

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.

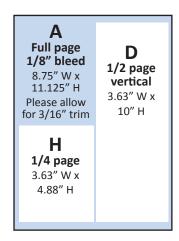
Advertising Contact:

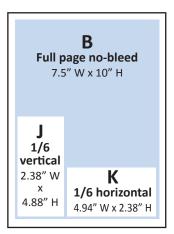
IF YOU CREATE YOUR OWN AD, please observe the following requirements.

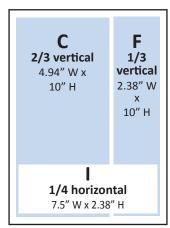
- Your ad must be in CMYK color format (no spot/PMS or RGB colors). Reason: There is a risk of color changing if we have to convert it to CMYK format at press time.
- Photos and artwork need to be at high resolution. We print at 300 dpi, and pride ourselves in our high-color reproduction, so we need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

Advertising Contact:



include with my winner's notification letter.

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)					Billing Information (if different than at left)				
Contact Person				C	Company(please print)				
Address				c	Contact Person				
City/State/Zip				A	Address				
Phone Fax				c	City/State/Zip				
E-mail			P	Phone Fax					
Website			E	E-mail					
Ad Buyer/Authorized Signature:							Date		
and ad Waters, Advertis	By signing, you agree t summary will be e-mai WI 54545 , or by e-maing@OurWisconsinMag.	led to you shortly. ail to: Advertising@ com. To request a cu	This agreement ma OurWisconsinMag.co rrent Our Wisconsin	y be retu om. For Magazine	irned by mail to more informatic rate card, send e	Our Wisconsin on, contact Ad e-mail request c	, 5301 Townline Road Manager at 715/54 or download at OurWi s	l, Suite 4, Manitowish 3-2311 or by e-mail: sconsinMag.com.	
20	25 Issue De						<mark>each</mark> issue you wa		
	<u>Issue</u>	Space Closing*	<u>Print-Ready</u>	<u>Size</u>	Horiz/Vert		(<u>'W' DISCOUNT</u>)		
	Apr/May 2025	Feb 13					(- \$100) = \$		
	Jun/Jul 2025	Apr 15	Apr 18			\$	(- \$100) = \$		
	Aug/Sep 2025	Jun 16	Jun 19			\$	(- \$100) = \$		
	Oct/Nov 2025	Aug 14				\$	(- \$100) = \$		
	Dec/Jan 2026	Oct 13					(-\$100) = \$	I	
	Feb/Mar 2026	Dec 11					(-\$100) = \$		
		ed separately, pr					nd <u>must be submit</u> de by check or cred		
Ad	Sizes and P	ricing	RATE is Pe	<u>r Isst</u>	<u>ıe</u>	6 Issues	3 Issues	1 Issue	
frequency. Cost of ad depends on size(s) and frequency.			☑ Check desire	ed size(s) and <u>Circle ra</u>	<u>te(s)</u> for freq	uency. (Multiple si	zes accepted.)	
			☐ 1/12 page			\$348	•	\$496	
			☐ 1/6 page (Horiz or Vert)						
□ YES, I would like □ 1/4 page (H						\$1,038	\$1,176	\$1,248	
Our Wisconsin to create my ad 1/3				•	iz or Vert)	\$1,178	\$1,408	\$1,668	
(this service is FREE).				, , , , ,		\$2,136	\$2,468	\$2,806	
☐ I will email a print-ready file ☐ Full page					\$2,868 \$3,548	\$3,092 \$3,828	\$3,346 \$4,048		
of my ad, as defined on page 1.				ver	\$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			he 1	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 dis							<u></u>	
make it a sale not a prize). This prize and discount is for each					(Please note, if the prize is unfulfilled, or sent in an unreasonable				
issue in which I advertise. I'll promptly send the winner their				II II	timeframe, the publisher will invoice the advertiser \$100.)				