



Madison's Central Business Improvement District (BID)

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### **2009 BID Co-op Advertising/Marketing Opportunities – Early 2009** (December 8, 2008)

The full slate of BID 2009 co-ops will be sent out by the end of February. In the meantime, please note these opportunities with deadlines in early 2009.

For more information, see the BID website at [http://www.visitdowntownmadison.com/news/index.php?category\\_id=2554](http://www.visitdowntownmadison.com/news/index.php?category_id=2554) ([www.visitdowntownmadison.com](http://www.visitdowntownmadison.com), "News>Marketing Opportunities" link).

Summary of Opportunities:

- Badger Insider Alumni Marketplace, "Double Circulation" March 09 Issue (Deadline Jan, 5)
- 2009 Official Madison Visitors Guide – Spring/Summer – UPDATED OPPORTUNITY (Deadline Jan. 9)
- Provide Items for the 2009 Student / Parent Welcome Bags – Sign up by Jan. 9 (Item Pickup Jan. 12-16)
- Advertise in the 2009 BID Downtown Map & Guide – Deadline January 30
- *Coming Soon* – "Visit Your Student Month" (April 2009) promotion, sign up in February.

Many of these opportunities are targeted at visitors to Madison and to the UW. According to the Downtown Market Analysis Study:

- Visitors spend an estimated \$70 million annually downtown on shopping and dining
- Parents & friends of UW students spend \$48.4 million per year in Madison

Help these visitors become your customers by taking advantage of these special opportunities for BID member businesses & organizations.

**Badger Insider Alumni Marketplace, “Double Circulation” March 09 Issue (Deadline Jan, 5)**

The Wisconsin Alumni Association publishes The Badger Insider, a quarterly large-format magazine sent to WAA members. To help promote their “Alumni Marketplace” advertising section, they announced they will double the circulation for the March 09 Badger Insider issue. It’s going to over 80,000 Alumni for no increased price in advertising! (It will go to alumni under 40 plus On Wisconsin subscribers as well as all WAA members).

Special “Alumni Marketplace” offer for BID members: \$575 (savings of \$275 for BID member businesses). Color ad format includes picture of product, description, and company logo.

For info sheet showing format of Alumni Marketplace, see [http://www.visitdowntownmadison.com/news/index.php?category\\_id=2554](http://www.visitdowntownmadison.com/news/index.php?category_id=2554) ([www.visitdowntownmadison.com](http://www.visitdowntownmadison.com), “News>Marketing Opportunities” link).

CONTACT: Your Madison Magazine representative or Connie S. Lanter, 608.270.3616, [clanter@madisonmagazine.com](mailto:clanter@madisonmagazine.com).

**2009 Official Madison Visitors Guide – Spring/Summer – UPDATED OPPORTUNITY (Deadline Jan. 9)**

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. The new publisher, Nei-Turner Media Group, was selected by the GMCVB for “their established history in producing guides for convention and visitor bureaus and chambers of commerce within Wisconsin and Illinois . . . [The GMCVB is] looking forward to working with them on producing a fresh and updated look to the 2009 Spring Summer guide.”

Distribution: 175,000 Spring/Summer copies, distributed by the GMCVB plus at hotels, the airport, Wisconsin Travel Centers, University of Wisconsin, area attractions, convention centers, restaurants and businesses.

For more information, see [http://www.visitdowntownmadison.com/news/index.php?category\\_id=2554](http://www.visitdowntownmadison.com/news/index.php?category_id=2554) ([www.visitdowntownmadison.com](http://www.visitdowntownmadison.com), “News>Marketing Opportunities” link).

CONTACT: Louise Andraski, Nei-Turner Media Group, [louisea@ntmediagroup.com](mailto:louisea@ntmediagroup.com), 608.873.8734 direct

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. 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”).	(Spring/Summer) February, 2009	1/12 p = \$350 (savings of up to \$370)  1/6 p = \$700 (savings of up to \$620)	January 9, 2009

**Provide Items for the 2009 Student / Parent Welcome Bags – Sign up by Jan. 9 (Item Pickup Jan. 12-16)**

The BID and UW Admissions will again partner to welcome prospective UW students and their parents to Madison for ten Friday visits in 2009: January 23 & 30; February 13, 20 & 27; March 13 & 27, and April 10, 17 & 24. Students and their parents will participate in campus programs during the day and will be encouraged to explore downtown that afternoon, evening & weekend. The BID is putting together gift bags with coupons, special offers and information from downtown businesses and organizations (plus the Downtown Map & Guide) to give to students & parents at these visits. Provide items for the BID gift bags and help YOUR business or organization reach these customers and build loyalty among future students and their parents, who are likely visitors to downtown Madison over the next 4 years.

What to Provide: 500 coupons, special offers, items or information appealing to incoming UW students + parents. Items must be: a) no larger than an 8 ½ " x 11" flyer, b) good January through end of April '09 (or beyond), and c) usable by those under 21.

Contact: Mitch Freund, BID Programming Coordinator, [mfreund@downtownmadison.org](mailto:mfreund@downtownmadison.org) or (608) 443-1976.

Confirm Participation By: Wednesday, Jan. 7, 2009

Item pickup: Mon.-Fri., Jan. 12-16 (All items MUST be ready for pickup that week. Late items cannot be included in the bags.)

**Advertise in the 2009 Downtown Map & Guide – Deadline January 30**

Are you looking for ways to bring customers into your business and achieve visibility with Madison residents, students, alumni & visitors? Then consider advertising in the 2009 BID Downtown Map & Guide - a favorite resource for downtown customers.

Just one ad buy gets you exposure for an entire year to 200,000 people pre-qualified as interested in downtown shopping, dining, lodging and entertainment – from Madison residents to regional, national and international visitors. Map distribution continues to expand to increase the value of your ad. The number of maps distributed to area hotels and at the Dane County Airport doubled in 2008. A redesign in 2008 improved the look and flow of the advertising section. The BID consistently partners with the UW-Madison to provide maps to students, parents and alumni.

To learn more about advertising, see [http://www.visitdowntownmadison.com/news/index.php?category\\_id=2554](http://www.visitdowntownmadison.com/news/index.php?category_id=2554) ([www.visitdowntownmadison.com](http://www.visitdowntownmadison.com), "News>Marketing Opportunities" link):

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**Coming Soon – “Visit Your Student Month” (April 2009) promotion, sign up in February**

The new UW-Madison Parent Program (<http://www.parent.wisc.edu/>) is organizing the first-ever “Visit Your Student Month” in April, 2009, to encourage parents, family and friends to visit their UW-Madison student. In partnership with the UW and WAA, BID member businesses will be able to sign up to participate in a coupon book to be provided to visiting parents and family. Details coming soon, with a sign up date of early February. Stay tuned for details on yet another BID-sponsored promotion to help drive customers to your business!