



# WEMSA DIGITAL MARKETING OPTIONS

INTELLIGENT MARKETING TO FIRE AND EMS PROVIDERS AND DIRECTORS

## WHAT IS INTELLIGENT MARKETING?



Intelligent Marketing is using provider contact data to directly serve advertisements across advertising networks on the internet, such as through Google or Facebook ad networks.

Direct ad targeting allows you to focus on the **exact** audience that you want to reach. Additionally, it provides you with analytics on how your advertisements are performing.

## HOW IT WORKS



### Direct Targeting

Directly target to EMS or Fire providers or choose to target only EMS and Fire Directors. Target providers in WI, IL, IN, IA, MN, or MI or customize your reach.



### Guaranteed Reach Wherever They Are

Ad targeting guarantees sustained and specific exposure to the exact audience you're trying to reach. No more guessing if your ads are reaching the right people or if their being seen by potential customers.



### Quantifiable ROI

Detailed analytics and reporting allows you to see results, including number of times your ads have been seen, number of clicks on your ads, and the location of where your ads have reached.



# ADVERTISING PACKAGE OPTIONS

ENGAGING YOUR AUDIENCE THROUGH THE VIRTUAL WORLD

## CHOOSE YOUR ADVERTISING PACKAGES

(AVAILABLE ANYTIME  
OF YEAR)



### ULTIMATE IMPRESSIONS

- 100,000 Ad Impressions (6 Month Duration)
- Choose between all EMS Providers (up to 18,000) or specifically EMS and Fire Directors

**\$2,000**



### PREMIUM IMPRESSIONS

- 50,000 Ad Impressions (3 Month Duration)
- Choose between all EMS Providers (up to 18,000) or specifically EMS and Fire Directors

**\$1,000**



### FIRST IMPRESSIONS

- 10,000 Ad Impressions (1 Month Duration)
- Choose between all EMS Providers (up to 18,000) or specifically EMS and Fire Directors

**\$250**

Packages utilize ALL ad sizes across ad networks. Advertiser to provide ad graphics for the following ad sizes:

#### Ad Sizes & Specs

.jpg or .gif static images only; no flash

*Graphic Design Services also available*

**728 x 90 px**

**300 x 250 px**

**160 x 600 px**



# VIRTUAL CONFERENCE PACKAGE OPTIONS

ENGAGING YOUR AUDIENCE THROUGH THE VIRTUAL WORLD

WEMSA's Virtual Conference  
November 9th - 11th, 13th - 14th, 2020

## CHOOSE YOUR VIRTUAL PACKAGE



### PREMIER SPONSOR

- Live Stream a message or video for 5 minutes EVERY DAY of the event before the start of the first class
- Recognition before each day's classes/ tracks
- Logo on Event Main Page Menu Header (Conference Sponsored by *Your Company Logo*)
- 50,000 Ad Impressions Pre and Post Event (3 Month Duration)

**\$5,000**  
(Only 1 Spot)



### REGISTRATION SPONSOR

- Logo on Registration Page (seen by every registrant)
- Recognition before each day's classes/ tracks
- 25,000 Ad Impressions Pre and Post Event (2 Month Duration)

**\$2,000**  
(Only 2 Spots)



### COURSE SPONSOR

- Live Stream a message or video for 5 - 10 minutes before the start of a class
- Recognition before each day's classes/ tracks

**\$500**  
(Multiple Spots)

**RESERVE YOUR  
SPOT TODAY!**

**ALAN DeYOUNG**

414.431.8193

alan@wisconsinems.com



# ORDER FORM

PICK OUT YOUR DIGITAL AD PACKAGES AND SPONSORSHIPS

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Contact Phone: \_\_\_\_\_



*Available All Year*

## DIGITAL AD PACKAGES

START MONTH \_\_\_\_\_

ULTIMATE IMPRESSIONS	\$2,000	<input type="checkbox"/>
PREMIUM IMPRESSIONS	\$1,000	<input type="checkbox"/>
FIRST IMPRESSIONS	\$250	<input type="checkbox"/>



## SPONSORSHIPS - NOV 2020 CONFERENCE *Nov 9th - 14th, 2020*

PREMIER SPONSOR	\$5,000	<input type="checkbox"/>
REGISTRATION SPONSOR	\$2,000	<input type="checkbox"/>
COURSE SPONSOR	\$500	<input type="checkbox"/>

ORDER TOTAL: \$ \_\_\_\_\_