The most popular publication devoted to this state!

Our Wisconsin

Ad Specifications, Rates & Schedules

"We read the ads first!"

WE KEEP HEARING that from subscribers to *Our Wisconsin*. It's all due to our unique "Where's the W?" Contest. We hide a tiny '**W**' in just *three ads* in each issue, and challenge readers to find them.

Readers have to scan each ad *very closely* (we're sneaky—we really make these little **W**'s hard to find). When they've found all three they enter our contest for prizes offered by advertisers—one winner per advertiser.

What are the prizes? That's up to each advertiser who chooses to take part in this contest (it's optional). Participating advertisers are asked to give $100 worth of their product or service. *In return, the ad cost is reduced by $100.* See check-off box on page 3 to sign up for this program.

See Page 44 in Any Issue for details. While your participation in this contest is optional, each firm participating gets editorial mention on this page. And again the following issue when the winners are announced.

Check out any issue of *Our Wisconsin* for evidence of why subscribers say, due to this contest, *"I read the ads first!"*

Creating Your Advertisement

Here are some things to keep in mind as you prepare your ad for our magazine:

DEADLINES are listed on the Insertion Order, page 3. **Space Closing Date** is to reserve ad space and submit copy. **Print-Ready Deadline** is when your electronic ad file must be turned over to us to appear in the issue. We suggest you save this list for future reference.

After your first ad, you may make changes to your existing ad...provide a new ad...or repeat the ad verbatim. If you've scheduled another ad, and materials are not received by the deadline, we may repeat your most recent ad.

Send ad copy or materials by regular mail to our address, or by e-mail (preferred) to: *Advertising@OurWisconsinMag.com*.

FREE AD DESIGN SERVICE: If you need help designing your ad, our professional artist can assist. To start this process, please check the box on the insertion order that indicates you'd like us to create your ad.

When we receive the signed insertion order, we'll send you guidelines for the materials we need to build your ad. At least 10 days before Print-Ready Deadline we need your suggested theme and ideas for the text.

We'll also need your logo, photos or desired artwork in high-resolution digital format. All digital materials must be 300 dpi to meet our printing standards. A draft of your ad will be e-mailed to you for review and approval.

Advertising Contact:

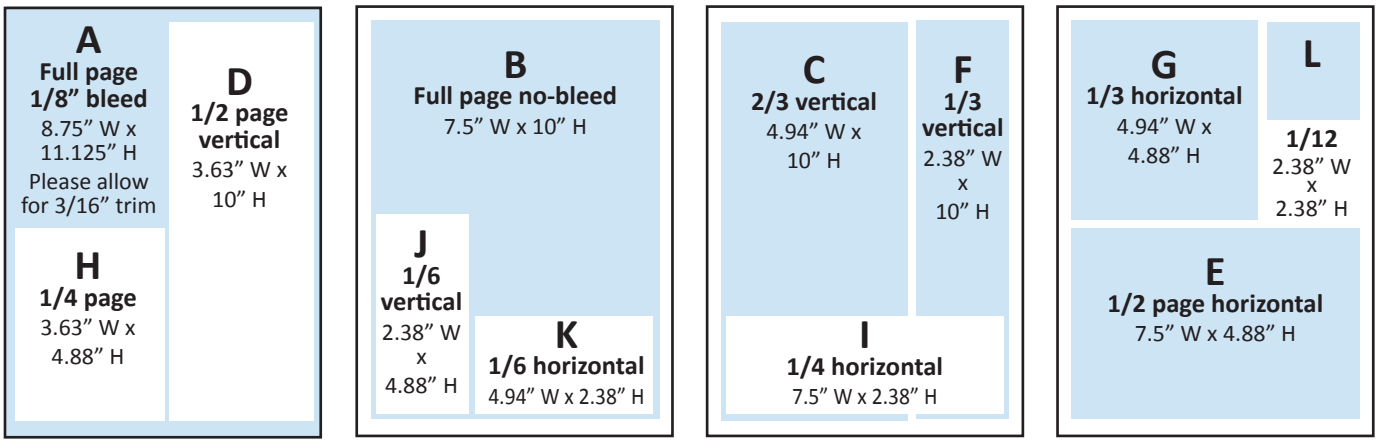
715/543-2311 *Advertising@OurWisconsinMag.com*

IF YOU CREATE YOUR OWN AD, please observe the following requirements.

- **Your ad** must be in CMYK color format (no spot/PMS or RGB colors). Reason: There is a risk of color changing if we have to convert it to CMYK format at press time.
- **Photos and artwork** need to be at high resolution. We print at 300 dpi, and pride ourselves in our high-color reproduction, so we need quality art at the start.
- **File format:** PDFs are preferred, but TIFF and JPG files are acceptable. If you use MS Publisher, please save as a PDF before sending. We cannot accept Word documents.
- **Measurements:** Your ad should measure the correct dimensions and be in proper orientation. Please, no "bleed," except for full-page ads or inside back cover.
- **Content Exclusions:** We do not allow ads to contain coupons, entry forms with fields, advertorials or designed to mimic the look of a story.

QUESTIONS? We'll be glad to answer them. We're excited about what all of us can accomplish together across our beautiful state. We have a lot to be proud of!

Available Ad Sizes



	AD SIZE	WIDTH	HEIGHT
A	Full Page (1/8" bleed*)	8.75" (8-3/4")	11.125" (11-1/8")
A-2	2-Page Spread (1/8" bleed*)	17.25" (17-1/4", includes gutter)	11.125" (11-1/8")
B	Full Page (no bleed)	7.5" (7-1/2")	10"
C	2/3 Page	4.94" (4-15/16")	10"
D	1/2 Page (Vertical)	3.63" (3-5/8")	10"
E	1/2 Page (Horizontal)	7.5" (7-1/2")	4.88" (4-7/8")
F	1/3 Page (Vertical)	2.38" (2-5/16")	10"
G	1/3 Page (Horizontal)	4.94" (4-15/16")	4.88" (4-7/8")
H	1/4 Page (Vertical)	3.63" (3-5/8")	4.88" (4-7/8")
I	1/4 Page (Horizontal)	7.5" (7-1/2")	2.38" (2-5/16")
J	1/6 Page (Vertical)	2.38" (2-5/16")	4.88" (4-7/8")
K	1/6 Page (Horizontal)	4.94" (4-15/16")	2.38" (2-5/16")
L	1/12 Page	2.38" (2-5/16")	2.38" (2-5/16")

*Trim size of finished page is 8.5" x 10.875" (8-1/2" x 10-7/8")

Advertising Contact: 715/543-2311 *Advertising@OurWisconsinMag.com*

Our Wisconsin

Advertising Insertion Order

Please print or type all info below. *Please make a copy of this form for your files.*

Advertiser/Ad Agency _____ *(please print)*

Contact Person _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

E-mail _____

Website _____

Billing Information *(if different than at left)*

Company _____ *(please print)*

Contact Person _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

E-mail _____

Ad Buyer/Authorized Signature: _____ Date _____

NOTE: By signing, you agree to advertise as indicated below. Cancellation before contract fulfillment may be short rate billed. Confirmation receipt and ad summary will be e-mailed to you shortly. This agreement may be returned by mail to ***Our Wisconsin*, 5301 Townline Road, Suite 4, Manitowish Waters, WI 54545**, or by e-mail to: *Advertising@OurWisconsinMag.com*. For more information, contact Ad Manager at 715/543-2311 or by e-mail: *Advertising@OurWisconsinMag.com*. To request a current *Our Wisconsin* Magazine rate card, send e-mail request or download at **OurWisconsinMag.com**.

2027-28 Issue Deadlines

☑ ***Check box(s)*** *and* ***fill in rate*** *for* ***each*** *issue you want to advertise.*

	Issue	Space Closing*	Print-Ready	Size	Horiz/Vert	Rate	('W' DISCOUNT)	I will be billed:
❑	Feb/Mar 2027	Dec 4	Dec 7	_____	_____	$_____	(- $100) =	$_____
❑	Apr/May 2027	Feb 4	Feb 9	_____	_____	$_____	(- $100) =	$_____
❑	Jun/Jul 2027	Apr 7	Apr 12	_____	_____	$_____	(- $100) =	$_____
❑	Aug/Sep 2027	Jun 8	Jun 11	_____	_____	$_____	(- $100) =	$_____
❑	Oct/Nov 2027	Aug 6	Aug 11	_____	_____	$_____	(- $100) =	$_____
❑	Dec/Jan 2028	Oct 7	Oct 12	_____	_____	$_____	(- $100) =	$_____

**NOTE: Advertising is limited, inquire in advance to reserve space. This contract expires and must be submitted by Dec 4.*
(Each ad is invoiced separately, proof of publication included. Payments may be made by check or credit card.)

Ad Sizes and Pricing

Rates are discounted for frequency. Cost of ad depends on size(s) and frequency.

❑ **YES,** I would like *Our Wisconsin* to **create my ad** *(this service is FREE).*

❑ **I will email a print-ready file** of my ad, as defined on page 1.

RATE is Per Issue	6 Issues	3 Issues	1 Issue
☑ ***Check desired size(s)*** *and* ***Circle rate(s)*** *for frequency. (Multiple sizes accepted.)*			
❑ 1/12 page	$348	$428	$496
❑ 1/6 page (Horiz or Vert)	$516	$646	$746
❑ 1/4 page (Horiz or Vert)	$1,038	$1,176	$1,248
❑ 1/3 page (Horiz or Vert)	$1,178	$1,408	$1,668
❑ 1/2 page (Horiz or Vert)	$2,136	$2,468	$2,806
❑ 2/3 page	$2,868	$3,092	$3,346
❑ Full page	$3,548	$3,828	$4,048
❑ Inside Back Cover	$4,148	$4,528	$4,748

❑ **YES, I will participate in the optional "Where's the W?" Contest:** I want you to reduce the price of my ad by $100 in turn for my providing a reader prize worth $100. *(It can be $100 worth of your products or services, or a combination you choose worth $100. No discount coupons, please, this would make it a sale not a prize).* This prize and discount is for ***each*** issue in which I advertise. I'll promptly send the winner their prize, or provide *Our Wisconsin* a certificate in advance to include with my winner's notification letter.

Please describe your prize valued at a minimum of $100. *(We reserve the right to determine its value and appropriateness before agreement is final.)*

_____

_____

_____

(Please note, if the prize is unfulfilled, or sent in an unreasonable timeframe, the publisher will invoice the advertiser $100.)

❑ **NO THANKS, I decline participation in this contest.**