includes ¼ page on "Downtown Hot off the Shelf" pages. Includes professionally taken photo (at scheduled photo shoot), logo and 35-wd description.	Hardcover guide, in 7,000+ area hotel rooms from March 2009 – Feb. 2010	\$406.25 (savings of \$475) Spots avail: 4	To Sep. 30, 2008

The Onion

Weekly newspaper with humor and local arts & entertainment coverage and calendars. Distributed every Wednesday to 700+ Madison & area locations, delivering 113,300+ readers (45% under age 35; 55% over). More information is at http://mediakit.theonion.com/print_madison.html

Contact: Your Onion representative or Leah Malone, lmalone@theonion.com, (608) 256-1372 x241

Opportunity	Ad Description	Publication Date	Cost (with BID Subsidy)	Deadline
The Onion (Madison)	The offer for BID members: Buy four, get one free. Buy four ads total (one in each of following issues: August 29 Back to School, and Nov. 27, Dec. 4, Dec. 11 Gift Guide) and get one ad free in issue of your choice. Your ad in above four issues will be placed near the BID "Downtown Madison" ad. Contact rep for details.	Aug. 29 Nov. 27 Dec. 4 Dec. 11 + issue of your choice	Rates per ad vary from \$190 to \$1,490 depending size (includes color). Contact rep for details.	Anytime; deadline for August 29 issue is <u>August 22</u> .

Travelhost of Greater Madison/South Wisconsin

In-hotel room travel magazine, glossy, full color, published 6x per year, distributed daily to 6,000+ hotel rooms in greater Madison and Southern Wisconsin. Audited readership of 144,000 travelers per issue, staying in hotels, the majority outside of downtown yet within driving distance. Entire publication is also online. BID co-op is for two page color spread, “downtown Madison” section, content includes downtown event and parking information. BID member options range from 1/12 page to full-page within section.

Contact: Betty Marquardt, Travelhost of Greater Madison/South WI, (608) 669-8478, trvlhst@centurytel.net

Opportunity	Ad Description	Publication Date	Cost (with BID Subsidy)	Deadline
Travelhost of Greater Madison – annual (6 issues per year)	BID Downtown Madison Co-op, 2-page spread, color, artwork can change each issue, will provide ad design if needed.	Oct/Nov Dec/Jan (09) Feb/Mar (09)	Rates per issue range from \$180 (1/12 page) to \$1,160 (full-page). Savings of 40-45%. See rep for details.	(Oct/Nov) Aug 22 (Dec/Jan) Oct 17 (Feb/Mar) Dec 20