

2021 TWO COUNTY BROCHURE



WINN-WORTH BETCO
Winnebago-Worth Counties
Betterment Council

In just a few months, we will be turning the calendars over to start a new year and 2021 will be upon us!

This means that we, at Winn-Worth Betco (Winnebago-Worth Counties Betterment Council), the economic development office for Winnebago & Worth Counties, will be updating our two county brochure. The brochure is full of information including community descriptions, events, museums and points of interest, entertainment & recreation, nature & outdoors, lodging, dining, shopping & services, church listings, and other visitor information.

The page count will be approximately 100, and the brochures will be distributed throughout the two counties, as well as at all the major Rest Areas/Welcome Centers along all four Iowa Borders. The brochures will be included in special events such as the WIT packets in Forest City during the Winnebago Itasca Travelers Grand National Rally (over 2,000 welcome packets are distributed each year), and placed in retail stores featuring hunting outside of the two county area.

Winn-Worth Betco provides FREE promotion of community events and tourism & recreation opportunities all year round including:

- Country Thunder booth
- Social media promotions (when your business or community have events, etc.)
- Radio promotion during our summer tourism campaign
- Winn-Worth Betco Website

Advertising in the brochures and community maps (alternating every other year for publication) are the only items we require paid advertising to ensure we can cover the printing costs. Winn-Worth Betco does not make a profit keeping the advertisement cost to the businesses very affordable.

Sincerely,
Melissa Michaelis
Executive Director

10,000 copies delivered throughout both counties
100 page, bound publication about the communities and events throughout both counties
This tourism book is published every two-three years

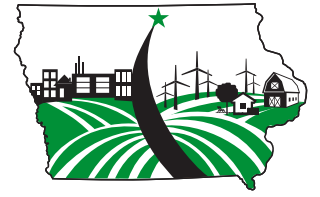
**AD SPACE RESERVATION DEADLINE NOVEMBER 1ST, 2020
PAYMENT DUE JANUARY 15, 2021**

CONTACT:

MELISSA MICHAELIS

PO Box 93, 203 A N. 1st Ave. West, Lake Mills, IA 50450
641-592-0800 • marketing@winn-worthbetco.com

WINNEBAGO & WORTH COUNTIES 2021 TWO COUNTY BROCHURE



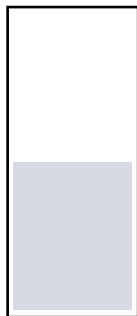
WINN-WORTH BETCO
Winnepago-Worth Counties Betterment Council

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- This tourism book is published every 2-3 years and will be distributed throughout the years

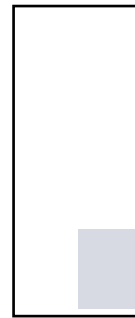
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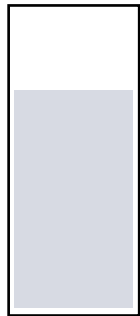
FULL PAGE
\$600 each
6 available
3.5"W x 8"H



HALF PAGE
\$300 each
3.5"W x 4"H



1/8 PAGE
\$100 each
1.75"W x 2"H



3/4 PAGE
\$450 each
3.5"W x 6"H



1/4 PAGE
\$150 each
3.5"W x 2"H

~~BACK COVER~~
SOLD
\$700
BACK INSIDE COVER
\$650
FRONT INSIDE COVER
\$650

BUSINESS NAME _____

CONTACT NAME _____

CONTACT EMAIL _____

RESERVATION AD SIZE _____

AMOUNT DUE PAYABLE TO "WINN-WORTH BETCO" _____

(please mail payment to WWB, PO Box 93, 56051)

WILL SUPPLY PDF PRINT READY ADVERTISEMENT (due by December 1st)

WINN-WORTH BETCO WILL DESIGN ADVERTISEMENT
(please email logo and any other artwork to marketing@winn-worthbetco.com)

For any billing OR design questions contact

MELISSA MICHAELIS

641-592-0800 • marketing@winn-worthbetco.com