

**VILLAGE OF GERMANTOWN**  
N112 W17001 MEQUON ROAD  
GERMANTOWN, WI 53022

MEETING: **GERMANTOWN TOURISM COMMISSION**  
**REVISED**

DATE AND TIME: **WEDNESDAY, December 4, 2019 5:30 p.m.**

LOCATION: **Village Hall Conference Room A**  
**N112 W17001 Mequon Road**

- I. **CALL TO ORDER:** This meeting has been given public notice in accordance with Wisconsin Statutes, Section 19.83 and 19.84 in such form that will apprise the general public and news media of subject matter that is intended for discussion and action.
- II. **ROLL CALL:** Chair Merry, Members Trustee Wing, Adair, Grgich, Rahl, and Rogers.
- III. **CITIZEN INPUT/PUBLIC APPEARANCE:**  
*Please be advised per §19.84(2), information will be received from the public. It is the policy of this municipality that there be a three (3) minute time period, per person, with time extension per the Chief Presiding Officer's discretion; be further advised that there may be limited discussion on the information received, however, no action will be taken under public comments. (15 minutes)*
- IV. **APPROVAL OF MINUTES:** November 6, 2019 meeting.
- V. **OLD BUSINESS:**
  - A. Germantown Tourism Marketing Coordinator Report including website update, and application update.
  - B. 2020 Budget.
  - C. Judy Rogers – Open Discussion on Grants and Possible Change to Funding.
  - D. Mural Project.
  - E. Future Village Board Presentation.
  - F. Hotel Ski Hill Packages.
- VI. **NEW BUSINESS:**
  - A. Request for Funds - EM Marketing Company.
  - B. Request for Funds – David Brazeal.
  - C. Request for Funds – EKM Moose Lodge, Moose International Convention.
  - D. Review of Financial Report.
- VII. **NEXT MEETING:** Set Date for Next Meeting.
- VIII. **ADJOURNMENT:**

**UPON REASONABLE NOTICE**, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service please contact the Village Clerk at (262)250-4740 at least 2 days prior to the meeting.

Notice is given that a majority of the Village Board may attend this meeting to gather information about an agenda item over which they have decision making responsibility. This may constitute a meeting of the Village Board per State ex rel. Badke v. Greendale Village Board, even though the Village Board will not take formal action at this meeting.

## **GERMANTOWN TOURISM COMMISSION**

Meeting Minutes for November 6, 2019

### **I. Meeting Call to Order:**

5:32pm the meeting was called to order by Chairperson Carroll Merry

### **II. Roll Call:**

Present: Patty Adair, Lynn Grgich, Carroll Merry, Judy Rogers

Also Present: Elaine Motl

Excused: Ryan Rahl

Absent: Dan Wing

### **III. Citizen Input-none**

### **IV. Approval of Minutes:**

Minutes from the October 2, 2019, meeting were approved on a motion by Grgich, second by Adair. Approved unanimously.

### **V. Old Business**

#### **a. Germantown Tourism Marketing Coordinator Report**

- i. The first Google Analytics report covered a portion of October; 144 views, 88 new viewers; highest viewed page: Homepage; second highest page was the Village's Fall Fest.
- ii. The website has been included in Dan Knodl's weekly enewsletter
- iii. Will need to update Breakfast with Santa event from reindeer to sled dogs.
- iv. Elaine met with the EKM Moose Lodge regarding their events
- v. All their events include visitors from out of town.
- vi. Moose International Conference, May 21-27, 2020, will bring 30,000 visitors to Milwaukee.
- vii. The main purpose of the Moose Lodge is to raise money for the Moose Heart facility in IL serving kids without families. Groups from the conference will travel to visit this facility, but those who have already been there will be looking for something different to see. The EKM Moose Lodge is planning on setting up a package for this area.
- viii. Researching an ad in the Moose Magazine, 200,000+ distribution, ads are expensive at around \$7,000 depending on size, color or not. They publish Feb/Mar and Apr/May before the international conference.
- ix. Tourism committee discussed supporting them. General discussion if at \$5,000 would we realistically get any overnight stays. Could offer hotel packages with promo code to track, but only provides information after the event. Backing into \$5000 at \$200/local hotel room (est.) = 25 stays; reasonable?
- x. Is Moose International offering booking deals in Milwaukee or can individuals do their own booking?
- xi. Tourism commission would help develop ad.
- xii. The Moose Lodge's dart ball tournament in February is a statewide event. The commission discussed giving \$250 to boost Facebook posts, put VisitGermantown.com plus the local hotels on the Moose website during

promotion of the tournament. EKM Moose Lodge would have to create an invoice itemizing this for reimbursement.

- xiii. The LaCrosse Moose Lodge comes to Milwaukee for an annual Brewers Game. The local lodge will try to promote for group to stay in Germantown.

**b. 2020 Budget**

- i. Judy shared a handout updating and itemizing this year's activity in order to plan for next year.
- ii. Question about WDJBT, CBS58 and payments. There was some misinterpretation and payment is being worked on with the Clerk's office.
- iii. It looks like Oktoberfest still has a balance of \$1,926 available for 2019 not yet disbursed as of 10/25/19.
- iv. Our webmaster will provide an invoice by year-end for billable hours. It will not exceed our budgeted amount; not enough work yet to justify full hours.
- v. We did review the Village Financial Report

**c. Open Discussion on Grants and Possible Change to Funding**

- i. What else can the commission do to help promote our events?
- ii. Applications for a new event could be made each year for 3-5 years maximum for support, with the funding decreasing each year. For example:
  - 1. 2-day events: 1<sup>st</sup> year-\$7500; 2<sup>nd</sup> year-\$5,000; 3<sup>rd</sup> year-\$2500
  - 2. 1-day event in the evening encouraging an overnight stay: 1<sup>st</sup> year-\$5,000; 2<sup>nd</sup> year-\$2,500; 3<sup>rd</sup> year-\$1,000
  - 3. Major emphasis would be on non-local marketing.
  - 4. Develop a ***list of items that would be covered*** rather than what is not covered.
- iii. Other ideas for bringing people in especially during slow months for the hotels such as a winter ski package. Elaine will check for interest with the local hotels, if any room discount would be available for a package, and she will check with the ski hills. Promotion would be on VisitGermantown.com, on the hotel and ski hill websites.
- iv. The Tourism Commission is looking for additional ideas.

**d. Mural**

- i. Gehl Foods is interested in meeting with representatives from Wall Dogs.
- ii. The Village Administrator, Steve Kreklow, is aware of this. Gehl's will be coming in with their next steps for their expansion, but not sure if the mural will be included.
- iii. Carroll Merry is willing to facilitate a meeting, but a more definite response is needed from both Gehls and the Village.

**VI. New Business**

**a. Request for funds: EM Marketing Company**

Rogers moved to approve paying the \$1,050 invoice from EM Marketing Company; Grgich seconded. Motion carried unanimously.

Elaine will be submitting an invoice for mileage in December.

**b. Future Village Board Presentation**

- i. February should give the Tourism Commission time to formulate the grant program and budget.

**c. Review of Financial Report**

- i. Report from Village: no questions

**VII. Next Meeting: Wednesday, December 4, 2019, 5:30pm**

- a. Patty Adair will be out of town and unable to attend.

Meeting adjourned at 6:41pm on a motion by Adair, second by Rogers.

Minutes Respectfully Submitted by:

Lynn Grgich

Secretary

# EM Marketing Company

emmktg@aol.com

Invoice # 37 - EMM - 25

To: Germantown Tourism Commission

| <u>Date</u>       | <u>Description</u>                                               | <u>Amount</u>      |
|-------------------|------------------------------------------------------------------|--------------------|
| 12/1/19           | Contract services for November, 2019<br>30 hours x \$35 per hour | \$ 1,050.00        |
| <b>TOTAL DUE:</b> |                                                                  | <b>\$ 1,050.00</b> |

Please mail payment to:

EM Marketing Co, 1621 Tumbleweed Circle, West Bend, Wisconsin, 53095

**Thank You!!**

David Brazeal  
6363 S. Farm Rd. 35  
Billings MO 65610  
United States

Village of Germantown  
Elaine Motl

Invoice # RT-927  
Invoice Date November 18, 2019  
**Balance Due (USD) \$320.00**

| Task                       | Time Entry Notes                     | Rate  | Hours | Line Total |
|----------------------------|--------------------------------------|-------|-------|------------|
| Website Creation/<br>Setup | Content updates and Google Analytics | 75.00 | 1.6   | 120.00     |

| Item    | Description                                        | Unit Cost | Quantity | Line Total |
|---------|----------------------------------------------------|-----------|----------|------------|
| Website | Hosting and software/security updates (Annual Fee) | 200.00    | 1        | 200.00     |

**Total 320.00**  
Amount Paid 0.00  
**Balance Due (USD) \$320.00**

## PAYMENT STUB

David Brazeal  
6363 S. Farm Rd. 35  
Billings MO 65610  
United States

**Client** Village of Germantown  
**Invoice #** RT-927  
**Invoice Date** November 18, 2019  
**Balance Due (USD)** \$320.00  
**Amount Enclosed**

# Germantown Tourism Commission Evaluation Criteria / Request for Funding Germantown, Wisconsin

**Tourism Funding** The Village of Germantown Tourism Commission is funded by a room tax paid by guests staying at the hotel/motel lodging facilities in the Village. There are NO local property or other taxes involved.

The Tourism Commission is established by state legislation which specifically requires that the funds be used for tourism promotion and development that is **likely to generate paid overnight stays** at these local hotels. This is defined as:

- a) Marketing projects, including media and other advertising buys, creation and distribution of printed or electronic promotion materials, or efforts to recruit conventions, festivals, sporting or motorcoach groups.
- b) Transient tourist informational services
- c) Tangible municipal development, including a convention center, with a marketing/promotion plan.

Room tax funds shall NOT be used to offset general operating expenses of any group or organization.

See Germantown Tourism Commission Promotion Brochure for detail on eligible media and items that are not eligible for reimbursement.

**Note:** All promotional activities should prominently acknowledge "*Sponsored in part by Village of Germantown Tourism Commission*" or similar, pre-approved verbiage if feasible.

ALL applications for funding must be reviewed by the Tourism Commission Coordinator....with no exceptions.

Applicants are encouraged to have a mechanism in place to track effectiveness of their event including statistics related to attendance and overnight stays generated at Germantown hotels.

## **Timing of Requests**

1. Request for funding must be presented to the Tourism Commission no later than 60 days prior to the event.
2. Receipts for approved media/promotional expenses must be received by the Village Clerk within 60 days after the event or they will be forfeited.
3. All funds are to be used within 12 months of Commission approval.

## **Reimbursement Limits**

Funding can be restricted to the available budget. Reimbursements are typically limited to \$5,000 or less per event. The Commission reserves the right to exceed that amount for events that are deemed to be of a scope that would likely result in high room rentals at Germantown lodging facilities.

## **Procedures for applying for funds**

1. Complete this application and contact the Tourism Commission Coordinator at 361-947-5235 or emmktg@aol.com.
2. Upon review with the Coordinator, determine the next available Tourism Commission meeting date. The Coordinator will notify the Village Clerk who will put the request for funding on the agenda for that meeting.
3. A representative of the sponsoring organization must attend the Tourism Commission at which the Request for Funding is presented.
4. Reimbursement for approved expenditures will come from the Germantown Village Clerk.

# Germantown Tourism Reimbursement Application

## 1. Event Information

Name of Event MOOSE INTERNATIONAL CONVENTION  
Website EKM MOOSE LODGE 1238.ORG  
Social Media Address (Facebook, Twitter, Instagram etc.) \_\_\_\_\_  
Event Sponsor MOOSE  
Contact for Requesting Organization  
Name MARY ERENYE  
Address W196 N11318 SHADOW WOOD LN GERMANTOWN 53022  
Telephone 414-550-8320  
email Address ERENYEM@YAHOO.COM

## 2. Event Description (attach additional sheets if necessary)

Event Dates MAY 21ST- MAY 27TH 2020  
Event Location WISCONSIN CENTER - GERMANTOWN MOOSE LODGE  
Detailed description of the event THIS EVENT WILL BE TAKING PLACE  
OVER MEMORIAL DAY WEEKEND. OVER 15,000 PEOPLE  
WILL BE ATTENDING THE CONVENTION. THE INTERNATIONAL  
CONVENTION WILL BRING PEOPLE IN FROM ALL OVER  
THE UNITED STATES & CANADA AND GREAT  
BRITAIN

## 3. Impact on Lodging Explain how this event will attract visitors and generate overnight lodging in Germantown. How will this be measured?

IN OUR ADVERTISEMENT WE WOULD PUT IN THE  
NAMES, ADDRESSES + PHONE NUMBERS OF THE  
AREA HOTELS AND ASK THOSE THAT MAKE  
RESERVATIONS TO USE CODE 1238 WHICH IS OUR  
LODGE CODE.

## 4. Event Budget (Attach a copy of the proposed budget and prioritize needs)

ASKING FOR FUNDING FOR AN ADD IN THE MOOSE  
INTERNATIONAL MAGAZINE TO PROMOTE  
A TOUR OF HOLY HELL, HOUSE OF HOMEMADE SAUSAGE,  
GERMANTOWN HISTORICAL SOCIETY, THE BEER MUSEUM  
BEER STUBE AND MOOSE LODGE

### Advertisement in Moose Magazine

|   |                                              |              |                   |
|---|----------------------------------------------|--------------|-------------------|
| 1 | Two 1/3 page ad's in the Moose Magazine      |              | \$5,990.00        |
|   | working on getting a 1/2 page ad for same    |              |                   |
|   | or less price                                |              |                   |
| 2 | Design work for the ad from Minute Man Press |              | \$60.00           |
|   |                                              | <b>Total</b> | <b>\$6,050.00</b> |
|   |                                              |              |                   |

### Transportation from Hotel to Convention and Tour of Germantown

|   |                                               |                    |                   |
|---|-----------------------------------------------|--------------------|-------------------|
| 1 | Daily cost to rent 15 person van - Enterprise |                    | \$100.00          |
| 2 | Damage Insurance                              |                    | \$24.99           |
| 3 | RAP insurance - Ambulance insurance           |                    | \$4.99            |
| 4 | Supplemental Liability Protection 2           |                    | \$14.99           |
| 5 | Unlimited Mileage                             |                    | \$25.00           |
| 6 | TAX                                           |                    | \$25.00           |
| 6 | Gas - approx 340 miles per day -              |                    | \$35.00           |
|   | 4 trips back and forth to MKE per day         | <b>Total/day</b>   | <b>\$229.97</b>   |
|   | 30 miles each way = 60 miles per trip         | <b>6 days</b>      | <b>\$1,379.82</b> |
|   | Plus some incidental miles. Example           |                    |                   |
|   | Hotel to Moose Lodge                          |                    |                   |
|   | Van gets 24 city / 29 highway                 |                    |                   |
|   | Approximately 14 gallons per day              |                    |                   |
|   | 14 gallons times \$2.50 per gallon            |                    |                   |
|   |                                               | <b>Grand Total</b> | <b>\$7,429.82</b> |
|   |                                               |                    |                   |

**5. Use of Funding Support** Describe specifically and with detail how the funds from the Tourism Commission will be used including itemized breakdown of amounts:

2ea 1/3 PAGE ADS IN MAGAZINE

LCR - DESIGN WORK FOR AD \$200.00

VAN RENTAL TO TRANSPORT GUEST TO AND  
FROM THE CONVENTION AND FOR AN ALL DAY  
TOUR OF GERMANTOWN ON SATURDAY

**6. Timetable:** Provide a timetable outlining marketing and promotion activities and markets reached listing non-Germantown media outlets and budget allocated to each.

CIRCULATION OF 800,000 +  
SEE ATTACHED

**Note:** All promotional activities should prominently acknowledge "Sponsored in part by Village of Germantown Tourism Commission" or similar, pre-approved verbiage if feasible.

**Questions:**

Contact Elaine Motl, the Tourism Commission Coordinator, directly at  
361-947-5235  
or by email at  
[emmktg@aol.com](mailto:emmktg@aol.com)

[www.visitgermantown.com](http://www.visitgermantown.com)

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2020 MEDIA KIT

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## ABOUT THE MOOSE

Moose International is a fraternal and service organization founded in 1888, with nearly one million members in 1,500 lodges in almost every state in the U.S., Canada, and Great Britain. Television actor Erik Estrada, golf legend Arnold Palmer, championship NASCAR driver Tony Stewart and philanthropist and radio host Jarrett Payton, son of American football great Walter Payton, are among the more famous Moose members.

Moose charitable efforts in communities nationwide and beyond total approximately \$50-\$70 million annually (including monetary donations and volunteer hours served). The core mission of Moose International includes Mooseheart Child City & School, a 1,000-acre community located 40 miles west of Chicago that assists thousands of children and teens in need; and Moosehaven, a 63-acre retirement community for Moose members near Jacksonville, Florida along the St. Johns River. In addition, Moose Lodges and Family Centers throughout the U.S., Canada and Great Britain host numerous sports and recreational programs.

With a circulation of 800,000+, *Moose* magazine continues to serve as the primary communication tool for Moose International to reach its membership. Nearly 50% of Moose members indicated that another individual in their household reads their copy of the magazine each month. In 2014, the magazine went through a major redesign, resulting in a much more contemporary publication to attract and engage a younger reader demographic and maintain the interest of current members. The magazine features news, special events, charitable endeavors and other important information regarding the organization.



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## SUBSCRIBER DEMOGRAPHICS

Famous past members include former presidents Franklin Delano Roosevelt, Theodore Roosevelt and Harry Truman. Other notable members include Larry Bird, Ernest Borgnine, James Stewart and Charlie Chaplin.

**57%** Male  
**43%** Female  
**61%** Married  
Average age **61**  
HHI average **\$67,000**

### Interests

#### Travel

**83%** took a trip within the U.S. in past 12 months.  
**60%** claim they will take a vacation within the U.S. in the next 12 months.  
**75%** traveled for personal or vacation purposes.

#### Hotels

**81%** stayed at least one night in a hotel/motel in the last 12 months.  
**69%** are members of a hotel or airline rewards program.

#### Cruises

**20%** have voyaged in the past 3 years.

### Leisure and Sporting Activities

|                              |                                   |
|------------------------------|-----------------------------------|
| <b>80%</b> Dining out        | <b>44%</b> Attend sporting events |
| <b>65%</b> Barbecuing        | <b>51%</b> Exercise (walking)     |
| <b>58%</b> Entertaining      | <b>30%</b> Billiards              |
| <b>55%</b> Bars & Nightclubs | <b>28%</b> Fishing                |
| <b>51%</b> Volunteer         | <b>43%</b> Read books             |

### Education

**73%** Attended College

Source: 2019 MRI Simmons

Note: The Moose Valued Veterans Program serves nearly 29,000 Moose members who are veterans.

## 2020 MEDIA KIT

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## MECHANICAL REQUIREMENTS

### PDF Specifications

*Moose Magazine* uses a PDF workflow for production of our magazine. PDF files must have all fonts and images embedded. Images must be CMYK and high resolution (300 dpi).

### InDesign Specifications

1. Please use Macintosh Type 1 fonts whenever possible. All fonts must be supplied. A collect for output should be performed to ensure all images are supplied.
2. Eliminate all spot colors from your file, including PMS colors. Specify all colors as CMYK and eliminate all unused colors.
3. Be sure to convert all color images from RGB to CMYK. Make sure all grayscale images are truly grayscale, and not CMYK or RGB.

Please read these directions over carefully. Feel free to contact us to insure that your PDF fully meets our requirements.

| Size                                                                  | Width  | Height | Agates |
|-----------------------------------------------------------------------|--------|--------|--------|
| Full Page, Live Area                                                  | 7.4375 | 9.75   | 420    |
| Cover/Full Page Bleed                                                 | 8.1875 | 10.5   | 420    |
| 2/3 pg                                                                | 4.625  | 9.75   | 280    |
| 1/2 isl                                                               | 4.625  | 7.4375 | 210    |
| 1/2 H                                                                 | 7.4375 | 4.625  | 210    |
| 1/3 V                                                                 | 2.312  | 9.75   | 140    |
| 1/3 SQ                                                                | 4.875  | 4.625  | 140    |
| 1/6 pg V                                                              | 2.312  | 4.625  | 70     |
| Final trim size is 7.9375" x 10.25": bleeds extend. 125" beyond trim. |        |        |        |

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*Did you know  
Moose magazine  
now reaches more  
than 800,000  
subscribers?*



To inquire about advertising in Moose magazine, please contact Jacqueline Tobin at GLM Communications Inc., (212) 929.1300 or jtobin@glmcommunications.com

*Special rates offered to  
Moose members.*



## RATE CARD

|         |                     | 1x       | 2x       | 3x       | 6x       |
|---------|---------------------|----------|----------|----------|----------|
| 4 Color | Page                | \$15,500 | \$14,880 | \$14,570 | \$13,950 |
|         | 2/3 page            | \$11,700 | \$11,230 | \$10,998 | \$10,530 |
|         | 1/2 page            | \$9,360  | \$8,985  | \$8,798  | \$8,425  |
|         | 1/3 page            | \$6,240  | \$5,990  | \$5,865  | \$5,615  |
|         | 1/6 page            | \$3,430  | \$3,290  | \$3,225  | \$3,085  |
| 2 Color | Page                | \$12,640 | \$12,135 | \$11,880 | \$11,375 |
|         | 2/3 page            | \$9,480  | \$9,100  | \$8,910  | \$8,530  |
|         | 1/2 page            | \$7,580  | \$7,275  | \$7,125  | \$6,820  |
|         | 1/3 page            | \$5,060  | \$4,860  | \$4,760  | \$4,555  |
|         | 1/6 page            | \$2,765  | \$2,655  | \$2,600  | \$2,490  |
| B/W     | Page                | \$11,908 | \$11,430 | \$11,195 | \$10,720 |
|         | 2/3 page            | \$8,935  | \$8,580  | \$8,400  | \$8,040  |
|         | 1/2 page            | \$7,145  | \$6,860  | \$6,715  | \$6,430  |
|         | 1/3 page            | \$4,760  | \$4,570  | \$4,475  | \$4,285  |
|         | 1/6 page            | \$2,620  | \$2,515  | \$2,460  | \$2,360  |
| Cover   | 2nd                 | \$17,950 | \$17,230 | \$16,875 |          |
|         | 3rd                 | \$17,230 | \$16,540 | \$16,195 |          |
|         | 4th                 | \$20,280 | \$19,470 | \$19,065 |          |
| Shopper | 1" (14 Agate Lines) |          |          | \$578    |          |
|         | 2" (28 Agate Lines) |          |          | \$1,156  |          |
|         | 3" (42 Agate Lines) |          |          | \$1,735  |          |
|         | 4" (56 Agate Lines) |          |          | \$2,295  |          |

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## 2020 PUBLISHING CALENDAR

| Issue           | Order closing | Materials Due | In-Home    |
|-----------------|---------------|---------------|------------|
| Feb/Mar         | 12/20/2019    | 1/3/2020      | 2/25/2020  |
| April/May       | 2/21/2020     | 2/28/2020     | 4/8/2020   |
| Jun/July        | 4/24/2020     | 5/1/2020      | 6/17/2020  |
| Aug/Sept        | 7/1/2020      | 7/10/2020     | 8/26/2020  |
| Oct/Nov         | 8/28/2020     | 9/4/2020      | 10/14/2020 |
| Dec '20/Jan '21 | 10/23/2020    | 10/30/2020    | 12/9/2020  |

For more information contact:

**Jacqueline Tobin**

account executive

**GLM Communications, Inc.**

500 1st Street

Hoboken, NJ 07030

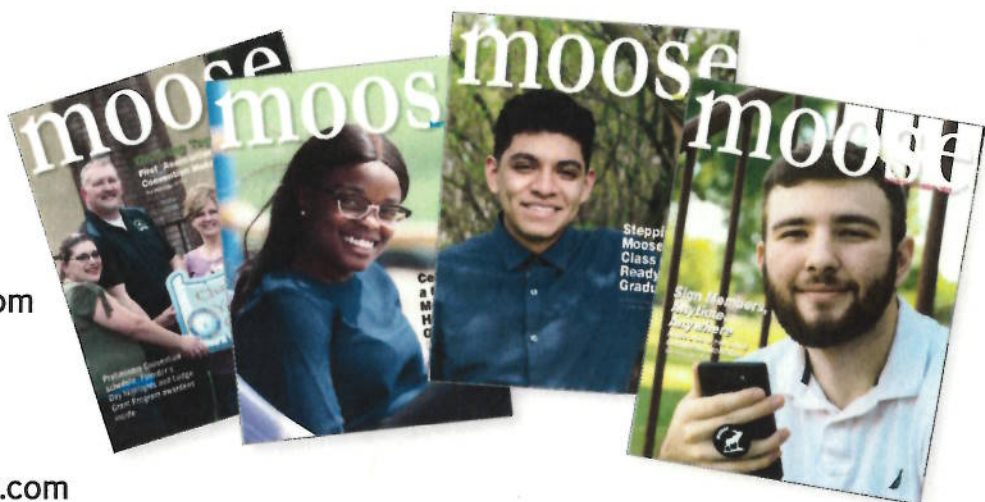
[jtobin@glmcommunications.com](mailto:jtobin@glmcommunications.com)

T +1 (212) 929.1300

F +1 (212) 929.9574

SEND CREATIVE MATERIAL TO:

[Creative@glmcommunications.com](mailto:Creative@glmcommunications.com)



## 2020 MEDIA KIT

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## COPY & CONTRACT REGULATIONS

- A. Rates guaranteed against increase for 90 days after acceptance of order.
- B. All copy subject to approval.
- C. All advertisements are accepted and published by the Publisher upon the representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. In consideration of the Publisher's acceptance of such advertisements for publication, the agency and/or advertiser will indemnify and hold the Publisher harmless from and against any loss and expense resulting from claims or suits based upon the contents or subject matter of such advertisements including without limitation, claims or suits for libel, violation of right of privacy, plagiarism and copyright infringement.
- D. No cancellations accepted after close date.
- E. Prior to accepting any advertising from new advertisers we will need:
  - 1. Bank reference.
  - 2. The names of 2 publications in which you have advertised before if at all possible.
  - 3. A brief summary of your company.
  - 4. A credit card on file or check in full payment for your first ad.
- F. No cancellation of cover or other premium positions accepted. Card inserts are also non-cancellable.
- G. Cancellation of contract space forfeits advertisers right to benefit from frequency discounts.
- H. No rate holders accepted.
- I. When change of copy is not received by closing date, previous copy will be used.
- J. Advertising agency must submit complete name, address and phone numbers of the clients who are advertising, along with the principles of the company advertising and a description of the company's activities.

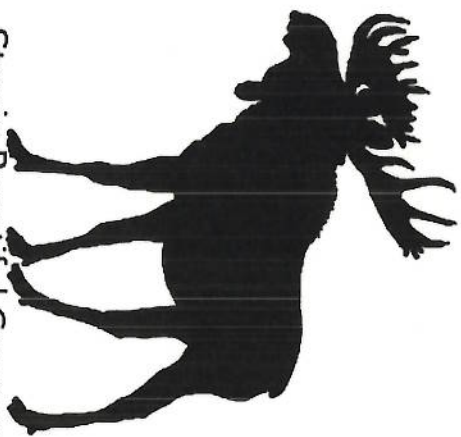
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## COPY & CONTRACT REGULATIONS

- K. No deduction allowed for error in provided key numbers.
  - L. "Til forbid" orders do not hold rate.
  - M. Only bona fide orders for definite schedules accepted by Publisher to hold rates.
  - N. Should an account become delinquent, GLM Communications Inc. shall demand immediate payment in full. Should the agency or account be placed for collection, a 25% collection charge will be added to the billable amount of the advertising statement.
  - O. The word "Advertisement" must be prominent on any ad that appears to be editorial matter. This is required by publishing industry ethics.
- The magazine accepts no responsibility to advise an advertiser of any competitive advertising situations in any issue. No make goods, rebates, or discounts will be granted.



# 2020 - Milwaukee Convention



## Lodge 1238 in Germantown, WI Welcomes, you to the 2020 Moose International Convention

Stay in Beautiful Germantown - We are proud to present a FREE tour of our fine city. Tour one of the country's oldest Basilicas - Holy Hill Basilica and National Shrine - nestled in the heart of the Kettle Moraine, shop at Sinter Klausen Christmas Market where you will find a huge selection of German glass ornaments, stop and smell the smoked sausage being made at the House of Homemade Sausage - one of Wisconsin's very own sausage shops, getting thirsty from trying the sausage, how about a cool beverage at a true German Bier Garden and then to the Moose Lodge for dinner and spirits? - Reservations are required - Please call .....

EXAMPLE  
ONLY

## Stay at one of our area Hotels

Book a Table for Dinner: 401 69 989 |  
cafeamsterdam@live.no  
www.cafeamsterdam.com



EXAMPLE



W156 N9666 Pilgrim Road.  
Germantown, WI 53022  
Phone: 262-255-7575  
Fax: 262-255-7997  
E-mail: minutemaninf@gmail.com  
www.germantown.minutemanpress.com

## Quotation

11/25/2019

**Bill to:**

Moose Lodge Convention  
Germantown, WI 53022

**Ship to:**

Moose Lodge Convention  
Germantown, WI 53022

**1 Moose Lodge Convention Ad Design for Magazine (Job ID 148337)**

**Total: \$60.00**

**Component 1 of 1:**

Design

\* Includes a one-time Design Services charge of \$60.00

Typesetting: Advertisement

Salesperson: Laura

**\*Quotes are based on print ready artwork, unless otherwise notified. If design services are needed they will be billed at \$60/hr.  
Taxes are not included.**

**Thank You for the opportunity to quote!**

DIGITAL SERVICES  
MARKETING  
PROMOTIONAL PRODUCTS  
CREATIVE DESIGN  
and so much more!

**Moose Lodge, Mary****05/23/2020 09:00 AM****15 PASS.  
VAN**

Reservation: 7S7J5K

Date Taken:

By:

Origin: BRANCH

**Vehicle**

**Car Class:** 15 PASS. VAN  
**Rate Quoted:** \$100.00/DAY 150 MILES/DAY  
**Est. Total Quoted:**  
**Specials:**  
**Mileage Charge:** \$0.30  
**Preferences:**

**Authorization**  
**Status:**  
**Car Class:**  
**Auth Amount:**  
**# of Days:**  
**Max Per Day:**  
**Total Max Amount:**  
**% Auth:**

**Product/Services**

DAMAGE WAIVER \$24.99/DAY  
PAI/PEC \$12.00/DAY  
RAP \$4.99/DAY  
SUPPLEMENTAL LIABILITY PROTECTION 2 \$14.95/DAY

Insurance Options**Authorization****Pick Up/Return**

|                          |                                                                    |                         |                                                                    |
|--------------------------|--------------------------------------------------------------------|-------------------------|--------------------------------------------------------------------|
| <b>Pick Up Date:</b>     | 05/23/2020                                                         | <b>Return Date:</b>     | 05/26/2020                                                         |
| <b>Pick Up Time:</b>     | 09:00 AM                                                           | <b>Return Time:</b>     | 09:00 AM                                                           |
| <b>Pick Up Group:</b>    | A0044_WISCONSIN                                                    | <b>Return Group:</b>    | A0044_WISCONSIN                                                    |
| <b>Pick Up Branch:</b>   | GERMANTOWN 4417<br>W190N10953 KLEINMANN AVE<br>GERMANTOWN,WI 53022 | <b>Return Branch:</b>   | GERMANTOWN 4417<br>W190N10953 KLEINMANN AVE<br>GERMANTOWN,WI 53022 |
| <b>Pick Up Method:</b>   |                                                                    | <b>Return Method:</b>   |                                                                    |
| <b>Pick Up Location:</b> |                                                                    | <b>Return Location:</b> |                                                                    |
| <b>Directions:</b>       |                                                                    |                         |                                                                    |

**Renter Information**

Moose Lodge, Mary

|               |                |
|---------------|----------------|
| <b>Home:</b>  | (414) 550-8320 |
| <b>Work:</b>  |                |
| <b>Other:</b> |                |

**Bill-to**

**Rental Type:** CORPORATE  
**Claim Type:**  
**Claim/Pol/PO/RO:**  
**Insured Name:**

**Shop****Renters Vehicle:****Flight Information**

|                      |                      |                  |
|----------------------|----------------------|------------------|
| <b>Airline:</b>      | <b>Flight:</b>       | <b>Terminal:</b> |
| <b>Arrival Date:</b> | <b>Arrival Time:</b> |                  |

## Village of Germantown

**Tourism     Hotel/Motel Room tax                          6%**

**Best Western**

**Country Inn & Suites                          Germantown Hotel/Motels**

**Holiday Inn**

**Super 8**

2015 Roll over amount                          51,372.00

2016 Budget                                          35,429.33

86,801.33

|                |                    |                     |
|----------------|--------------------|---------------------|
| <b>Balance</b> | <b>End of 2016</b> | <b>\$52,335.00</b>  |
| <b>Balance</b> | <b>End of 2017</b> | <b>\$92,516.11</b>  |
| <b>Balance</b> | <b>End of 2018</b> | <b>\$155,750.85</b> |

### 2019

2018 Roll Over Amount                          155,750.85

**2019 Deposit                          20,228.86** as of 3rd Qtr Revenue

**175,979.71**

### 2019 Payments

|                                          | Actual           | Committed        |
|------------------------------------------|------------------|------------------|
| 2/10/2019 EM Marketing                   | 1,050.00         |                  |
| 3/10/2019 EM Marketing                   | 1,050.00         |                  |
| 4/10/2019 EM Marketing                   | 1,050.00         |                  |
| 5/10/2019 EM Marketing                   | 1,050.00         |                  |
| 6/25/2019 EM Marketing                   | 3,360.00         |                  |
| 6/25/2019 Thew's Photography             | 50.00            |                  |
| 7/25/2019 Deuschtdadt Herigtage Mai Fest | 6,715.00         |                  |
| 7/25/2019 D. Braeal Tourism Website      | 1,644.03         |                  |
| 7/25/2019 EM Marketing                   | 1,050.00         |                  |
| 7/25/2019 Elk Moose Lodge                | 301.12           |                  |
| 8/10/2019 Elk Moose Lodge                | 309.28           |                  |
| 8/25/2019 EM Marketing                   | 1,050.00         |                  |
| 8/25/2019 Thew's Photography             | 50.00            |                  |
| 8/25/2019 Washington County Convention   | 8,000.00         |                  |
| <b>8/25/2019 FestHalle -</b>             |                  | <b>16,000.00</b> |
| 9/25/2019 EM Marketing                   | 1,050.00         |                  |
| 10/10/2019 EM Marketing                  | 1,050.00         |                  |
| 10/10/2019 WDJT-LP Oktoberfest           | 1,700.00         |                  |
| 11/25/2019 EM Marketing                  | 1,050.00         |                  |
|                                          | <b>31,579.43</b> | <b>16,000.00</b> |

|                                     |                     |                     |
|-------------------------------------|---------------------|---------------------|
| <b>Balance     To date 10/25/19</b> | <b>\$144,400.28</b> | <b>\$128,400.28</b> |
|-------------------------------------|---------------------|---------------------|

2019 Amount to be retained by Municipality                          220,930.22

Amount collected through 3rd quarter 2019                          241,159.08

To date distributed to Tourism:                          20,228.86