

2015

Wisconsin Dells[®]

Traffic to The Wisconsin Dells
is backed up all the way to
YOUR STORE!

When was the last time you had traffic like this?



Last year thousands of happy KISS & Mix listeners and their families got their Wisconsin Dells Season Opener Coupon Book at events all over Southeast Wisconsin! These valuable cards get them FREE and discounted attractions, hotels, restaurants and gifts, so they start lining up early! It's the perfect way to promote your locations, goods or services to eager shoppers!

Wisconsin Dells Season Opener Discount Books

Milwaukee families can't wait to get their hands on the 2015 Wisconsin Dells Season Opener Coupon Book and once again KISS-FM and 99.1 The Mix are giving them away!

Every year in May our listeners line up to get their hands on one of the four different Dells Season Opener Discount Books. Each of the four is slightly different, but each one can save Dells visitors hundreds and hundreds of dollars on Dells food, lodging and attractions.

Every year our clients benefit from the hundreds and hundreds of eager listeners who will stand in line outside our their businesses just to get their hands on these "good as gold" discount books. You can be part of the fun and profit from this seasonal opportunity! Here's how it works:

The Ultimate Traffic Generator!

KISS-FM or The Mix will host a two hour event at your business. Our promotional staff will be on hand several hours prior to the event to manage the crowd. One hour into your event we will hand out Dells Season Opener Coupon Book to the first 500 people in line!

As our listeners line up – it's your opportunity to sample your products or services and offer discounts to increase your sales! Sample an item or service you have to offer that always gets new customers to come back or hand out discount coupons to encourage a return visit!

It's a proven traffic generator that's a Wisconsin tradition. Folks have been lining up for these Dells discount books for over a decade! But it's only in May and we're the only ones that have 'em!



2015 Dells Season Opener Coupon Book Tour Stop For Stops on Friday, Saturday or Sunday

Pick your station: KISS-FM or 99.1 The Mix and your business receives:

10x – 15 second commercials Mon- Fri 5a – 8p (5 on-air, 5 on-line)

20x – 15 second commercials Mon. – Sun. 5a – 1a (10 on-air, 10 on-line)

20x – 15 second commercials Mon. – Sun. 12a – 12a (BTA) (10 on-air, 10 on-line)

Business name, address and link on the KISS & Mix Season Opener Coupon Book web pages

3 – 60 second announcements from your business during the event

Air personality and promotional staff to support your event

20 – 15 second promotional announcements prior to your event (10 on-air, 10 on-line)

500 Dells Season Opener Coupon Books given away at your location