

# Our Wisconsin

## Guidelines to Help Build an Ad with Impact

### Welcome to the Our Wisconsin Family!

Thank you for advertising in *Our Wisconsin*, the most popular magazine devoted to this state. We're delighted to help you build an attractive and effective ad to appear in our pages!

Our art director will contact you soon to start the ad-building process.

Before you receive this call/e-mail, we'd like to let you know about some things we'll need to build your ad. Please refer to the checklist below to gather your thoughts, and some materials, ahead of this call.

Our art director will first need to know the main message you'd like your ad to convey...an event? A new product or service? A place to visit? Also, we wish to hear your preferences on the look you'd like for your ad...such as colors, and the shape of the ad, **vertical** or **horizontal**. If you're not sure, a good starting point is to page through some issues of *Our Wisconsin*, and let us know if you see an ad that has some elements you'd like.

### Ad-Building Checklist

Please consider each item below and have graphic elements ready to e-mail to our art director. We're happy to work on any design you have in mind, or suggest something all new for your consideration.

#### 1. Main Theme or Message

\_\_\_\_\_ Written text you'd like to appear (shorter is better, we can help edit, if needed).

#### 2. The Look

- \_\_\_\_\_ See our **company website for style**.
- \_\_\_\_\_ See our **previous ad for style**.
- \_\_\_\_\_ See **example** from *Our Wisconsin* for style.
- \_\_\_\_\_ Our preferred **colors**
- \_\_\_\_\_ Art **elements** (i.e. frames, map, illustrations)

#### 3. Hi-Resolution Photos (300 dpi, 1MB min.).

#### 4. Hi-Resolution Logo (300 dpi, 1 MB min.).

*(use back to jot down ideas and notes)*

We'll require some graphic materials from you to build your ad, so please refer to the checklist below. Please note that we will produce your ad electronically. To clearly print to our standards, we need **high-resolution digital files** (300 dpi, minimum 1 MB) in the photos you wish to use, any art elements you wish to include, and **your logo**.

**Please note: We cannot take photos or art elements from your website to produce your ad.** Websites carry graphics that are too low in resolution for magazine reproduction. Instead, we'll need the original graphic files if you wish for them to appear.

If you have any questions before speaking with our art director, please get in touch with our advertising coordinator at 715/543-2311 or e-mail [Advertising@OurWisconsinMag.com](mailto:Advertising@OurWisconsinMag.com).

<b>A</b> Full page 1/8" bleed 8.75" W x 11.125" H Please allow for 3/16" trim	<b>D</b> 1/2 page vertical 3.63" W x 10" H
<b>H</b> 1/4 page 3.63" W x 4.88" H	

<b>B</b> Full page no-bleed 7.5" W x 10" H	<b>I</b> 1/6 vertical 2.38" W x 4.88" H	<b>J</b> 1/6 horizontal 4.94" W x 2.38" H
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<b>C</b> 2/3 vertical 4.94" W x 10" H	<b>F</b> 1/3 vertical 2.38" W x 10" H
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<b>G</b> 1/3 horizontal 4.94" W x 4.88" H	<b>K</b> 1/12 2.38" W x 2.38" H
<b>E</b> 1/2 page horizontal 7.5" W x 4.88" H	