

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

SNAPSHOT OF THE CHAMBER'S IMPACT

Data shown is collected from October 1, 2024 - October 1, 2025

The Menomonie Area Chamber & Visitor Center continues to make a strong impact through digital marketing, community engagement, and visitor outreach. The data below highlights growth across web traffic, social media reach, email marketing, and member engagement, showcasing the continued strength in supporting local business and promoting Menomonie.

MENOMONIE AREA CHAMBER & VISITOR CENTER

EXPLORE MENOMONIE

WEBSITE PERFORMANCE

-  **85,135** Webpage Views
-  **30,891** Webpage Users
-  **6,749** Average Monthly Views
-  **2,548** Average Monthly Users





-  **468,664** Webpage Views
-  **288,552** Webpage Users
-  **37,908** Average Monthly Views
-  **23,418** Average Monthly Users





SOCIAL MEDIA PERFORMANCE

-  **246,335** Social Media Reach
-  **6,597** Social Media Followers
-  **20,528** Average Monthly Reach

-  **9,224,814** Social Media Reach
-  **11,863** Social Media Followers
-  **768,735** Average Monthly Reach

EMAIL MARKETING OVERVIEW

-  **1,000+** Email Addresses
-  **56,946** Annual Email Reach
-  **43.8%** Average Open Rate
-  **6.0%** Click-Through Rate

-  **2,800+** Email Addresses
-  **67,873** Annual Email Reach
-  **16.4%** Average Open Rate
-  **1.6%** Click-Through Rate

MARKETING OPPORTUNITIES: SOCIAL & DIRECT ENGAGEMENT

SOCIAL MEDIA

Provide your content and we will post it on the platform of your choice, including Facebook, Instagram, LinkedIn, or TikTok. Choose your target audience and select whether you would like it shared on the Menomonie Area Chamber or Explore Menomonie social media accounts. You can also add an optional paid boost to expand your post's reach.

Menomonie Chamber Platforms	\$150
Explore Menomonie Platforms	\$250
Buy a Boost - Custom Amount Set by Customer	Purchase Price + Boost Price

Date preferences are considered, but not guaranteed.

PODCAST SPONSOR

Podcast sponsors receive logo placement on the Menomonie Area Chamber & Visitor Center podcast webpage, a verbal mention in each episode, and tags in every related social media post. This sponsorship provides ongoing visibility and recognition as a Chamber supporter.

Annual Sponsor	\$1500
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MEMBER LISTING

Purchase mailing label sheets or a digital list with the addresses of all active Chamber membership. This allows you to connect directly with local business representatives through your own mailings or promotional efforts.

Printed Labels	\$50
Digital Labels	\$250

TARGETED EMAIL

A targeted email is an exclusive message featuring only your business content. This email provides your ad space to all active Chamber member email addresses on file, giving you direct access to local professionals with a focused message or promotion.

Email to Menomonie Chamber Member List	\$250
Email to Explore Menomonie List	\$300

Date preferences are considered, but not guaranteed.

MARKETING OPPORTUNITIES: DIGITAL & WEB PRESENCE

WEBSITE ADVERTISING

Businesses can advertise directly on the Menomonie Area Chamber or Explore Menomonie websites. There are three placement options: homepage banner ad, interior page ad, or a combination package that includes both. These ads help keep your business visible to visitors exploring local information and resources.

www.menomoniechamber.org		www.exploremenomonie.com	
Homepage Banner Ad	\$150/mo	Homepage Banner Ad	\$250/mo
Interior Page Ad	\$75/mo	Interior Page Ad	\$150/mo
Combo Pkg	\$200/mo	Combo Pkg	\$350/mo
Prepay bundle-pay for 10 months, get 2 free. Ad dimensions: 1200 x 113 px			

WEBSITE SPONSOR

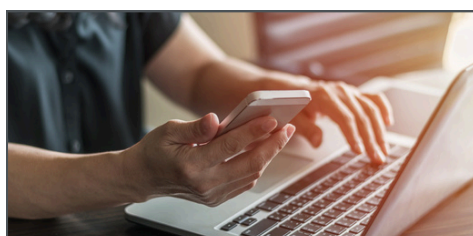
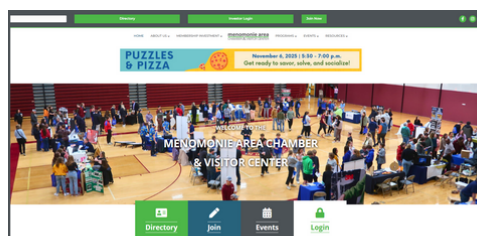
Website sponsors receive their logo displayed in the footer of every page on the Chamber or Explore Menomonie website. This recognition provides consistent visibility to all site visitors while supporting the Chamber's online presence.

Annual Sponsor of menomoniechamber.org	\$2000
Annual Sponsor of exploremenomonie.com	\$2500

DEDICATED BLOG POST

A blog post features an article about your business published on either the Menomonie Area Chamber or Explore Menomonie website. The article is promoted within our newsletters and social media channels for additional exposure to all active Chamber member investors.

1 Blog Post	\$300
2 Blog Posts	\$500



MARKETING OPPORTUNITIES: PRINT & EMAIL OUTREACH

DIGITAL NEWSLETTER

The Menomonie Area Chamber newsletter is a weekly digital newsletter sent to all Chamber member investors. The Explore Menomonie newsletter is a digital newsletter sent on the first and third Thursday of every month to community members and potential tourists to the Menomonie area. Businesses can advertise in either publication to reach their preferred audience.

Menomonie Chamber List		Explore Menomonie List	
1 Display	\$100	1 Display	\$150
4 Displays	\$350	4 Displays	\$500
8 Displays	\$700	8 Displays	\$1000
12 Displays	\$900	12 Displays	\$1500
Release dates are listed below. Ad Dimensions: 1200 x 300 px			

MENOMONIE CHAMBER NEWSLETTER SCHEDULE											
Jan	6	12	20	27		Jul	7	14	20	28	
Feb	3	9	17	24		Aug	4	11	18	25	
Mar	3	9	17	24	31	Sept	1	8	14	22	29
Apr	7	14	20	28		Oct	6	13	19	27	
May	5	12	19	26		Nov	3	10	16	24	
Jun	2	9	16	23	30	Dec	1	8	14	22	29

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

Date preferences are considered, but not guaranteed. Please note that scheduling may be subject to delays as needed.

PRINT NEWSLETTER New!

This bi-monthly printed newsletter is mailed to all Chamber member investors. Purchase ad space to promote services, events, or updates to Chamber members in a traditional mailed format.

One-Time Ad in newsletter (2 spots per issue)	\$100	Vertical 2.5" x 5.25" or horizontal 5.25" x 2.5" PNG/JPG
One-Time Newsletter Insert (2 spots per issue)	\$250	8.5" x 11" PDF, one-sided, print-ready, no bleeds



MARKETING OPPORTUNITIES: CHAMBER CHECKS

Put your brand directly into the hands of local shoppers! Advertise on the inserts that go inside every Chamber Check envelope.

Chamber Checks are a great way to give the gift of shopping local. Every year, thousands of dollars in Chamber Checks are purchased for holidays, employee rewards, and special occasions — all redeemed at over 100 businesses right here in the Menomonie area.

By placing your ad on the official Chamber Check inserts, you'll reach gift givers and recipients at the exact moment they're deciding where to spend. It's a targeted, cost-effective marketing strategy that drives real results for your business.



1,800+

Chamber Checks Sold in 2024



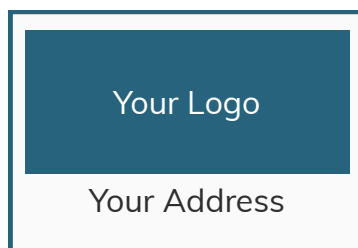
\$57,683

Chamber Checks Purchased in 2024

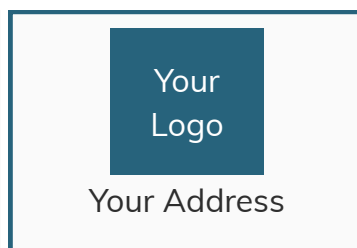
Basic Listing	Included in membership	Your business or organization is listed on every Chamber Check insert (name only).
1/8 Page Ad	\$150	Ad Dimensions: 3.625" x 2.375"
Enhanced Listing	\$75	Lists Your Logo & Address
Optional Art Design Fee for 1/8 Page Ads Starting at \$95		

ACTUAL SIZE AD PREVIEWS

Enhanced Listing



Enhanced Listing



1/8 Page Ad

Option for full-color artwork or larger logo display.

Ads run for 12 months. There are only 14 spots available. Once filled, additional requests will be placed on a waitlist.