REACH travel media

Say Hello to **Digital Amp Up!**

2026

DIGITAL AMP UP!

Contacts

Amy Gabay | amy@reachtravelmedia.com **|** 608-799-5334

Brent Hanifl | brent@reachtravelmedia.com **|** 608-461-2485

reachtravelmedia.com

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OUR EXPERIENCE

REACH Travel Media (RTM) engages a team whose talents include branding, graphic design, website development, photography, videography, search engine optimization, marketing campaign development, content creation, social media management, ad placement, and so much more.



Brent Hanifl, co-owner

Results-driven marketing professional with extensive experience in hospitality and travel, delivering proven success in digital marketing, branding, public relations, strategic partnerships, relationship management, event planning, collateral design, and advertising–including work with rural and under-served communities.
brent@reachtravelmedia.com | 608-461-2485

Amy Gabay, co-owner

Experienced marketer with a proven track record in tourism and broadcast media. Skilled in project management, developing marketing plans within client budgets, and achieving promotional goals. Expertise includes content creation, print and audio/visual editing, website design and development, SEO, analytics, and more.
amy@reachtravelmedia.com | 608-799-5334

SERVICES

- Advertising Strategy
- Analytics & Reporting
- "Best of" Campaigns
- Branding & Design
- Content Development
- Digital Advertising
- Email Marketing
- Event Marketing
- Media Buying
- Photography
- Public & Community Relations
- Search Engine Optimization (SEO)
- Social Media Campaigns
- Sweepstakes
- Video Production
- Website Design & Hosting

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2026 Visitors Guide Design by RT Media for Rusk County Tourism

Logo/Campaign Design By RT Media

SOME OF OUR PROJECTS

REACH Travel Media has collaborated with a wide range of partners, destinations and attractions, both on long-term projects and short-term initiatives. We adapt and scale our services to match each client's unique needs, delivering tailored marketing solutions that maximize impact and achieve measurable results.

Visit NEW RICHMOND

MONROE COUNTY ECONOMIC DEVELOPMENT & TOURISM SPRING CONFERENCE
MARCH 30-31, 2026
HAVENWOOD EVENT CENTER
SPARTA, WISCONSIN
BROUGHT TO YOU BY ISS REFERRAL

MONROE
COUNTY, WI. — EST. 1854

WEST COAST OF WISCONSIN on the Mississippi River

Stockholm Pie & General Store

Visit PEPIN COUNTY Wisconsin

WELCOME BACK TO WISCONSIN'S GREAT RIVER ROAD

Traverse TREMPEALEAU COUNTY

VAV PEM SUAB · COOWEEJA · ADELANTE
FORWARD LA CROSSE

VISIT TOMAH

Cordell's AUTOMOTIVE SERVICE & TIRE

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Photo Credit:
45th Parallel Distillery, Photo by RT Media for VisitNewRichmondWI.org

THE AMP UP COMPONENTS

Our campaigns can **re-energize your marketing** by reaching new audiences who may not yet be familiar with your business, destination, or attraction. Through strategic digital, audio, and out-of-home advertising, combined with seasonal storytelling, Destination Amp Up! creates a consistent drumbeat of visibility that drives awareness, engagement, and results.

Strategy & Implementation p.5

Performance Max Campaigns (Google Ads) p.6

Digital Billboard (Out-of-Home) p.7

Audio/Podcast Streaming p. 8

Sweepstakes p. 9

Social Advertising P. 10

Connected TV P. 11

Testimonial P. 12

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Photo Credit:
“Right Here” Campaign, Photo by RT Media for VisitNewRichmondWI.org

STRATEGY & IMPLEMENTATION

Targeted marketing for businesses, small and rural communities, and destinations looking to attract new clients and visitors.

Goals & Targets | Implementation | Analytics

At REACH Travel Media, **we meet our clients exactly where they are**–whether that’s starting from scratch or looking to level up what’s already in motion.

We’ve helped destinations, businesses, and communities launch with nothing more than an idea, **guiding them through brand development**, website creation, social and digital platform setup, and into **fully integrated marketing** campaigns and a strong online presence in a matter of months.

At the same time, we’re just as effective **jumping in mid-stream**. If a community or organization already has pieces in place, we adapt quickly–strengthening existing brands, filling gaps, and providing **targeted support that moves efforts forward** without disrupting local momentum.

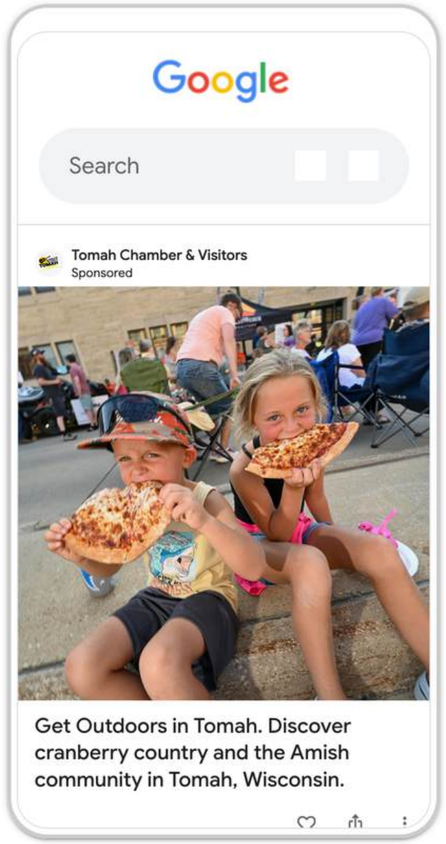
Our flexibility allows us to **scale from full-service partnerships to one-off support**, ensuring every client gets exactly what they need to succeed, when they need it.

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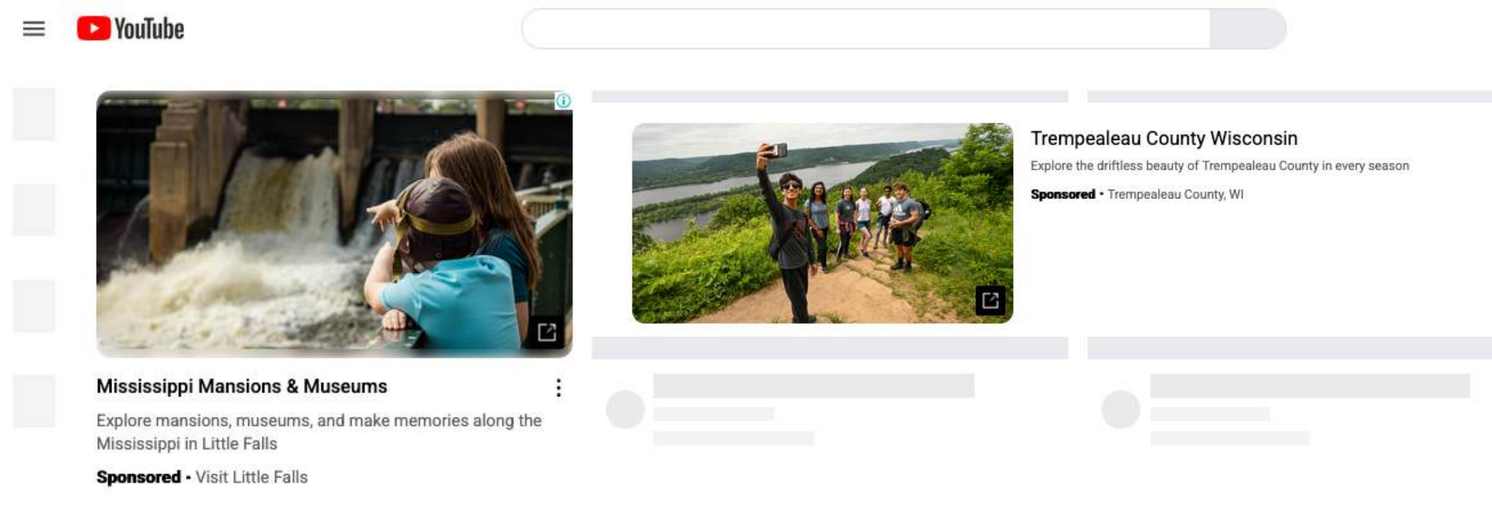
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PERFORMANCE MAX CAMPAIGNS



Google Ads

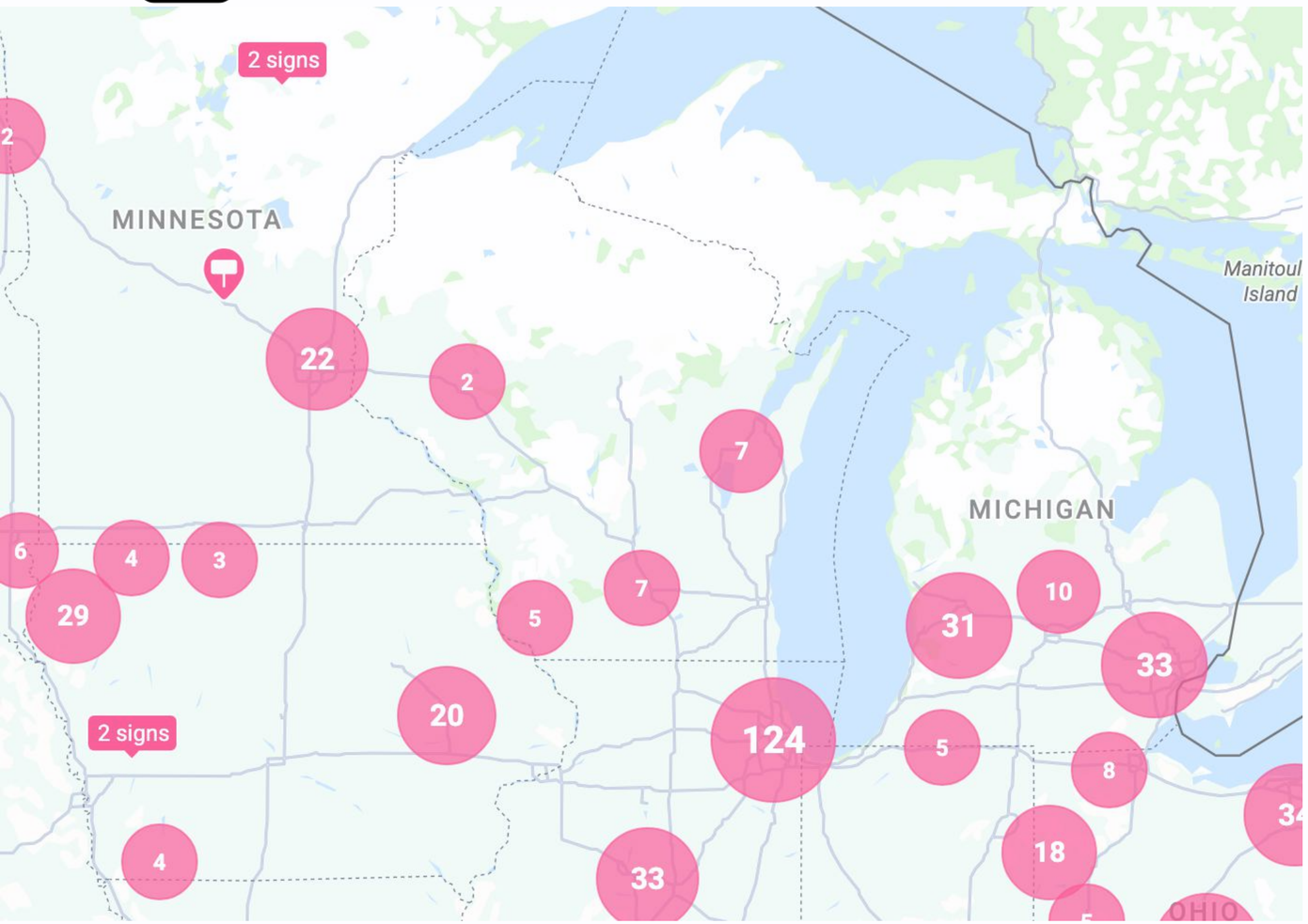
A digital ad campaign using Google Performance Max and keywords will drive traffic, targeting approved locations, demographics, keywords, and creative.

2025 Client Example: $5,150 budget, the Display Max campaign delivered **2,857,008 impressions** and **41,080 clicks**, achieving a strong 1.44% CTR and an efficient $0.07 average cost per click showcasing how targeted digital advertising can drive high-impact results at a low cost.

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DIGITAL BILLBOARDS





(Out-of-Home)

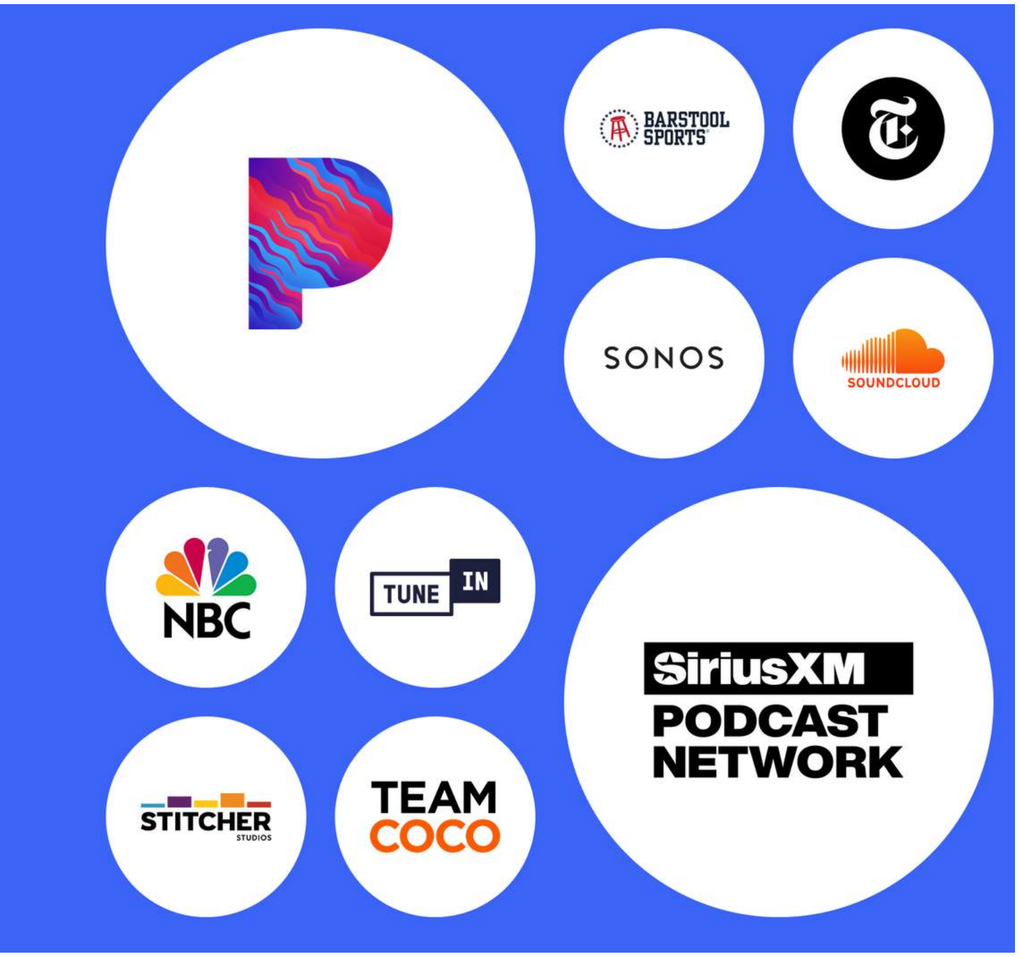
Digital signage **delivers real impact–higher visibility,** updated messaging on the fly, and messages that connect in real time. Put your best experiences in front of more people with a bold, confident message that elevates your destination or brand.

2025 Client Example: With a budget of $900, a client digital billboard campaign generated **141,000 impressions** and **18,900 flips**, achieving a $6.33 CPM, well within the industry benchmark of $5–$15. A 16.5% visibility rate demonstrates strong reach and audience engagement, making this a highly effective campaign.

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AUDIO STREAMING

2025 Client Example: With a budget of $1,935

Music Streaming and Radio Networks
The streaming audio campaign delivered **47,593 impressions**, reaching **44,488 unique listeners.** Pandora was the top-performing publisher, with additional reach through SoundCloud, demonstrating strong engagement across leading audio platforms.

Audio Podcasts
The podcast audio campaign delivered **67,435 impressions**, reaching **40,136 unique listeners**. Ads ran on top-performing podcasts such as The Megyn Kelly Show, Pardon My Take, IHIP New, Pod Save America, and the CHGO Chicago Bears Podcast, ensuring broad exposure across diverse and popular audiences.









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Photo Credit:

“Right Here” Campaign, Photo by RT Media for VisitNewRichmondWI.org

SWEEPSTAKES







Sweepstakes & Social Collateral Courtesy of Explore Monroe County

By pairing clean, assertive creative with targeted digital outreach, the campaign puts your **strengths, offerings, people, events, and unique assets front and center**–showcasing what makes your business, destination, or attraction stand out.

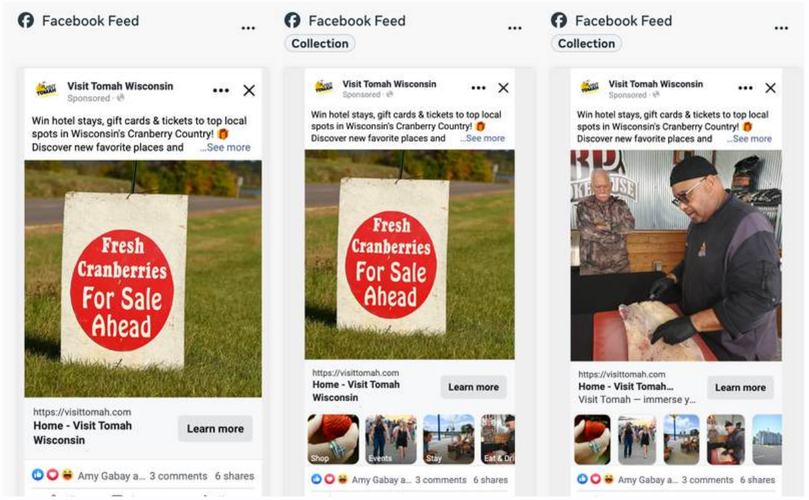
2025 Client Example: The sweepstakes campaign attracted 3,550 users and generated 1,813 entries, achieving a 51.07 % conversion rate–well above the typical tourism industry range of 20-40%. This outstanding performance demonstrates strong audience interest and highly effective campaign targeting.

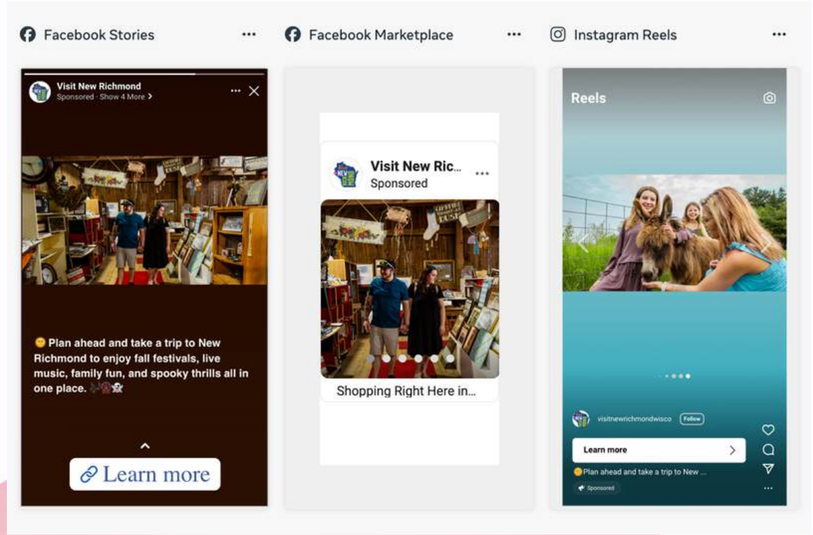
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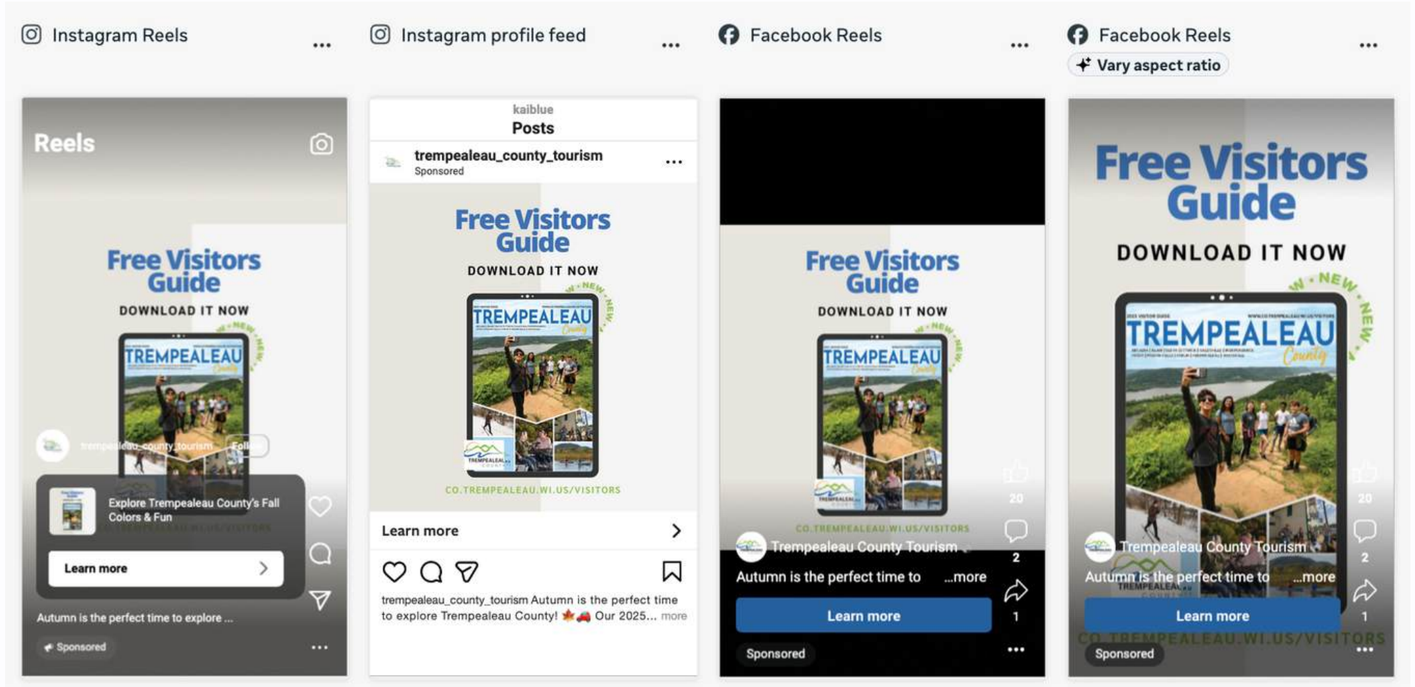
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SOCIAL MEDIA ADVERTISING





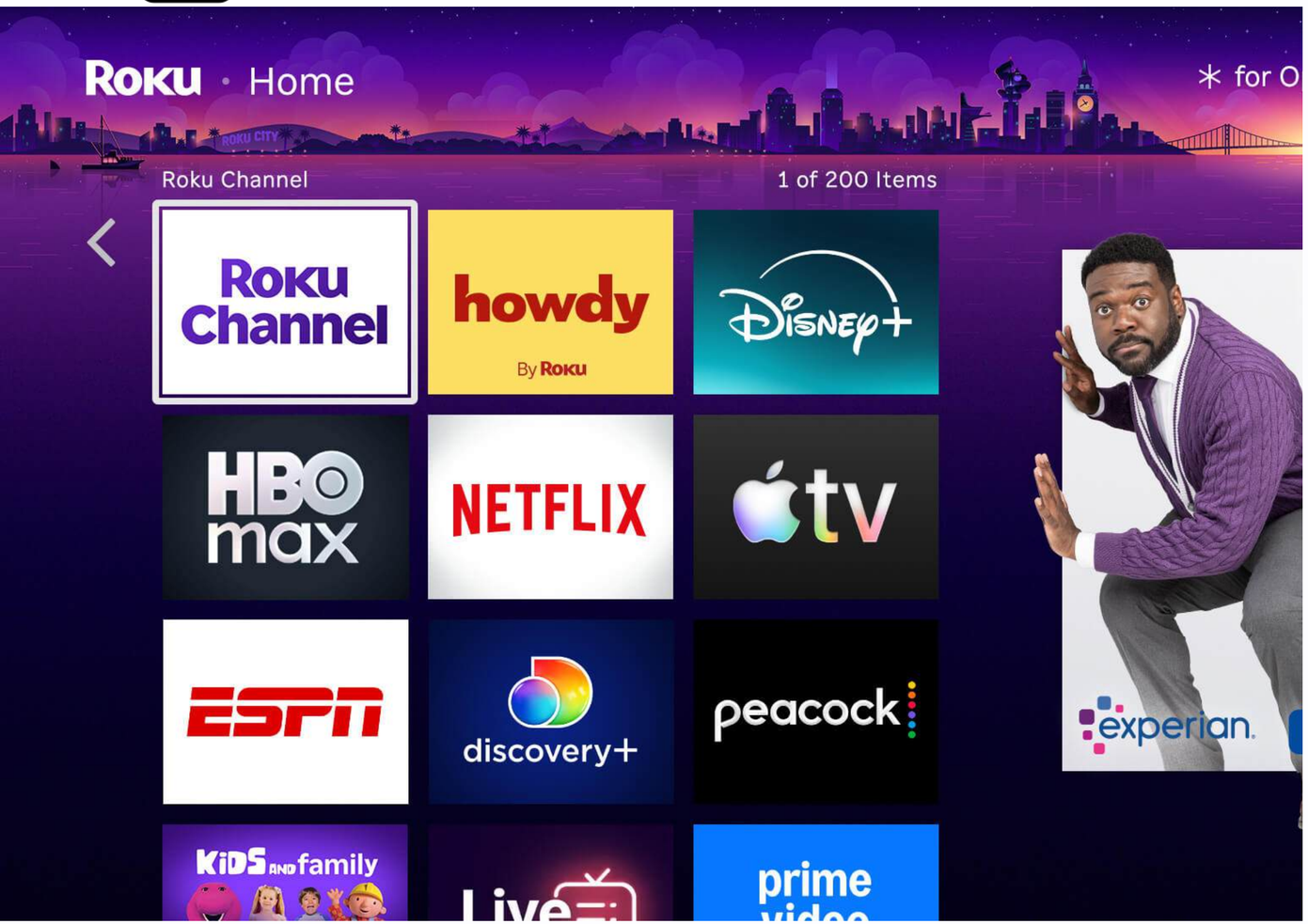


2025 Client Example: The Facebook/Instagram ad campaign for tourism performed exceptionally well, generating 26,768 clicks from 843,025 views, reaching 329,315 unique users. The cost per link click (CPC) of $0.16 is highly efficient compared to typical tourism industry benchmarks, where CPC often ranges from $0.50–$1.50.

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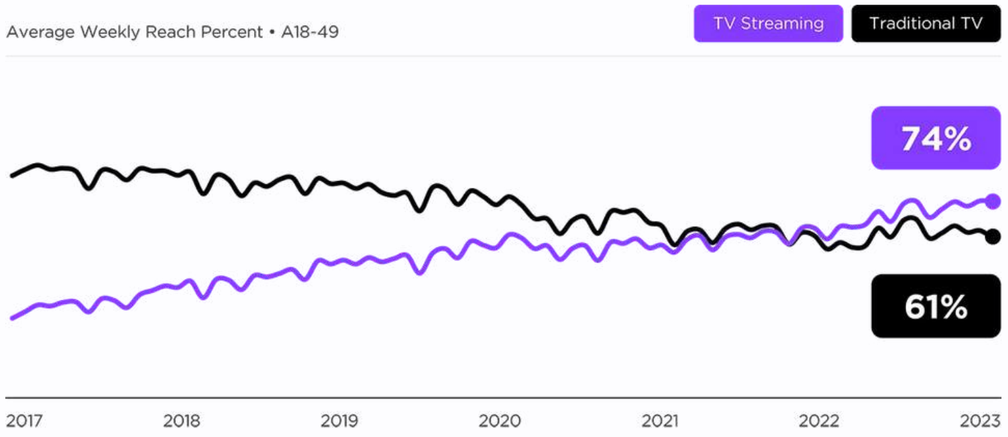
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CONNECTED TV





Roku powers nearly half of all TV streaming in the U.S., giving you access to 90M+ households on Hulu, Disney+, Peacock, and more–at CPMs as low as $6-$10.

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Stockholm Pie Crowned "Best Pie Shop in America" Again by USA TODAY 10BEST Readers!

TESTIMONIALS

The West Coast of Wisconsin

Absolutely LOVE working with River Travel Media! They are extremely professional in every aspect of their work, and they have a very quick response time when we have a need or question. Couldn't ask for more!

Tomah Chamber & Visitors Center

We have had wonderful results from working with RTM. Amy and Brent listen to our needs and ideas and work to bring them to life. They have the experience that translates well to our business and are able to adapt to our scope of project size and budget.

Visit Little Falls

I can't speak highly enough about their expertise and dedication. Their team consistently delivers exceptional work, and they have a deep understanding of the travel industry. From content creation, to marketing strategies, their skills are second to none.

Visit Pepin County

The work they do goes above competitors and is proven to impress.

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