

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.

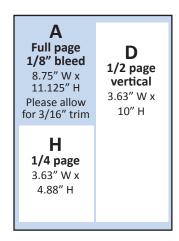
Advertising Contact:

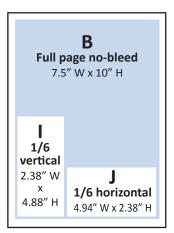
IF YOU CREATE YOUR OWN AD, please observe the following requirements.

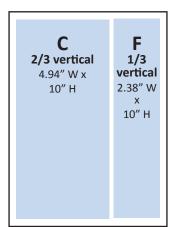
- Your ad must be in CMYK color format (no spot/PMS or RGB colors). Reason: There is a risk of color changing if we have to convert it to CMYK format at press time.
- Photos and artwork need to be at high resolution. We print at 300 dpi, and pride ourselves in our high-color reproduction, so we need 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 4.94" W x 4.88" H	K				
	1/12 2.38" W X 2.38" H				
E 1/2 page horizontal 7.5" W x 4.88" H					

	AD SIZE	<u>WIDTH</u>	<u>HEIGHT</u>					
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"					
Ε	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	3.63" (3-5/8")	4.88" (4-7/8")					
1	1/6 Page (Vertical)	2.38" (2-3/8")	4.88" (4-7/8")					
J	1/6 Page (Horizontal)	4.94" (4-15/16")	2.38" (2-5/16")					
K	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

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

Advertiser/Ad Agency(please print)				Bi	Billing Information (if different than at left)				
(please print) Contact Person			Co						
Address City/State/Zip									Co
Phone Fax				Ci					
E-mail					Phone Fax				
	e				E-mail				
					Date				
NOTE: I and ad Waters,	By signing, you agree to summary will be e-ma WI 54545, or by e-m sing@OurWisconsinMag.	to advertise as indiciled to you shortly. ail to: Advertising@	cated below. Can This agreement r OurWisconsinMag	cellation bet may be retur g.com. For r	fore contract ful med by mail to o more information	fillment may Our Wisconsir n, contact Ad	be short rate billed. 1, 5301 Townline Road 1 Manager at 715/54	Confirmation receipt d, Suite 4, Manitowish 13-2311 or by e-mail:	
20	21-22 Issue	e Deadlin	es	☑ Check I	box(s) and fill	<u>in rate</u> for	<u>each</u> issue you wa	nt to advertise.	
	<u>lssue</u>	Space Closing*	Print-Ready	<u>Size</u>	Horiz/Vert	<u>Rate</u>	(<u>'W' DISCOUNT</u>)	<u>I will be billed</u> :	
	Jun/Jul 2021	Apr. 16	Apr. 21			\$	(- \$100) = \$		
	Aug/Sep 2021	Jun. 16	Jun. 21			\$	(-\$100) = \$		
	Oct/Nov 2021	Aug. 17	Aug. 20			\$	(- \$100) = \$		
	Dec/Jan 2022	Oct. 15	Oct. 19				(- \$100) = \$		
	Feb/Mar 2022	Dec. 10	Dec. 16				(- \$100) = \$		
	Apr/May 2022	Feb. 15	Feb. 18				(- \$100) = \$		
*N(OTE: Advertising is li (Each ad is invoic						nd <u>must be submit</u> de by check or cre		
Ad	Sizes and P	ricing	RATE is P	or Iccu	10	6 Issues	3 Issues	1 Issue	
Rates are discounted for							juency. (Multiple s		
frequency. Cost of ad depends on size(s) and frequency.		depends	□ 1/12 p		ana <u>circie rat</u>		\$398		
		ncy.	, I-	_	z or Vert)	•		\$692	
□ [']	YES, I would li	ko		ige (•	\$1,084	•	
Our Wisconsin to create my ad					z or Vert)	\$1,084		\$1,536	
(this service is FREE).			☐ 1/2 pa	ge (Hori:	z or Vert)	\$1,964	\$2,274	\$2,582	
	•		□ 2/3 pa	_		\$2,636		\$3,076	
of my ad, as defined on page 1.		-	☐ Full pa	_		\$3,264		\$3,724	
OI my	y ad, as defined (on page 1.	☐ Inside	Back Co	ver	\$3,814	\$4,164	\$4,364	
the W ad by \$100. or a c	YES, I will parti Y?" Contest: I wan \$100 in turn for n (It can be \$100 w combination you close, please, this we	nt you to reduce my providing a r Porth of your pro Phoose worth \$1	the price of the prize work of the prize work of the prize work of the prize with	my vorth vices, unt	W?" Conto	est, please m of \$100	rticipate in the "te describe your p . (We reserve the rig eness before agreen	rize valued at the to determine	
	orize and discount								
	'll send a certificat								
Our Wisconsin to provide to the winner					I decline participation in this contest.				