

# The most popular publication devoted to this state!

# Wisconsin 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.

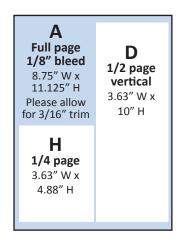
#### **Advertising Contact:**

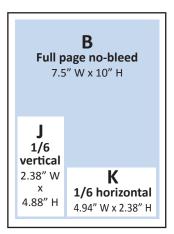
#### **IF YOU CREATE YOUR OWN AD,** please observe the following requirements.

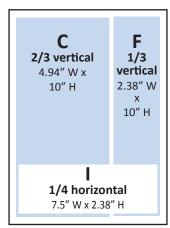
- Your ad must be in CMYK color format (no spot/PMS or RGB colors). Reason: There is a risk of color changing if we have to convert it to CMYK format at press time.
- Photos and artwork need to be at high resolution. We print at 300 dpi, and pride ourselves in our high-color reproduction, so we need 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	<b>1/12</b> 2.38" W X 2.38" H					
<b>E</b> 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 finished page is 8.5" x 10.875" (8-1/2" x 10-7/8")							

#### **Advertising Contact:**



*Our Wisconsin* to provide to the winner.

# Wisconsin Advertising Insertion Order Please print or type all info below. Please make a copy of this form for your files.

Advertiser/Ad Agency				Bi	Billing Information (if different than at left)  Company				
				Co					
City/State/Zip					Address				
PhoneFax					City/State/Zip				
	-mail					Phone Fax			
					E-mail				
Website					Date				
NOTE: By signin and ad summar Waters, WI 545	ng, you agree to y will be e-mai <b>45</b> , or by e-ma	o advertise as indic led to you shortly. <sup>-</sup> ail to: <i>Advertising@</i> (	ated below. Can This agreement n OurWisconsinMag	cellation bef may be retur g.com. For r	fore contract fulfill med by mail to <b>Ou</b> more information,	lment may Ir Wisconsin contact Ad	be short rate billed. , 5301 Townline Road, Manager at 715/543 or download at OurWis	Confirmation receipt , Suite 4, Manitowish 3-2311 or by e-mail:	
2022 I	ssue De	eadlines		☑ Check L	ox(s) and fill in	rate for	<mark>each</mark> issue you war	nt to advertise.	
	<u>Issue</u>	Space Closing*	Print-Ready	<u>Size</u>	Horiz/Vert	<u>Rate</u>	( <u>'W' DISCOUNT</u> )	<u>I will be billed</u> :	
☐ Dec/	<sup>/</sup> Jan 2022	Oct 15	Oct 19		\$		( - \$100) = \$		
☐ Feb/	Mar 2022	Dec 10	Dec 16				( - \$100) = \$		
☐ Apr/	May 2022	Feb 15	Feb 18				( - \$100) = \$		
☐ Jun/	Jul 2022	Apr 15	Apr 20				( - \$100) = \$		
☐ Aug	/Sep 2022	Jun 16	Jun 22				( - \$100) = \$		
☐ Oct/	Nov 2022	Aug 17	Aug 20				( - \$100) = \$		
(Eaci	h ad is invoice	ed separately, pro					nd <u>must be submit</u> de by check or crea		
Ad Sizes and Pricing			RATE is P	<u>Per Issu</u>	<u>e</u>	6 Issues	3 Issues	1 Issue	
Rates are discounted for frequency. Cost of ad depends on size(s) and frequency.			✓ Check desi	<u>ired size(</u> s)	and <u>Circle rate</u>	<b>'s)</b> for freq	uency. (Multiple siz	zes accepted.)	
			☐ 1/12 p☐ 1/6 pa	_		\$324	•	\$462	
				•	z or Vert)	-	•	\$692	
□ YES	, I would li	ke	☐ 1/4 page (Horiz or Vert)				\$1,084		
Our Wiscon		te my ad	, , , , ,			\$1,084	\$1,298	\$1,536	
(this service is FREE).			<ul><li>1/2 page (Horiz or Vert)</li><li>2/3 page</li></ul>			\$1,964	\$2,274	\$2,582	
☐ I will email a <u>print-ready file</u>				_		\$2,636	\$2,844	\$3,076	
of my ad, as defined on page 1.				_	.or	\$3,264	\$3,512	\$3,724 \$4,264	
,			u inside	Back Cov	ver	\$3,814	\$4,164	\$4,364	
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			my vorth vices, unt	If you choose to participate in the "Where's the W?" Contest, please describe your prize valued at a minimum of \$100. (We reserve the right to determine its value and appropriateness before agreement is final.)					
		ould make it a s							
•		is for <b>each</b> issue							
tise. I'll send a certificate or description of the prize to  Our Wisconsin to provide to the winner					I decline participation in this contest.				