



Rick Schmidt
To: Kallee Dhein

Reply Reply All Forward ...

Tue 9/30/2025 8:15 AM

From: Haley Sorbo <marketing@visitwisrapids.com>
Sent: Monday, September 29, 2025 2:55 PM
To: Rick Schmidt <RSchmidt@nekoosawi.com>
Cc: Meredith Kleker <MKleker@visitwisrapids.com>
Subject: Wisconsin Rapids Area Visitor Guide Ad

2026 Ad price is \$1,800, but can get a 10% discount for advertising and payment submitted on or before December 31st, 2025.
2025 Ad price was \$1,800, City of Nekoosa & For Nekoosa paid \$1, 620 with the discount.

<https://www.visitwisrapids.com/visitors-guide> Your ad is on page 4 of the guide if you would like to look at it!

Tourism is one of the top industries in Wisconsin. In Wood County, visitors spent more than \$115 million dollars, supported 2,139 jobs, generated \$12.8 million in state and local taxes, and made an economic impact of \$218 million dollars. Wisconsin hosted 114.4 million visitor trips in 2024, a 1.4 million increase over 2023. Tourism generated an impact of \$25.8 billion for the state's economy and supported more than 182,000 full-time jobs.

Distribution Details:

- 20,000 printed copies distributed to highly qualified target markets
 - 663 views on digital guide in 2024
- Directly mailed throughout U.S. and internationally
- Stocked in high-traffic rest areas throughout state
- Collaboration throughout the state to have Guide available
 - Visitor Centers, Destinations (CVB's), Chambers
- Distributed at trade shows, including WI State Fair and sports shows as well as at local and regional events
- Available at the Wisconsin Rapids Area Visitors Center, area lodging and businesses

Highlights:

- High quality, full color advertising at affordable rate.
 - Ads range from 2c to 11C per guide
- Wide distribution in both print and digital versions
 - 20,000 printed copies
 - Environment-friendly digital guide available online: [VisitWisRapids.com/Visitors-Guide](https://www.visitwisrapids.com/visitors-guide)
 - Digital version includes clickable links to each advertiser's website
 - Digital views more than double each year
- Respected, trusted resource
 - Including where to stay, what to see and do, where to dine and shop, area events & more
- User-friendly
 - Specialized sections of interest to generate interest and excitement