

LAKE GENEVA AREA CONVENTION & VISITORS BUREAU WEB SITE PRESENCE CRITERIA

www.lakegenevawi.com

OVERVIEW

www.lakegenevawi.com is to the public "The Official Site of Lake Geneva". This site was developed by and is owned and maintained by the Lake Geneva Area Convention & Visitors Bureau. The primary mission of the site is to attract visitors to our area for the betterment of our members and community.

MEMBER SITE PRESENCE

- All members of the Chamber of Commerce in good standing will have a listing on www.lakegenevawi.com in the category or categories appropriate to their business. Those members not in the umbrella categories of lodging, dining, shopping, activities, weddings or meeting planners will be placed in the major category of Local Info.
- The site supports all the major membership business categories and also a sophisticated, user defined, sub-category system. At the time of membership application the appropriate business sub-categories into which a member's listings will be placed will be determined by the mutual agreement of the member and the Member Services Representative. To have a presence in a category, a member needs to provide evidence that they have a present business practice in that given category. Verbiage and images category specific are required.
- A member's listing will be placed on the LGACVB web site once all the business information, verbiage, images and any fees due are received by the LGACVB. This applies to the general business listing and all categories.
- General member listing and each category listing will support verbiage not to exceed 100 words. A member can best be served by developing their verbiage in a word document and using the work count capability to maximize their exposure.
- Images may be photos or logos (a member should provide that which they feel will best market their business). Images must be submitted for both the general listing and category listings in 175 pixels wide X 115 pixels high, 72 dpi, JPEG. If a member's listing is best represented vertically, the pixels may be reversed. It is recognized that due to proportions both pixel sizes may not be able to be met. The width should be the guiding dimension.
- The annual membership fee entitles a member to their initial placement on the web site for both main business listing and category listing(s) and one change per quarter.

- All members are best served by our maintaining the “brand” of Lake Geneva on the web site. This requires adherence to standards for inclusions and style. The Marketing Committee of the LGACVB reserves the right to edit any submission for brand, completeness, accuracy and clarity.

HOME PAGE

BANNER AD PROGRAM

General

- There are two banner opportunities within the web site.
- Banners display on all pages except form pages which are pages used for collecting information for promotions and contests.
- Banners are randomized independently of page change, providing for an equal display of all banners. The randomizing aspect is important as we have no control over how long a viewer will remain on the site, on a given page or what pages will be viewed.
- Each banner is displayed for approximately five seconds. A total of 10 banners are allowed per banner box.
- Banners are clickable, opening the user’s site in a new window with return to www.lakegenevawi.com

Participation

- Banner Box #1 is for ten annual banners at the rate of \$150 per month. Banner Box #2 is for ten monthly banners at the rate of \$200 per month. For both banners, if at the end of the banner term there are no other applicants for any expiring banner positions, the current user may reapply for another banner term.
- Included in the banner fee is one image replacement per month.
- Images must be submitted sized 190 pixels wide X 123 pixels high, 72 dpi, JPEG format.
- Images may be photos, logos or graphics and may be purposed for general business or a specific offering promotion.
- To participate in the Banner Program, an applicant must complete the Banner Program Application which may be procured from the chamber office or via email request to staff@lakegenevawi.com . Applicant will be notified of acceptance and terms in writing via email. Upon payment of fees due and receipt of banner materials, banner will be activated.

MARKETING ZONES

There are four separate zones on the home page for promoting the mission of the LGACVB.

The criteria for inclusion in these zones is the same as that for inclusion in all other LGACVB advertising campaigns, which can be brand promotion or promotion of a specific event, activity, or attraction. An Individual business mention may be incorporated into the marketing message when that mention is salient to the advertising campaign.

The LGACVB Marketing Committee will determine the contents of these marketing zones.

CALENDAR OF EVENTS

- The purpose of the LGACVB web site Calendar of Events is to provide information that will entice visitors to choose the Geneva Lake area over other destinations for the expenditure of their discretionary spending and to provide visitors in their destination consideration a secondary enticement and/or information for opportunities once they are here.
- The LGACVB web site maintains a Calendar of Events on two levels, “Major Events” and “Happenings Around Town”.
- “Major Events”
 1. Generally an annual event and one sponsored by a not-for-profit organization or the Chamber of Commerce/LGACVB or be of enough significance to motivate visitors to come specifically for that event.
 2. potential to generate room nights
 3. have community-wide appeal
 4. generally be community based versus individual business based (an event may be considered major and be located at an individual business)
- “Happenings Around Town”
 1. provides information about an event going on in the area conducted by an organization or business, member or not-for-profit
 2. ongoing sales promotions and any activity construed to be a normal part of business conduct is not considered an event
 3. an event with recurring dates will be represented by a summarized entry at the discretion of the Marketing Committee.
- All decisions as to placement are subject to the discretion of the LGACVB Marketing Committee.
- Event or “Happening” submission is via the Calendar Submission Form available from the Chamber of Commerce.

FEES/PARAMETERS

Feature	Price	Included changes	Size – all 72dpi, all JPG
Navigation Bar Banner Annual	\$150 per month, 12 months minimum	One change/month	190W X 123H
Navigation Bar Banner Monthly	\$200 per month, one month minimum	One change/month	190W X 123H
Member main listing or category listing	\$50/change for all changes after one per/quarter	One change/quarter	175W X 113H
Home page zones	Not available for business advertising		155W X 100H
Image sizing fee	\$50		

To request image sizing from the LGACVB, email request and image to staff@lakegenevawi.com. Any fee due must be remitted to the LGACVB prior to implementation of the request.

The Marketing Committee of the LGACVB reserves the right to edit any and all submissions for inclusion. Considered, but not limited to, will be appropriateness, brand, completeness, accuracy and clarity.

If there is a conflict relative to any presence on the web site, it shall be resolved by the LGACVB Marketing Committee.