

experience

WISCONSIN

2018 MEDIA PLANNER

About Us

experience WISCONSIN is published twice yearly in the spring and fall by Nei-Turner Media Group. We aim to showcase Wisconsin's unique lifestyle, things to do and the rich array of cultural activities the state offers. The magazine taps travel writers who are experts in the areas of food and drink, outdoor activities, arts and culture, and more to contribute their expertise on the state's latest tourism topics.

In the fall/winter 2017 issue we introduced a complete redesign of *experience WISCONSIN* magazine and its website. Now find more food and drink content, insider travel tips, new departments and an exciting fresh design throughout the magazine for a modern, clean look.



Print Circulation

According to Travel Wisconsin, the state's department of tourism, visitors spend more than \$18 billion in Wisconsin every year, ranking tourism as one of the state's top three industries, along with manufacturing and agriculture.

Copies: *experience WISCONSIN* magazine has a total distribution of 54,500 copies.

Distribution: The print magazine is inserted in the award-winning *Chicago Tribune* newspaper, delivered directly to households in approximately 25 suburban communities located in Chicago's North Shore and northwest areas, an affluent audience of select premiere geographic and demographic markets. Additional copies are also distributed to Travel Wisconsin Welcome Centers as well as advertisers' locations.

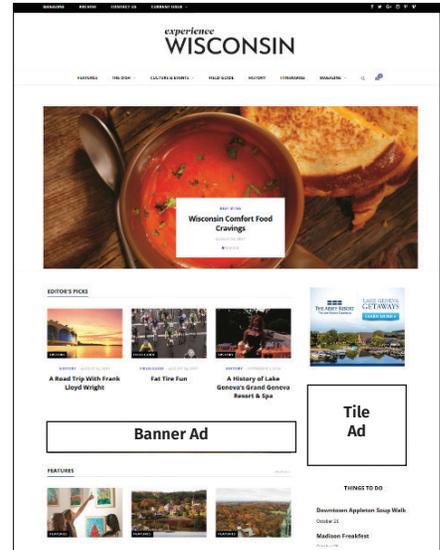
Print + Digital Rates

Digital Rates

Banner Ad \$100/month (dimensions: 1000 x 125)

Tile Ad \$75/month (dimensions: 300 x 250)

JPEG or PNG only. Advertiser must provide URL they'd like ad to link to.



Print Ad Rates

SIZE	1X FREQUENCY	2X FREQUENCY
Full Page	\$3,150	\$2,835
2/3 Page	\$2,365	\$2,125
1/2 Page	\$1,730	\$1,560
1/3 Page	\$1,235	\$1,040
1/6 Page	\$605	\$540

COVER POSITIONS	1X FREQUENCY	2X FREQUENCY
Back Cover	\$4,725	\$4,250
Inside Front	\$4,565	\$4,110
Inside Back	\$4,250	\$3,830

Cover Positions - Call for availability

Please note: All rates are net. Add 10% for guaranteed position. Ads include one hour of design time.

Publication Deadlines

Spring/Summer 2018

Advertising Deadline: March 30

Materials Deadline: April 4

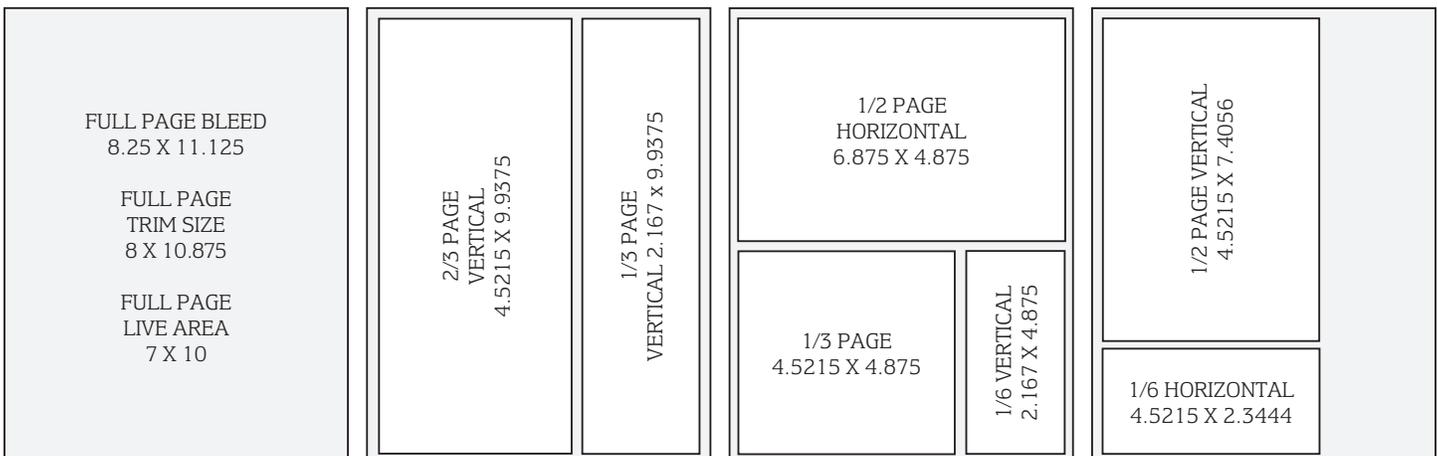
Publication Date: April 27

Fall/Winter 2018

Advertising Deadline: August 8

Materials Deadline: August 15

Publication Date: September 7



2018 Production / Design Guidelines + Mechanical Requirements

Please carefully review the media requirements below as they are critical to the quality of your ad. It is the advertiser's responsibility to prepare ad materials to the specified requirements by deadline. *experience WISCONSIN* reserves the right to run last ad or charge advertiser for unused space if ad materials are not received by ad deadline provided.

ELECTRONIC ADS

Advertisers are encouraged to submit press quality PDFs created in CMYK and containing high resolution (300 dpi) images. Ads containing spot colors or RGB images will not be accepted. All fonts must be embedded. If your ad does not meet our specifications, you will be asked to correct and resubmit, or our design department can recreate your ad for you at \$75 per hour.

ACCEPTED MEDIA

CD · DVD · Email (jem@ntmediagroup.com)

FTP SITE INFORMATION

For use when uploading or downloading files: Using an FTP client (such as Fetch)

DOMAIN: ntmads.com

USERNAME: ntclient%0094c93 · PASSWORD: Atthelake12 (this is case sensitive)

PHOTOGRAPHY

Resolution must be at least 300 dpi and CMYK (no RGB/Spot Colors). Save all images embedded as eps or tiff. Images downloaded from the internet are not acceptable. Scans are acceptable at a high resolution and color scans may be also provided by us for an additional charge.

LOGOS

Submit original logo in digital format or ad slicks to be scanned. Anything submitted at a lesser quality will need to be re-created; business cards are not acceptable. Resolution must be 300 dpi+ and CMYK (no RGB/Pantone). All fonts must be outlined.

DESIGN SERVICES

If you do not have an existing ad that meets our specs, our design department can create original artwork for you. Ad rates include one hour of design time. Additional time and services are available for the following fees:

Design & layout services: \$75 per hour · Scanning: \$60–\$100 per hour · Ad release – press quality PDF: \$30

Please note: any design/revision time required after ad approval deadline will be invoiced at the standard hourly rate, regardless of prior complimentary time.

CONTRACTS

Cancellations must be received in writing before the ad closing date. Verbal orders are binding. NO cancellations accepted after the closing date.

BILLING TERMS

Advertising is invoiced on publication. Payment is due within 30 days of invoice date. All accounts not paid in full within 30 days of invoice date are subject to 1½% service charge per month (18% annually) on the net amount due, from the invoice date until paid in full. In the event the advertiser and/or agency defaults in payment of bills, such bills are turned over for collection. Advertiser and agency shall be totally liable for all fees and sums incurred by the publisher in the collection of delinquent accounts.