

AT A GLANCE

Site Traffic Sept & Oct 2023*

- Total Events: 2,506,922
- Total Unique Users: 328,267

Social Media

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

**Via Google Analytics. In 2023 Google Analytics changed their tracking system.*

ADVERTISING OPPORTUNITIES

Event Listing Packages

- Bronze
- Silver
- Gold
- Platinum
- Featured

Banner Ads

Social Media Share

Sponsored Blog Posts

Weekend Guide Listing

Weekend Guide Sponsor

WHY ADVERTISE ON HAUNTEDWISCONSIN.COM?

For more than two decades, we've been dedicated to sharing Wisconsin's spooktacular haunted attraction and Halloween event information throughout Wisconsin.

- Haunted Attractions
- Trick-or-Treat Dates & Times
- Family Friendly Events
- Pumpkin Patches
- Paranormal Events
- News & Updates

Our objective from the beginning has been to ensure our event list contains up-to-date information. To achieve this, we annually reset our event directory.

In addition to the website, visitors can stay informed by reading our blog, subscribing to our newsletter and connecting with us on social media platforms.

WHO RUNS HAUNTEDWISCONSIN.COM?

Southeastern Wisconsin couple Andy & Jenny Meier created and continue to run the site. Our passion for Halloween drives us to offer a valuable resource for enthusiasts and event organizers. We love hearing your feedback and suggestions!

CONTACT US

Contact Jenny for more information.
Email: jenny@hauntedwisconsin.com
Call/Text: 262-372-1313

EVENT LISTING PACKAGES

	BRONZE \$0	SILVER \$50 (6 spots max)	GOLD \$150 (6 spots max)	PLATINUM \$300 (6 spots max)	FEATURED \$700 (6 spots max)
Unlimited Event Page Images & Videos*	Up to 3	✓	✓	✓	✓
1 Event Directory Image	✓	✓	✓	✓	✓
Event Directory Order listed**	Alphabetical below premium packages	Above Bronze	Above Silver	Above Gold	Above Platinum
Banner Ad Location*** Rotated with other banners			Below Platinum	Below Featured	1st spot
Spotlight Events Slider Banner and link rotated with other Spotlight Events on the home page and top of the event directory				✓	✓
Header Banner Ad Rotated near the top of every page					✓
Featured Event Page Listing					✓
1 Email Blast Provide us with your image(s) and text to send our to our newsletter subscribers					✓
1 Sponsored Blog & Social Media Post Provide us with your image(s) and text to add to our blog, Facebook & Instagram pages					✓

*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 desktops and near the bottom of the page in mobile view

Home Page: hauntedwisconsin.com/
 Event Page: hauntedwisconsin.com/your-event-name/
 Event Directory: hauntedwisconsin.com/things-to-do/events/
 Featured Event Page: hauntedwisconsin.com/things-to-do/featured-events/

Banner Ad and Event Listing Image Specifications

File Types: JPG, PNG, GIF, SVG

*Animated banners are allowed at our discretion. Overly distracting (excessive flashing / blinking) banners are not permitted.

File Size: 200K or less preferred

Image Size: 800 x 600 px

728 x 90 px - Featured Event Header

BANNER ADS

\$50

(6 spots max)

- Responsive (will change size depending on the screen size)
- Randomly rotate 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, 2024

Location

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

SOCIAL MEDIA SHARE

Free

Tag us in your post and we may share it on our Facebook page and Instagram Story.

SPONSORED BLOG POST

\$250

We'll create a blog post using the information and images/videos you provide and will share it on our Facebook and Instagram pages and Stories.

WEEKEND GUIDE NEWSLETTER & BLOG POST LISTING

FREE

Provide us with a brief description and image for possible inclusion in our Weekend Guide.

WEEKEND GUIDE SPONSOR

\$150

Includes one image and brief description of your event/offer in the body of one newsletter and posted on the Weekend Guide blog post, Facebook and Instagram pages with links to your site.