

- **Marketing**

- **Definition:** to communicate about a product or service with the purpose of encouraging recipients to purchase or use the product or service.
- **AMA - American Marketing Association**
www.amamadison.org
The American Marketing Association is an international professional society of individual members with an interest in the practice, study, and teaching of marketing.
- **Wisconsin Entrepreneur Network**
www.wenportal.org/getting_help/
This site includes resources, marketing, financing/grants, business plans, and much more.

- **Area Businesses with This Role**

- **Aerthlings.Org**
Services provided: information systems for small to medium size businesses and local government. Web design, development, and hosting, secure e-commerce enabled web sites, database development, application development, and network design and maintenance.

Contact information:

Joe Mucciolo
W12308 Reeds Corners Road
Ripon, WI 53971
920-748-1286 (phone)
admin@aerthlings.org
www.aerthlings.org

- **Ad-Lit Distributing Publishing Internet**
Services provided: advertise in local newspaper, design and host websites.

Contact information:

211 Pioneer Drive PO Box 600
Wisconsin Dells, WI 53965
608-254-8770 (phone)
608-254-7223 (fax)
ad-lit@ad-lit.com
www.ad-lit.com

- **Bananaboat Advertising**
Services provided: specialize in print advertising—logos, brochures, sales sheets, posters, packaging, business cards, letterhead, newsletters, plus radio and video scripting and production, POP displays, signage, product photography and more.

Contact information:

620 Park Street
Baraboo, WI 53913
608-356-1836 (phone)
608-536-1836 (fax)
bananaboat@centurytel.net
www.bananaboat-ag.com

- **Beckman Promotions Beck Pro**
Services provided: does in-house embroidery, screen printing, advertising specialties, and has a retail store.

Contact information:

Tom Sankovich and Kelly Sankovich
124 3rd Street
Baraboo, WI 53913
608-356-3001 (phone)
608-356-4235 (fax)
info@beckpro.com
www.beckpro.com

- **Bernie's Signs at Polliwog Studio**
Services provided: graphic design, signs, banners, layout design for products

Contact information:

Bernie Poff
Prairie du Sac, WI 53578
247 5th St.
608-643-5067 (phone)
polliwogstudio@mac.com

- **Dell Prairie Printers, Inc**
Services provided: commercial printing, prints business cards, letterheads, envelopes, and is a retail office supply store.

Contact information:

Mary Blake
S3055A US Highway 12
Baraboo, WI 53913
608-356-4737 (phone)
608-356-3255 (fax)
dellprairie@centurytel.net

- **Dreyer Design Inc**
Services provided: offers advertising services from concept to completion, using state-of-the-art digital, as well as traditional and website design.

Contact information:
Chris Dreyer
N4360 Allan Road
Portage, WI 53901
608-742-1453 (phone)
www.dreyerdesign.com

- **Econoprint**
Services provided: booklets, brochures, calendar package, CD services, custom card packages, design and typesetting, finishing services, full color printing, mailing services, manuals and catalogs, newsletter program, postcards, product sheets, reports, stationery, tabs, traditional printing, and web design.

Contact information:
Jim Fuller—Service Center Manager
111 Progressive Drive, PO Box 219
Lake Delton, WI 53940-0219
608-254-4202 and 1-888-677-0118 (phone)
608-254-4050 (fax)
www.epdigital.com

- **Galena LLC Marketing & Communications**
Services provided: marketing and communications, work on marketing plan and strategies with new businesses, and help with customer communications.

Contact information:
Mary Hasheider
PO Box 155
Prairie du Sac, WI 53578
608-544-3319 (phone)
mhasheider@galenarocks.com
www.galenarocks.com

- **Graphic Boutique**
Services provided: specialize in business and corporate logos to establish a solid branding of identity in the market place. A customized graphic logo and supporting pieces will give your company a professional advantage and make your company stand out from the rest.

Contact information:
Catherine Feeman-Fick
608-347-1413 (phone)
catherine@cffdesigns.com
www.cffdesigns.com

- **Greenhalgh Graphics**

Services provided: advertisements, logo design, brochures, business materials, computer illustration, newsletters, and photography.

Contact information:

Marlys Greenhalgh
E9404 Freedom Road
North Freedom, WI 53951
608-963-1822 and 608-643-7345 (phone)
greenhalghgraphics@wildblue.net
www.wildblue.net

○ **Imperial Multimedia**

Services provided: interactive media development company, write software and media for wide variety of uses and companies, interactive kiosks, consulting, interactive digital displays, videography, graphic design, and project management.

Contact information:

Fred Lochner
227 5th Ave.
Baraboo, WI 53913
1-877-868-2500 (phone)
sales@imperialmultimedia.com
www.imperialmultimedia.com

○ **JenGraph**

Services provided: annuals, business cards, brochures, catalogs, computer graphic consulting, illustrations, invitations, invoices, letterheads, newsletters, posters, printing, sales sheets, trade show displays, t-shirt designs, web sites, and all other office needs.

Contact information:

Jennifer Niles
S9546 Center Street
Prairie du Sac, WI 53578
608-544-2317 (phone)
608-544-2317 (fax)
jen@jengraph.com
www.jengraph.com

○ **Mailing Expert LLC**

Services provided: direct marketing company, design, print and mail services.

Contact information:

W12025 County Road AA
Randolph, WI 53956
920-326-6438 and 1-866-326-6438 (phone)
info@mailingexpert.com
www.mailingexpert.com

Neumark 1

Services provided: custom full color print specialist, provide businesses with direct marketing materials, business cards, letterheads, envelopes, and more.

Contact information:

Thomas J Owens
S8952 County Road C
Plain, WI 53577
608-544-2240 (phone)

○ **NextLevel Communications**

Services provided: brand recognition—logos, brochure development, catalog development, publication advertising, newsletters, website design, digital photography, TV and radio advertising, trade show and billboard, and copywriting and research.

Contact information:

Nellie Schmitz
146 ½ 4th Avenue
Baraboo, WI 53913
608-356-6640 (phone)
608-356-6649 (fax)
nellie@nextlevel-com.com
www.nextlevel-com.com

○ **Rural Rambler**

Services provided: advertising, printing, copying, shopper format searing for Adams, Marquette, Columbia, Waushara, and Juneau counties.

Contact information:

Jodie McManus
PO Box 105
Oxford, WI 53952
608-586-5461 (phone)

○ **Solaris Management LLC**

Services provided: written content: letters and memos, newsletters, brochures, press releases, website content, feature articles. Desktop publishing: layout of newsletters, brochures, flyers, membership directories. Printing and fulfillment: competitive bidding of print jobs and fulfillment. Web-site maintenance. See also accounting, computer services, finance, human resources and personnel, and networking/social organizations.

Contact information:

Michael T. Schumacher—CEO and Owner
Mary Schumacher—President and Owner
2317 International Lane Suite 104
Madison, WI 53704
608-245-0247 (phone)

608-245-0274 (fax)
mts@solariscenter.com and mas@solariscenter.com
www.solariscenter.com

○ **Spring Printing**

Services provided: Spring Green area's full-service printer specializing in full color printing, business forms, business cards, newsletters, envelopes, copies, brochures, die cutting, typesetting and thermography.

Contact information:
Mark Hottmann
245 S. Winsted Street
Spring Green, WI 53588
608-588-7108 and 1-866-814-7108 (phone)
608-588-2991 (fax)
www.springprinting.com

○ **Webstuff Site-Design & Internet Marketing**

Services provided: create websites, improve their web presence, help market their website. Helps with Search Engine Optimization (SEO)—getting mass traffic to your website through natural/organic listings in search engines

Contact information:
Daniel Mihm
1010 3rd Street
Baraboo, WI 53913
608-356-7963 (phone)
608-356-7963 (fax)
info@webstuffinc.com
www.webstuffinc.com

○ **Zimmerman Promotionz**

Services provided: promotional items, screen printing, and embroidery.

Contact information:
Colleen Zimmerman
104 West Cook Street
Portage, WI 53901
608-745-3317 (phone)
zimpromo@charter.net
www.zimmermanpromo.com

● **Advertising—Directory & Guides**

- **AT&T**
Services provided: phone book with advertising, phone services, and long distance.

Contact information:
Kristen Cogswell
608-282-7878 (phone)
kc1474@att.com
www.att.com
- **CenturyTel**
Services provided: wireline (basic), DSL, high speed internet, long distance, and business telephone systems.

Contact information:
1-866-768-1847 (business customer service phone number)
www.centurytel.com
- **La Valle Telephone Cooperative Inc and RGL Telecom**
Services provided: providers of local and long distance telephone service, high speed Internet, digital IP television, 24/7 central station security monitoring and wide area paging service. Telecommunications consulting, key and PBX telephone system sales and service, fiber optic distribution systems: indoor and outdoor, buried and aerial, structured cabling, security systems, closed circuit television systems, and public address systems.

Contact information:
Jamie Goldsmith
108 West Main Street
La Valle, WI 53941
608-985-7201 (phone)
608 985-8080 (fax)
adsl@mwt.net
www.ltc.coop
- **Merrimac Communications LTD**
Services provided: dial up internet, cable system (tv and internet), and voice over internet protocol.

Contact information:
Bart Olson
608-493-9470 (phone)
608-493-9902 (fax)
bart@merr.com
www.merr.com
- **Reedsburg Utility Communications**

Services provided: electric, water, and communication services—internet, telephone, and television.

Contact information:
Catherine Rice—Marketing Director
501 Utility Court
Reedsburg, WI 53959
608-768-1000 (phone)
608-524-2423 (fax)
catherine@rucls.net
www.reedsburgutility.com

- **Verizon**
Services provided: SuperPages phone directory, buy or sell advertisements.

Contact information:
1-800-555-4833 (customer service phone)
www22.verizon.com

- **Yellow Book USA**
Services provided: phone directory with advertisements.

Contact information:
1-800-929-3556 (advertising, phone number)
1-800-789-9103 (ordering a directory, phone number)
www.yellowbook.com

- **Advertising—Newspapers**

- **Baraboo News Republic**
Services provided: newspaper, advertising, hometown news, will feature new business in the paper when it opens

Contact information:
Richard Pufall—Editor
714 Matt’s Ferry Road, PO Box 9
Baraboo, WI 53913
608-356-4808 (phone)
608-356-0344 (fax)
news@capitalnewspapers.com and bnreditor@scwn.com
www.bnr.wiscnews.com

- **Daily Citizen / Weekend Citizen**
Services provided: newspaper, advertising, hometown news, will feature new business in the paper when it opens.

Contact information:

101 South Ludington
Columbus, WI 53925
920-623-3160 (phone)
920-623-9383 (fax)
dc-news@capitalnewspapers.com
www.wiscnews.com/bdc/

- **Columbia and Marquette County Shopper Stopper**
Services provided: free publication covering both counties. Advertising only.

Contact information:
George Alhoff—Publisher
1640 LaDawn Drive
Portage, WI 53901
608-745-3500 (phone)
608-742-8346 (fax)
www.wiscnews.com/pdr

- **Columbus Journal**
Services provided: advertising, hometown news, will feature new business in the paper when it opens

Contact information:
Kara Premo-Rake—Advertising
Paul Scharf –Editor
101 South Ludington Street
Columbus, WI 53925
920-623-3160 (phone)
920-623-9383 (fax)
kpremo-rake@capitalnewspapers.com
pscharf@capitalnewspapers.com

- **The Express Newspaper**
Services provided: entertainment newspaper, advertising, and will do write up when business opens.

Contact information:
Tom Amend
744 Eddy Street
Wisconsin Dells, WI 53965
608-253-3438 (phone)
608-253-3438 (fax)
express@charterinternet.com

- **Home News**
Services provided: advertising, hometown news, will feature new business in the paper when it opens

Contact information:
David Giffey—Editor
120 North Worcester Street
Spring Green, WI 53588
608-588-2508 (phone)
608-588-3536 (fax)
homenews@homenewsbuyersguide.com

- **Lodi Enterprise**

Services provided: advertising, hometown news, will feature new business in the paper when it opens

Contact information:
Terri Jozwiak – Editor
146 Main Street, Ste. H
Lodi, WI 53555
608-592-3261 (phone)
608-592-3866 (fax)
lodient@hometownnewsgroup.com
www.lodienews.com

- **Monday Marketeer**

Services provided: free Monday publication covering part of Columbia, Dodge, and Green Lake Counties. Advertising only.

Contact information:
George Alhoff—Publisher
1640 LaDawn Drive
Portage, WI 53901
608-745-3500 (phone)
608-742-8346 (fax)
www.wiscnews.com/pdr

- **Portage Daily Register**

Services provided: Daily circulation Monday through Saturday. Covering Portage, Pardeeville, and other outlying areas. Consists of editorial and advertising.

Contact information:
George Alhoff—Publisher
1640 LaDawn Drive
Portage, WI 53901
608-745-3500 (phone)
608-742-8346 (fax)
www.wiscnews.com/pdr

- **Poynette Press**

Services provided: advertising, hometown news, will feature new business in the paper when it opens

Contact information:
Judy Meredith—Office Manager
135 North Main Street
Poynette, WI 53955
608-635-2565 (phone)
608-635-4542 (fax)
news@deforesttimes.com
www.deforesttimes.com

○ **Reedsburg Independent**

Services provided: advertising, hometown news, will feature new business in the paper when it opens

Contact information:
Jeff Seering—Editor
605 South Albert Avenue, PO Box 716
Reedsburg, WI 53959
608-524-0387 (phone)
608-524-3575 (fax)
reedindy@rucls.net

○ **Reedsburg Times Press**

Services provided: advertising, hometown news, will feature new business in the paper when it opens

Contact information:
Emily Bialkowski—Editor
126 South Walnut Street
Reedsburg, WI 53959
608-524-4336 (phone)
608-524-4337 (fax)
ebialkowski@capitalnewspapers.com
www.wiscnews.com/rtp

○ **Sauk County Shopper Stopper**

Services provided: free publication covering Sauk County. Advertising only.

Contact information:
George Alhoff—Publisher
1640 LaDawn Drive
Portage, WI 53901
608-745-3500 (phone)
608-742-8346 (fax)
www.wiscnews.com/pdr

○ **Sauk Prairie Eagle**

Services provided: advertising, hometown news, will feature new business in the paper when it opens

Contact information:

Contact information:

Jeremiah Tucker—Editor

725 Water Street

Sauk City, WI 53583

608-643-0118 (phone)

608-643-0120 (fax)

spe-news@capitalnewspapers.com

www.wiscnews.com/spe

○ **Sauk Prairie Star and Satellite**

Services provided: newspaper and shopper services, provides advertising, and hometown news

Contact information:

Mike Carignan—Editor

801 Water Street

Sauk City, WI 53583

608-643-3444 (phone)

608-643-4988 (fax)

spstar@newspubinc.com

www.newspubinc.com

○ **Wisconsin Dells Events**

Services provided: advertising, hometown news, will feature new business in the paper when it opens

Contact information:

Kay Lapp James—Editor

1640 La Dawn Drive

Portage, WI 53901

608-254-8327 (phone)

608-254-8328 (fax)

wde-news@capitalnewspapers.com

www.wiscnews.com/wde

● **Advertising—Outdoor**

○ **Rainbow Signs**

Services provided: outdoor, indoor, banners, billboards, windows, and all other types of signs.

Contact information:

Tom Turbett

3606 13th Avenue

Wisconsin Dells, WI 53965
608-254-2437 (phone)

- **Advertising—Radio**

- **WBKY-FM/WDLS-AM/WNNO-FM**

Services provided: advertising, radio commercials, nonprofit events, promote new business in the news.

Contact information:

Troy Storhoff – Director of Sales
311 East Wisconsin Street, #207 PO Box 360
Portage, WI 53901
608-745-0959 (phone)
608-745-5771 (fax)
troy@magnumradiogroup.net
www.magnumradiogroup.net

- **WDDC FM 100.1/WPDR AM 1350**

Services provided: advertising, radio spots, nonprofit events, promote new business in the news.

Contact information:

PO Box 448
Portage, WI 53901
608-742-1001 (phone)
kp@zoestations.com
www.ontheradio.net/radiostations/wrdbam.aspx

- **WRDB, WNFM, WBDL Radio Stations**

Services provided: advertising, radio commercials, nonprofit events, promote new business in the news.

Contact information:

Troy Storhoff
PO Box 349
Reedsburg, WI 53959
608-524-1400 (phone)
608-524-2474 (fax)
troy@magnumradiogroup.net
www.magnumradiogroup.net

- **WRPQ AM 740 Stereo**

Services provided: locally own and operated radio and television. Broadcast community events, live promotions, interviews, advertising, and will help promote new business as much as possible.

Contact information:

Jeff Smith
407 Oak Street, PO Box 456
Baraboo, WI 53913
608-356-3974 (phone)
608-355-9952 (fax)
wrpqtv43@wrpq.com
www.wrpq.com

- **Advertising—Television**

- **Charter Communications**

Services provided: internet, video, and telephone services
Contact information:
E10704 State Highway 33
Baraboo, WI 53913
1-800-581-0081 (phone)
356-5221 (fax)
www.charter.com

- **Charter Media**

Services provided: sell advertising services—television on cable network over 40 stations available to advertise
Contact information:
Greg Schwartz
E10704 State Highway 33
Baraboo, WI 53913
608-356-4477 and 1-800-581-0081 (phone)
608-355-5221 (fax)
greg.schwartz@chartercom.com
www.chartermedia.com

- **Mud Dog Media LLC**

Services provided: commercials, graphic art work, logo, catalog, print ad designs, design and host websites, videos, and is a multi-media business.

Contact information:
233 West Cook Street, PO Box 562
Portage, WI 53901-0562
608-745-0522 (phone)
jsrusch@muddogmedia.com
www.muddogmedia.com

- **Pax 43 Television**

Services provided: locally own and operated radio and television, broadcast community events, live promotions, interviews, advertising television production commercials, and will help promote new business as much as possible.
Contact information:

Jeff Smith
407 Oak Street
Baraboo, WI 53913
608-356-3974 (phone)
608-355-9952 (fax)
www.wrpq.com