

New!

PLACER AI REPORTS

Gain insights into consumer foot traffic and demographics,
with applications for commercial, hospitality, and municipalities

Placer.ai is a location analytics tool that helps clients measure the success of their marketing campaigns and optimize media strategies. Here are some ways Placer.ai reports can help with marketing and decision making:

- Geofencing-define the spatial scope of a geofence and analyze the demographics of people who live or visit the area. This information can be used to create promotional messages and measure attendance at events.
- Audience understanding-with demographic reports, we can help clients understand their audiences.
- Store traffic measurement

Placer.ai uses an algorithm to separate visitor, employee, and resident counts by analyzing patterns in length of stay. The company's clients include restaurants, hospitality businesses, and retail stores.

SILVER ANNUAL

2 Basic Reports
2 Xtra Reports
Placer Intern Support

Investor Package Price \$650
Public Package Price \$850

GOLD ANNUAL

4 Basic Reports
4 Xtra Reports
Placer Intern Support

Investor Package Price \$1200
Public Package Price \$1650

PLATINUM ANNUAL

6 Basic Reports
6 Xtra Reports
Placer Intern Support

Investor Package Price \$1700
Public Package Price \$2400

STANDARD A LA CARTE

Market Report
Visitors by Origin
Trade area Analysis
Void Analysis

Investor Package Price \$100
Public Package Price \$150

ENHANCED A LA CARTE

Routes Report
Workforce Trade Area Report
Trade Area Demographic
Profile
Location Heat Map

Investor Package Price \$250
Public Package Price \$300

SIGNATURE ANNUAL

A package designed especially for your organization's needs.

Ask for an appointment.

CONTACT US TO RESERVE YOUR PACKAGE!

(715) 235-9087

tourism@menomoniechamber.org

MARKETING OPPORTUNITIES

Partner with the Chamber to promote your business or organization and maximize reach. Advertise with the Menomonie Area Chamber & Visitor Center and Explore Menomonie platforms!

menomonie area CHAMBER & VISITOR CENTER

-  69,506 Webpage Views
-  6,090 Social Media Followers
-  258,827 Social Media Reach
-  1,000+ Email Addresses

explore menomonie A program of the Menomonie Area Chamber & Visitor Center

-  192,157 Webpage Views
-  9,125 Social Media Followers
-  5,435,839 Social Media Reach
-  2,800+ Email Addresses

Reach Metrics (July 1, 2023 - July 31 - 2024)

BANNER ADS	
Published on home page of the Chamber website Ad dimensions: 1200 x 113 px	
1 Month Display	\$150
6 Month Display	\$550
12 Month Display	\$1000

MEMBER LISTING	
Purchase mailing label sheets with addresses for all active Chamber member investors	
Printed Labels	\$50
Digital Labels	\$200

TARGETED EMAIL - EXCLUSIVE REACH

An exclusive email with just your ad space, provided to all active investor email addresses on file

1 Display

\$200

DIGITAL NEWSLETTER

The Menomonie Area Chamber & Visitor Center publishes two digital newsletters, each with different contact lists and audience reach.

Release dates are listed below

Ad Dimensions: 1200 x 300 px

1 Display

\$100

8 Displays

\$600

4 Displays

\$350

12 Displays

\$750

MENOMONIE CHAMBER NEWSLETTER SCHEDULE

This newsletter sends out a weekly digital newsletter to all Chamber member investors.

Jan	7	14	20	28			Jul	1	8	14	22	29
Feb	4	11	17	25			Aug	5	12	18	26	
Mar	4	11	17	25			Sept	2	9	15	23	30
Apr	1	8	14	22	29		Oct	7	14	20	28	
May	6	13	19	27			Nov	4	11	17	25	
Jun	3	10	16	24			Dec	2	9	15	23	30

EXPLORE MENOMONIE NEWSLETTER SCHEDULE

This sends out a bi-monthly digital newsletter to community members & potential tourists to the Menomonie area.

Jan	2	16		Jul	3	17
Feb	6	20		Aug	7	21
Mar	6	20		Sept	4	18
Apr	3	17		Oct	2	16
May	1	15		Nov	6	20
Jun	5	19		Dec	4	18

New!

SOCIAL MEDIA

Platform of your choice (Facebook, Instagram, LinkedIn, Tiktok).
Choose your target audience on either the Menomonie Area Chamber or Explore Menomonie social accounts.

1 Dedicated Spotlight

\$150

Buy a Boost - Custom Amount Set by Customer

\$150 + Boost Price

Date preferences are considered, but not guaranteed.