

### AT A GLANCE

#### Site Traffic Sept & Oct 2024\*

- Total Events: 1,853,343
- Total Unique Users: 253,982

#### Social Media

- Facebook: 35K+ Likes
- Instagram: 2K+ Followers
- Newsletter: 500+ Subscribers

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

### 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.

### ADVERTISING OPPORTUNITIES

#### Event Listing Packages

- Free
- Silver
- Gold
- Platinum
- Featured

#### Banner Ads

#### Social Media Share

#### Weekend Guide Listing

### 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](mailto:jenny@hauntedwisconsin.com)

Call/Text: 262-372-1313

## EVENT LISTING PACKAGES

	<b>FREE</b> <b>\$0</b>	<b>SILVER</b> <b>\$50</b> (6 spots max)	<b>GOLD</b> <b>\$100</b> (6 spots max)	<b>PLATINUM</b> <b>\$300</b> (6 spots max)	<b>FEATURED</b> <b>\$400</b> (6 spots max)
<b>Unlimited Event Page Images &amp; Videos*</b>	Up to 3	✓	✓	✓	✓
<b>1 Event Directory Image</b>	✓	✓	✓	✓	✓
<b>Event Directory Listing Order**</b>	Alphabetical below premium packages	Alphabetical Above Free	Alphabetical Above Silver	Alphabetical Above Gold	Above Platinum
<b>Sidebar Banner Ad***</b> 1 banner rotated with other banners			Below Platinum	Below Featured	1st Spot
<b>Header Banner Ad</b> 1 banner rotated near the top of every page				✓	✓
<b>Spotlight Events Slider</b> 1 banner and link rotated with other Spotlight Events on the home page and top of the event directory				✓	✓
<b>1 Dedicated Social Media Post/Story</b> Provide us with your image(s) and text to post on our social media pages.					✓
<b>Newsletter Sponsor Post</b> Includes 1 image and brief description of your event/offer in the body of 1 Weekend Guide newsletter and posted on the Weekend Guide blog post, Facebook and 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/](http://hauntedwisconsin.com/)

Event Page: [hauntedwisconsin.com/your-event-name/](http://hauntedwisconsin.com/your-event-name/)

Event Directory: [hauntedwisconsin.com/things-to-do/events/](http://hauntedwisconsin.com/things-to-do/events/)

Featured Event Page: [hauntedwisconsin.com/things-to-do/featured-events/](http://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 Sizes: Sidebar - 800 x 600 px or 1024 x 768 px  
Header - 728 x 90 px

## 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, 2025

### 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.

## WEEKEND GUIDE NEWSLETTER & BLOG POST

FREE

Share your special deals and events! Provide us with a brief description and image for possible inclusion in our Weekend Guide.