

# 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.

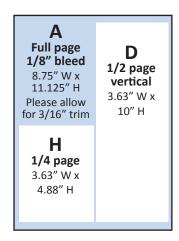
#### **Advertising Contact:**

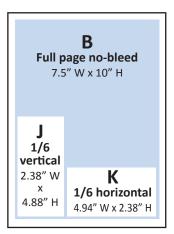
#### **IF YOU CREATE YOUR OWN AD,** please observe the following requirements.

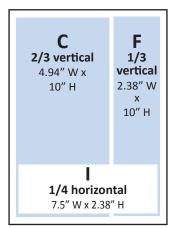
- Your ad must be in CMYK color format (no spot/PMS or RGB colors). Reason: There is a risk of color changing if we have to convert it to CMYK format at press time.
- Photos and artwork need to be at high resolution. We print at 300 dpi, and pride ourselves in our high-color reproduction, so we need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



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				Company	Company(please print)				
Address				Contact Person					
City/State/Zip				Address	Address				
Phone Fax			City/State/Zip _	City/State/Zip					
E-mail			Phone Fax						
Website			E-mail	E-mail					
Ad Buyer/Authorized Signature:						Date			
and ad <b>Waters,</b> Advertis	summary will be e-mai WI 54545, or by e-mai sing@OurWisconsinMag.	led to you shortly. ail to: Advertising@ com. To request a cu	cated below. Cancellatio This agreement may be OurWisconsinMag.com. rrent Our Wisconsin Maga	returned by mail t For more informat azine rate card, send	o <i>Our Wisconsin</i> tion, contact Act le-mail request o	n, 5301 Townline Road, d Manager at 715/543 or download at <b>OurWisc</b>	Suite 4, Manitowish -2311 or by e-mail: consinMag.com.		
20	25 Issue De	eadlines	<b>☑</b> <u>Ch</u>	eck box(s) and f	ill in rate for	<mark>each</mark> issue you wan	t to advertise.		
	<u>Issue</u>	Space Closing*	<u>Print-Ready</u> <u>Si</u>	<u>ize</u> <u>Horiz/Ver</u>	t Rate	( <u>'W' DISCOUNT</u> ) <u>I</u>	will be billed:		
	Dec/Jan 2025	Oct 15	Oct 18		\$	( - \$100) = \$_			
	Feb/Mar 2025	Dec 12	Dec 16		\$	( - \$100) = \$_			
	Apr/May 2025	Feb 13	Feb 17			( - \$100) = \$_			
	Jun/Jul 2025	Apr 15	Apr 18		\$	( - \$100) = \$_			
	Aug/Sep 2025	Jun 16	Jun 19			( - \$100) = \$_	1		
	Oct/Nov 2025	Aug 14				( - \$100) = \$ _			
*N	_		advance to reserve s						
Ad	Sizes and P	ricing	RATE is Per I	<u>ssue</u>	6 Issues	3 Issues	1 Issue		
Rates are discounted for frequency. Cost of ad depends on size(s) and frequency.			☑ Check desired size	ze(s) and <u>Circle r</u>	ate(s) for freq	uency. (Multiple siz	es accepted.)		
			☐ 1/12 page		\$348	\$428	\$496		
			☐ 1/6 page (Horiz or Vert)		\$516	\$646	\$746		
L L L WOULD IKE				loriz or Vert)	\$1,038	\$1,176	\$1,248		
Our Wisconsin to create my ad 1/3 page				loriz or Vert)	\$1,178	\$1,408	\$1,668		
(this service is FREE).				loriz or Vert)	\$2,136	\$2,468	\$2,806		
	السام المسال مسال		□ 2/3 page		\$2,868	\$3,092	\$3,346		
of my ad, as defined on page 1. Full page			<b>6</b>	\$3,548	\$3,828	\$4,048			
	•		☐ Inside Back	Cover	\$4,148	\$4,528	\$4,748		
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			(We reserve th	Please describe your prize valued at a minimum of \$100. (We reserve the right to determine its value and appropriateness before agreement is final.)					
	worth of your produc								
	e worth \$100. No dis								
	it a sale not a prize).	-		(2)		6.160	<del></del> .		
issue in which I advertise. I'll promptly send the winner their				(Please note, if the prize is unfulfilled, or sent in an unreasonable					
prize or provide <i>Our Wisconsin</i> a certificate in advance to				timeframe, the publisher will invoice the advertiser \$100.)					