



2026 RATE CARD

INFORMATION CURRENT AS OF: 8/27/2026

WHY ADVERTISE ON HAUNTEDWISCONSIN.COM?

We've been providing information on Wisconsin's Halloween happenings for over 25 years! Over the last two decades, our focus has evolved, expanding the site into a comprehensive resource for a wide range of spooky and not-so-spooky events across the state.

Our site makes it easy to find exactly what Halloween enthusiasts are looking for:

- Extensive Event Directory: Filter by location, dates, event type, wheelchair accessibility, and recommended ages.
- Specialized Guides: Easily browse our dedicated listings for pumpkin patches, trick-or-treat events, and more.
- Stay Connected: Follow us on Instagram & Facebook and subscribe to our newsletter for the latest seasonal highlights and event news.

SOCIAL MEDIA

- Facebook: 34k+ Followers
- Instagram: 2K+ Followers
- Newsletter: 500+ Subscribers

SITE TRAFFIC

Sept & Oct 2025

Source: Google Analytics

- Total Page Views: 422,574
- Total Active Users: 206,465

EVENT LISTING PACKAGES

	STANDARD FREE	ENHANCED \$50 (12 spots max)	FEATURED \$300 (12 spots max)
Unlimited Event Page Images*	Up to 3	✓	✓
Event Directory Image	Desktop Only	✓	✓
Event Directory Prominent Placement** Listings are displayed near the top of the page and stand out with a different colored background		Alphabetical Above Free	Alphabetical Above Enhanced
Featured Events Slider 1 banner and link rotated with other Featured Events on both the home page and above the event directory			✓

*1 GB maximum

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

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/

WEBSITE BANNER ADS

- Rotate randomly when a page is refreshed
- Displayed on all pages
- 12 banner slots per ad spot

HEADER - \$300

Appears near the top of every page on the website.

FOOTER - \$100

Appears near the bottom of every page on the website.

IMAGE INFORMATION (Banner Ads & Event Listings)

File Types: JPG, PNG, GIF, AI, SVG

*Animated banners are allowed at our discretion. Excessive flashing / blinking, and overly gory banners will not be permitted.

File Size: Less than 200k preferred

Image Size: Event Listings: 4:3 ratio (e.g. 800 x 600 px, 1,000 x 750 px)
Website Banner Ads: 728 x 90 px



For more information, please contact
Jenny at jenny@hauntedwisconsin.com