

The most popular publication devoted to this state!

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.

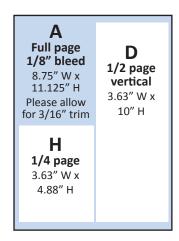
Advertising Contact:

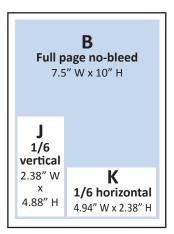
IF YOU CREATE YOUR OWN AD, please observe the following requirements.

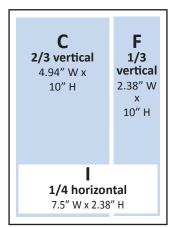
- Your ad must be in CMYK color format (no spot/PMS or RGB colors). Reason: There is a risk of color changing if we have to convert it to CMYK format at press time.
- Photos and artwork need to be at high resolution. We print at 300 dpi, and pride ourselves in our high-color reproduction, so we need 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







G 1/3 horizontal	L				
4.94" W x 4.88" H	1/12 2.38" W X 2.38" H				
E 1/2 page horizontal 7.5" W x 4.88" H					

	AD SIZE	WIDTH	HEIGHT
Α	Full Page (1/8" bleed*)	8.75" (8-3/4")	11.125" (11-1/8")
В	Full Page (no bleed)	7.5" (7-1/2")	10"
С	2/3 Page	4.94" (4-15/16")	10"
D	1/2 Page (Vertical)	3.63" (3-5/8")	10"
Е	1/2 Page (Horizontal)	7.5" (7-1/2")	4.88" (4-7/8")
F	1/3 Page (Vertical)	2.38" (2-3/8")	10"
G	1/3 Page (Horizontal)	4.94" (4-15/16")	4.88" (4-7/8")
Н	1/4 Page (Vertical)	3.63" (3-5/8")	4.88" (4-7/8")
I	1/4 Page (Horizontal)	7.5" (3-5/8")	2.38" (4-7/8")
J	1/6 Page (Vertical)	2.38" (2-3/8")	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" (2-3/8")	2.38" (2-5/16")
	*Trim size of finishe	ed page is 8.5" x 10.875" (8	-1/2" x 10-7/8")

Advertising Contact:



include with my winner's notification letter.

Advertising Insertion Order Please print or type all info below. Please make a copy of this form

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

	/ ۵ . !				D'III I . C		1		
Advertiser/Ad Agency(please print)				Billing Information (if different than at left)					
Contact Person				Company(please print) Contact Person Address					
AddressCity/State/Zip									
									Phone Fax
E-mail					Phone Fax				
Website					E-mail				
					Date				
NOTE: and ad Naters,	By signing, you agree to summary will be e-mail WI 54545 , or by e-ma sing@OurWisconsinMag.c	advertise as indiced to you shortly. il to: Advertising@	cated below. Cancel This agreement ma OurWisconsinMag.co	lation y be r om. Fo	before contract f eturned by mail to or more informati	ulfillment may O Our Wisconsin on, contact Ad	be short rate billed. C , 5301 Townline Road, S Manager at 715/543-2	onfirmation receip Suite 4, Manitowish 2311 or by e-mail	
20	24-25 Issue	Deadlin	es 🗹	1 <u>Che</u>	ck box(s) and fi	<u>ll in rate</u> for <u>e</u>	<mark>each</mark> issue you want	to advertise.	
	<u>Issue</u>	Space Closing*	Print-Ready	Siz	<u>e Horiz/Ver</u>	t Rate	(<u>'W' DISCOUNT</u>) I	will be billed:	
	Apr/May 2024	Feb 13	Feb 16			\$	(- \$100) = \$		
	Jun/Jul 2024	Apr 15					(- \$100) = \$		
	Aug/Sep 2024	Jun 13					(- \$100) = \$ _		
	Oct/Nov 2024	Aug 13					(-\$100) = \$ _		
	Dec/Jan 2025	Oct 15					(- \$100) = \$ _		
	Feb/Mar 2025	Dec. 12					(- \$100) = \$ _		
		d separately, pr	oof of publication	n incl	uded. Payments	s may be mad	de by check or credit	card.)	
Ad Sizes and Pricing Rates are discounted for			RATE is Per Issue			6 Issues	3 Issues	1 Issue	
	s are discounted i				e(s) and Circle ro		uency. (Multiple size		
	ze(s) and frequen		□ 1/12 page□ 1/6 page (Horiz or Vert			\$348	\$428	\$496 \$746	
1/6 [\$516 \$1,038	\$646 \$1,176		
☐ YES, I would like ☐ 1/4 page (H				•	oriz or Vert)	\$1,038	\$1,176 \$1,408	\$1,248 \$1,668	
Our Wisconsiii to create iiiy ad			•	oriz or Vert)	\$2,136	\$2,468	\$2,806		
(tnis	service is FREE).		2/3 page	•	5112 01 VC10,	\$2,868	\$3,092	\$3,346	
	I will email a <u>prin</u>	t-ready file	☐ Full page			\$3,548	\$3,828	\$4,048	
of m	y ad, as defined o	n page 1.	☐ Inside B		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				Please describe your prize valued at a minimum of \$100. (We reserve the right to determine its value and appropriateness before agreement is final.)					
	e worth \$100. No disc								
	it a sale not a prize).				(Please note, if	the prize is un	fulfilled, or sent in an	unreasonable	
ssue in which I advertise. I'll promptly send the winner their prize, or provide <i>Our Wisconsin</i> a certificate in advance to				timeframe, the publisher will invoice the advertiser \$100.)					
orizo		ncin a cortificat	o in advance to		timeframe, the	e publisher will	invoice the advertiser	<i>\$100.)</i>	