

## Why include www.haywardlakes.com in your marketing plans?

Did you know the HaywardLakes.com web site averaged over 1,300 unique visitors **PER DAY** last year! As HLVCB members, your business can now capitalize on this **targeted audience** of Hayward Area online vacation planners through your association with our highly trafficked web site.

Haywardlakes.com is positioned highly in search engine results for Hayward Area searches. This is the most popular web site for Hayward, Wisconsin Internet travel planners!

## Why is this important?

High Traffic + Target Audience + Great Search Engine Positioning = Great Potential for HLVCB members.

Last year, the www.haywardlakes.com web site received over half a million unique visits by visitors interested in information about Hayward Area Businesses. Hundreds of thousands of visitors are using the www.haywardlakes.com web site to research and book their travel plans. The Hayward Lakes web site is their gateway to the lodging, shopping, real estate, dining, services, attractions and recreation options available to them in the Hayward Lakes Area.

Your web site will only be a click away from these 100,000's of visitors. Get your business name in front of them today!

Take advantage of all the marketing opportunities the www.haywardlakes.com web site has to offer and become part of this growing trend of potential visitors using the internet to make Sawyer County their vacation getaway or future home.

## Additional Web Site Design Options:

**Advanced Web Site Design:** Upon request, CCS will provide detailed information on a fully featured web site including your own domain name (www.yourbusinessname.com). This contract will be made with you and CCS.

CCS also offers domain hosting. Please call us for more information.

**Questions?** Stop in at our office, call us or e-mail us. We can discuss your internet options at your place or ours.

**Hayward Lakes Visitors & Convention  
Bureau, Sawyer County, WI, USA  
P.O.Box 1055, Hayward, WI 54843  
(715) 634-4801 Fax (715) 634-8498  
linda@haywardlakes.com  
(800) 724-2992 or (800) 72-HAYWARD  
www.haywardlakes.com**



**Complete Computer Solutions, Inc.  
15770 Guard Street  
Hayward WI 54843  
(715) 634-9494 Fax (715) 934-4001  
info@ccsdirect.net**



**Visitors and Convention Bureau,  
Sawyer County, WI, USA**



## “Haywardlakes.com” Program

The Hayward Lakes Visitors and Convention Bureau, Sawyer County, USA, and Complete Computer Solutions have partnered to provide HLVCB members with effective web-based advertising and marketing opportunities.

Presently, the HLVCB's award winning web site, www.haywardlakes.com is averaging over 1,300 unique visitors to the web site per day.

Only FULL MEMBERS may join the HLVCB sponsored www.haywardlakes.com web site today and enjoy all the benefits our site has to offer, including direct links to your current web site, sub-site hosting for those members currently without web sites, and additional marketing opportunities such as banner ad placements in high traffic locations on our web site.

## HLVCB/CCS WEB PROGRAM

### Eligibility Requirements

All businesses and/or individuals must meet HLVCB eligibility requirements prior to any placement on the HaywardLakes.com web site. Full members of the HLVCB and full members of marketing partners with the HLVCB may purchase a link.

### Web Site Pricing

CCS will invoice your business according to the pricing below. Your business will sign a contract for such services directly with CCS, with payments possible for monthly, quarterly or annual payments, depending on the extent of your contract with CCS.

### Member Web Link

#### **\$75/year annual link fee.**

This is the lowest rate available for full members of the HLVCB.

**FREE link.** This is for all "Friends of Tourism" members and marketing partners(not members of MP, but the entity itself).

#### **Reciprocal link.**

Upon WRITTEN mutual approval of the HLVCB and a member or non-member web site that helps promote the natural resources and/or the resources of Sawyer County, the reciprocal link may be provided FREE OF CHARGE.

**(EX.** DNR web site)

### Member Sub-Site Options:

#### **\$500.00 design/setup fee:**

Includes the design/setup of a 3-4 page web site. Each page can contain 3-4 graphics/photos and up to 500 words of text. Contact forms and e-mail links are provided in the design fee. Your logo and photo manipulation is provided for use on the web. Creation of logos or for use on the web will be quoted as a separate line item.

#### **\$200/year maintenance/hosting fee:**

Includes up to 10 photo or text updates during the duration of the maintenance contract. Contracts are in(1)year increments. A text change is considered any modification to the text of any page of the web site up to 100 words. Text changes that exceed 100 words will simply be applied to the next text change. Each instance a text change is requested is considered a text change, regardless of the number of words in the requested change. For example, if you request the date of an event changed on a specific page, and this is the only requested change for this day, (1) text change would have been used. Photo changes are considered any graphics or photos changed or added to your web site that requires minimal modifications. Up to (5) photos at one time are considered (1) photo change. Any graphics that require enhancements beyond simple resizing or cropping will be charged at our graphics development rate of \$55/hour. CCS will make you aware of any updates that are not considered part of the maintenance contract. The \$75/year annual link fee is required for all sub-sites. This IS NOT available to you if you are a member of a marketing partner of the HLVCB ONLY.

### Member Listing

**Free listing:** All full members of the HLVCB and full members of the marketing partners of the HLVCB will be given a FREE listing in the directories of the HaywardLakes.com web site.

### Banner Ads-ON WEB SITE

No more than 3 banner ads displayed at any one time per page.

Nine banner ads maximum per page (banner ads are rotating and will be displayed every 3rd page view)

Design fee: \$25 one time fee. Design fee is waived if banner ad is purchased annually, \$25 modification fee for all banner ads.

Multiple banner ad discount: purchase 3 or more banner ads at any one time and receive a 10% discount on the total cost.

You must have a link to the haywardlakes.com web site to be eligible to buy banner ads.

#### **Tier 1 Banners - \$75/month or \$825/year (1 month free):**

Includes banner ad on (1) of the main category pages. These pages are as follows: Member Search Pages - Accommodations, Dining, Real Estate, Vacation Planner, Things To Do, Shopping & Meeting Planner.

#### **Tier 2 Banners - \$50/month or \$550/year (1 month free):**

Includes banner ad on (1) sub-page not listed in Tier 1.