



Madison's Central Business Improvement District (BID)

2010 BID Co-op Advertising Opportunities

(Updated May 27, 2010)

The BID 2010 Marketing Plan includes more than **20 cooperative advertising opportunities** for BID businesses in print and online advertising, with **average savings of \$ 400 per ad**, and savings of as much as \$ 800 on some opportunities. Please contact the sales representatives directly (listed below) for more information or to place ads.

For updates and additional information, see www.visitdowntownmadison.com > News > Marketing Opportunities. (Direct Link: http://www.visitdowntownmadison.com/news/index.php?category_id=2554). For general info about BID Cooperative Advertising, contact Mary Carbine, BID Executive Director, (608) 512-1340 or mcarbine@visitdowntownmadison.com.

2010 Official Madison Visitors Guide – FALL/WINTER

Official guide to the greater Madison area, published twice yearly by the Greater Madison Convention & Visitors Bureau (GMCVB). Research shows that 74% of those who ordered a Visitors Guide from the GMCVB visited the area, and 84% of them brought their Visitors Guide with them while on their trip.

Distribution: 125,000 Fall/Winter copies, published in September, distributed by the GMCVB plus at hotels, the airport, University of Wisconsin, area attractions, convention centers, restaurants and businesses.

CONTACT: Louise Andraski, Nei-Turner Media Group, louisea@merr.com, 608.873.8734 direct

Opportunity	Ad Description	Publication Date	Cost (with BID Subsidy)	Deadline
Greater Madison Visitors Guide – Fall/Winter 2010	2-page spread for downtown businesses; glossy, full color. Design provided if needed. Options: 1/12 page (2.351" x 2.308") 1/6 page (H = 4.863" x 2.308" or V = 2.351" x 4.764").	(Fall/Winter) September, 2010	1/12 p = \$360 (savings of up to \$370) 1/6 p = \$715 (savings of up to \$620)	July 16

BRAVA Magazine

Monthly magazine geared towards women, featuring a mix of personality profiles, fashion spreads and in-depth feature articles covering the latest trends and information in style, home, health, family and more. Monthly circulation: 18,000; readership 48,000. New ownership/publisher as of 2009. Media kit at: <http://www.bravamagazine.com/advertise.jsp>

More info on co-op at: http://www.visitdowntownmadison.com/uploads/media/Brava_Downtown_Madison_Promotion.pdf

Contact: Your BRAVA representative or Kris Lerdahl at kris@bravaenterprises.com, (608) 848-6708.

Opportunity	Ad Description	Publication Dates	Cost (with BID Subsidy)	Deadlines
BRAVA Magazine – four monthly issues, fall 2010.	Downtown “Haute Shoppe” pages with BID downtown header. Merchant ad with product photo, business logo & address, product headline, and 25-word description. (November issue will have a “Play Around Town” editorial focus on downtown.)	September October November December	\$400 per merchant per ad 5 spots available per issue	Aug. 5 Sep. 5 Oct. 5 Nov. 5

Bucky Book #19 (2010-11)

The Bucky Book is a coupon and advertising book issued annually. Bucky Books are sold by fundraising organizations for \$35/each from non profits, schools, churches, service clubs, civic groups and the like. A portion of the proceeds from Bucky Book sales supports these organizations as well as UW-Madison athletic and academic scholarships. 42,000 Bucky Books are sold per year. Purchasers are primarily age 25-64, majority female with annual household incomes averaging \$75,000 - \$125,000 in the Dane County area.

More information at http://www.visitdowntownmadison.com/uploads/media/BIDProposal_BuckyBook.pdf

Contact: John Flitz at 608-441-3910 or jflitz@buckybook.com

Opportunity	Ad Description	Publication Date	Cost (with BID Subsidy)	Deadline
“Downtown Madison Section” in Bucky Book 19	Coupon or ad in section introduced with 2-page spread promoting Downtown Madison (shopping, dining, entertainment, etc.). Categories include Apparel, Gifts & Services, Dining, Food & Pizza, Entertainment, Health & Beauty and more. Coupons must offer 2 for 1 or half off on selected product(s) or service(s). Coupons or special offers are valid for a year, as the book is issued annually each September.	September 2010 (annual)	BID members receive 10% discount off of regular Bucky Book rate card. Prices begin at \$350 for the full year.	June 1

Capital Newspapers / Madison.com

The Wisconsin State Journal is South Central Wisconsin's newspaper of record with daily circulation of 99,000 and Sunday 140,000. The weekly Capital Times (circulation 76,000), focusing on news & commentary, is delivered Wednesdays to subscribers in the Dane County area and racks in the Madison metro area. 33% of Dane County's adults visit madison.com every 30 days. More information at <http://www.capitalnewspapers.com/mediakit>

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

Opportunity	Ad Description	Publication Date	Cost (with BID Subsidy)	Deadline
Go See Downtown	6 week editorial and advertising series on Wednesdays in the Capital Times and Thursdays in 77 Square. Two (2) full color 3.223" x 3" ads each week, plus a business profile once during the six week series.	June 9 – July 15 (6 weeks, 12 ads). Each Wednesday in Cap Times and Thursday in 77 Square.	Must participate all 6 weeks \$1,500 total for series	June 1st
Holiday Idea Book - Around Downtown Holiday Spread	Holiday Idea Book is glossy color insert. Around Downtown holiday spread will be included (instead of being separate publication as in past). Sunday Wisconsin State Journal-distributed, full run circulation 139,022; readership: 344,400. Editorial content will focus on shopping for the holidays, unique gift ideas, etc. Ad sizes vary.	Sunday, Nov. 21st	From \$302 to \$1950 per size; 15% discount for BID members applied ½ page profile and ½ page ad - \$1149	October 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/set. <u>Schedule – online banner co-op ads:</u> Nov. 24-25-26 (Wed.-Thu.-Fri.) Dec. 2-3 (Thu.-Fri.) Dec. 9-10 (Thu.-Fri.) Dec. 15-16-17 (Wed.-Thu.-Fri.)	10 days total See schedule at left.	\$350 per business *minimum of 5 advertisers	November 10 th

Capital Newspapers (Wisconsin State Journal)	12 ads in Wisconsin State Journal November - December - 6 col x 18" full color. Participant ad size may vary about 2 columns x 3 inches. <u>Schedule - 12 print co-op ads, one each on:</u> Wed. Nov. 24 Wed. Dec. 15 Fri. Nov. 26 Thurs., Dec. 16 Sat. Nov. 27 Friday, Dec. 17 Wed. Dec. 8 Sat. Dec. 18 Sat. Dec. 11 Sun. Dec. 19 Sun. Dec. 12 Wed. Dec. 22	12 ads/days total. First ad Nov. 24. See schedule at left.	* 12 WSJ ads and online title - \$2,000 * 12 WSJ ads - \$1,700 * 4 WSJ ads (one week) - \$800 Spots available per page: 15	Nov. 12
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Isthmus / thedailypage.com

Madison's weekly newspaper, distributed every Thursday at 650+ locations. Delivers 160,000 weekly readers in print and on the web (thedailypage.com). 89% of readers live in Dane County. More information is available at <http://www.thedailypage.com/advertise/>.

Contact: Your Isthmus representative or Steve Borgwardt at 251-5627, sborgwardt@isthmus.com

Opportunity	Ad Description	Publication Date	Cost (with BID Subsidy)	Deadline
Isthmus Dining Guide + thedailypage.com	BID Downtown Co-op, 2 pages, full color, glossy, center spread. Equiv. to 1/6 page ad. Also includes two (2) 1x3 web ads with hyperlink included for restaurants for one month. Dining Guide distributed in the paper plus 10,000 extra printed for distribution to hotels, hospitality industry, via BID Ambassadors.	April 22	\$295 (savings of \$530) Spots avail: 12	March 17
Annual Manual + thedailypage.com	BID Downtown Co-op, 2 pages, full color. Participant ad equiv. to 1/6 page. Two (2) square web ads with hyperlink included for one month for BID advertisers.	August 20	\$325 (savings of up to \$800) Spots avail: 15	July 7
Isthmus Holiday "Giving" issue co-op + thedailypage.com	BID Downtown Co-op Pages, full color, double spread. Participant ad equiv. to 1/6 page. Includes 1 x 3 web ad. Discounts to \$250 with purchase of all four holiday co-op ads.	November 18	\$325 (savings of up to \$320) Spots avail: Unlimited	Nov 3

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. Includes 1 x 3 web ad. Discounts to \$250 with purchase of all four holiday co-op ads.	December 2	\$325 (savings of up to \$320) Spots avail: Unlimited	Nov 19
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. Includes 1 x 3 web ad. Discounts to \$250 with purchase of all four holiday co-op ads.	December 9	\$325 (savings of up to \$320) Spots avail: Unlimited	Nov 26
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. Includes 1 x 3 web ad. Discounts to \$250 with purchase of all four holiday co-op ads.	December 16	\$325 (savings of up to \$320) Spots avail: Unlimited	Dec 3

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 with 101,000 in Dane County (Scarborough, 2007). More info at: <http://www.madisonmagazine.com/Madison-Magazine/Advertise/>

Contact: Your Madison Magazine representative or Sue Fuller, 608.270.3616, sfuller@madisonmagazine.com.

Opportunity	Ad Description	Publication Date	Cost (with BID Subsidy)	Deadline
Madison Magazine—May City Guide/special Downtown Section	“Downtown Hot off the Shelf” pages inside special section about downtown Madison. Includes professionally taken photo (at scheduled photo shoot), logo and 35-wd description	May 1,500overprints provided to DMI and BID	\$400 (savings of \$450) Spots avail: 4	March 9
Madison Magazine – Art Fair on the Square Program	“Downtown Hot off the Shelf” pages within Art Fair Program, inserted in July issue of Madison Magazine with 7,000+ additional distributed by MMoCA Art Fair Weekend. Includes professionally taken photo (at scheduled photo shoot), logo and 35-wd description	July – includes official Art Fair on the Square Program in magazine with 7,000+ distr. at the Art Fair	\$400 (savings of \$450) Spots avail: 4	May 11

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	\$400 (savings of \$450) Spots avail: 4	Sept. 14
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	\$400 (savings of \$450) Spots avail: 4	Oct. 12

Madison & Vicinity Hotel Book (2011-12)

Madison’s Magazine’s Madison & Vicinity Hotel Book is the only hardcover guide in 8,000+ area hotel rooms from March 2011 – Feb. 2012. More information is at <http://www.madisonmagazine.com/advertise/>.

Contact: Your Madison Magazine representative or Sue Fuller, 608.270.3616, sfuller@madisonmagazine.com.

Opportunity	Ad Description	Publication Date	Cost (with BID Subsidy)	Deadline
Madison & Vicinity Hotel Book (2011-12)	“Hot off the Shelf” style includes ¼ page on “Downtown Holiday Hot off the Shelf” pages. Includes professionally taken photo (at scheduled photo shoot), logo and 35-wd description.	March 2011 – Feb. 2012 (8,000+ area hotel rooms)	\$450 (savings of \$400) Spots avail: 4	Oct. 29

MMoCA Holiday Art Fair Program

The Madison Museum of Contemporary Art’s 40th annual Holiday Art Fair will be held November 19-21, 2010. This juried show - taking place throughout MMoCA and Overture Center for the Arts - includes 100 distinguished artists exhibiting ceramics, fiber art, glass, jewelry, paintings, prints, photographs, and more. The festive event will also feature live entertainment throughout the weekend, holiday refreshments, and the popular Gourmet Gallery filled with artisan cheeses, chocolates, and treats. The 4-color event program will be distributed to all attendees (projected attendance: 5,000). Full page, half page and quarter page ads are available. Note: MMoCA is unable to offer ad design. Ads need to be delivered as hi-res PDFs.

Contact: Elizabeth Tucker, Madison Museum of Contemporary Art 608.257.0158 x231

elizabeth@mmoca.org

Opportunity	Ad Description	Publication Date	Cost (with BID Subsidy)	Deadline
Madison Museum of Contemporary Art & Overture Center for the Arts - Holiday Art Fair Program (Nov. 19-21)	7” x 11” Program to be distributed at the Holiday Art Fair, taking place November 19-21 at MMoCA and Overture. Total distribution 5,000.	November 19-21, 2010	From \$157.50 to \$450 (prices include 10% BID member discount)	Space Reservations: 10/1/10 Final Ad Due: 10/15/10

The Onion

Weekly newspaper with humor and local arts & entertainment coverage and calendars. Distributed every Thursday 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 Melissa Badini, mbadini@theonion.com, 608.256.1372 ext. 222

Opportunity	Ad Description	Publication Date	Cost (with BID Subsidy)	Deadline
The Onion (Madison)	BID Holiday Gift Guide co-op, full color, on downtown pages.	Available dates: Dec. 2 Dec. 9 Dec. 16	1/8 p \$260 1/6 p \$330 1/4 p \$430 Buy three ads, get one free.	Nov. 22

Wisconsin Alumni Association (WAA) – First Year Parents Weekend Sponsorship

UW-Madison First Year Parents Weekend, Nov. 12-14, 2010

It might be 6 months away, but the Wisconsin Alumni Association (WAA) is partnering with the BID on ways for local businesses to get in front of parents for Parents' Weekend, November 12-14, 2010. Nearly 2,000 parents visit campus for this weekend. There is a wide range of opportunities for your business to get in front of this highly sought after group – including advertising in the program, a booth at the parent registration area, or donating door prizes. Costs to participate range from \$50 value door prize to \$100 - \$300 sponsorships. Note that WAA used to offer Sunday brunch that weekend but will no longer – so parents may be looking for Sunday brunch options. Check out how WAA can help your business get in front UW parents and their students.

Sponsorship info: <http://www.uwalumni.com/home/fpwsponsorship.aspx>
Download sponsorship form: http://www.uwalumni.com/media/fpw/fpw_sponsorship_page.pdf

Questions? Contact Christine Bartlett at WAA at cbartlett@waastaff.com or (608) 263-4509.

Planning ahead? Stay tuned to the BID email update for information how to participate in other promotions, including:

- Fall 2010 New Resident Packets: Provide items for welcome bags distributed via Realtors to new downtown condo and homeowners. 100 + items, usually collected in September for distribution October-April.
- Holiday Shopping Trolley Gift Bags. Provide items for Downtown Holiday Trolley riders. Anywhere from 100 -1,000 items. Collected in late October for distribution late Nov.-Dec.