2023 Rate Card

AT A GLANCE

Site Traffic Aug-Oct 2022

- Unique Pageviews: 918,887
  - 120K+ increase from 2021
- Unique Visitors: 476,681
  - 80K+ increase from 2021

Social Media

- Facebook: 35K+ Followers
- Instagram: 2K+ Followers
- Newsletter: 400+ Subscribers
- YouTube: 400+ Subscribers

CONTACT US

Contact Jenny for more information.

Email:	jenny@hauntedwisconsin.com
Call/Text:	262-372-1313
Messenger:	m.me/118664057000

WHY ADVERTISE ON HAUNTEDWISCONSIN.COM?

We've been researching and providing information on Wisconsin's Halloween happenings for over 20 years.

Since the beginning, our goal has been to help promote and provide up-to-date information on the many Halloween and fall fun events & activities throughout Wisconsin. We do this by clearing our event directory every year so only events with information for the current year are displayed in our Event Directory.

Visitors can also stay up-to-date by signing up to receive our newsletter and following us on social media.

WHO WE ARE

We're Andy & Jenny Meier, a husband and wife team born, raised, and residing in southeastern Wisconsin. As huge Halloween enthusiasts we pride ourselves on providing a resource that helps fellow enthusiasts and event operators. We work hard to gather information and spread the word about all the various types of Halloween events that take place throughout the state.

Andy is the brains behind all of the programming and code that goes into the site.

Jenny works on everything on the site including, but not limited to, research, basic coding, updates, emails, advertising, and social media.

EVENT LISTING PACKAGES

BRONZE $0	SILVER $50 (6 spots max)	GOLD $200 (6 spots max)	PLATINUM $400 (6 spots max)	FEATURED $700 (8 spots max)
Event Page: Display up to 3 images/videos	Event Page: Display unlimited images & videos*	Event Page: Display unlimited images & videos*	Event Page: Display unlimited images & videos*	Event Page: Display unlimited images & videos*
Event Directory: Display 1 image	Event Directory: Display 1 image	Event Directory: Display 1 image	Event Directory: Display 1 image	Event Directory: Display 1 image
Event updates require HW admin review	Event updates do not require HW admin review	Event updates do not require HW admin review	Event updates do not require HW admin review	Event updates do not require HW admin review
	Event Directory: Event is displayed above the Bronze listings**	Event Directory: Event is displayed above the Silver listings**	Event Directory: Event is displayed above the Gold listings**	Event Directory: Event is displayed above the Platinum listings **
		Banner rotation directly below the Platinum Sidebar banner***	Banner rotation directly below the Featured Events banner***	Top banner rotation spot***
			Spotlight Events slider banner spot	Spotlight Events slider banner spot
				Featured Events slider banner spot located on the home page
				Header Banner Ad rotation located on every page
				Featured Event Page listing
				Listed in the Featured Events newsletter****

*1 GB maximum

**Depending on the search performed, your event may not be listed above other events

***Banner is located on the right sidebar on desktop views and near the bottom of the page in mobile view

****1 newsletter showcasing all of the Featured Events will be sent to our newsletter subscribers in late September / early October

Event Page:	hauntedwisconsin.com/your-event-name/
Event Directory:	hauntedwisconsin.com/things-to-do/events/
Spotlight Events:	A slider which rotates Platinum and Featured event banners located on both the Home page and above the Event Directory
Featured Event Page:	hauntedwisconsin.com/things-to-do/featured-events/

WEBSITE BANNER AD
$100
(6 spots max)

Location
- Desktop: Appears on the right side below the Gold Event Listing banner on most pages
- Mobile: Appears near the bottom of the page below Gold Event Listing banner and above the Google Ad

- Banners are responsive and will change size depending on the screen size
- Randomly rotates banners when the page is reloaded
- Displayed on most pages throughout the site including our top 3 most visited pages
  - Trick or Treat
  - Home
  - Event Directory
- Displayed through December 31, 2023

IMAGE INFORMATION
Banner Ads & Event Listings

File Types:	JPG, PNG, GIF, SVG
	*Animated banners are allowed at our discretion. Overly distracting (excessive flashing / blinking) banners will not be permitted.
File Size:	200K or less preferred
Image Size:	800 x 600 px
	728 x 90 px - Featured Event Header