

experience

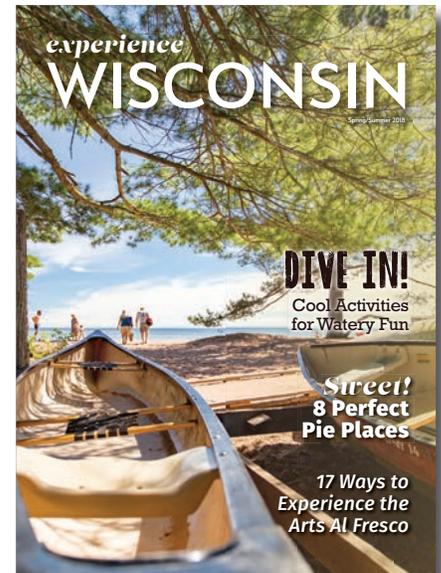
WISCONSIN

2019 MEDIA PLANNER

About Us

experience WISCONSIN is published twice yearly in the spring and fall by Nei-Turner Media Group. We 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.

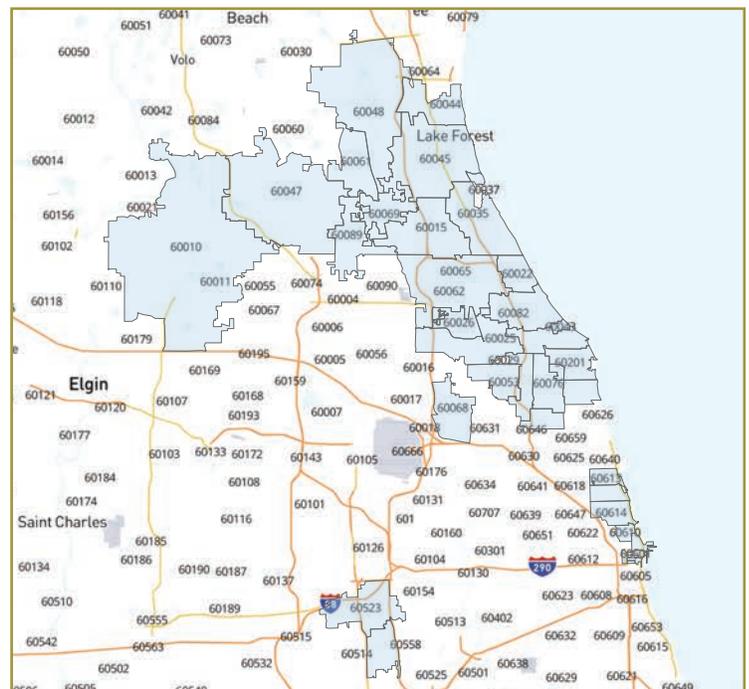


Print Circulation

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.

Total Print Run: 54,500 copies.

Distribution: The magazine is inserted in the *Chicago Tribune*, delivered directly to households in approximately 25 suburban communities located in Chicago's North Shore and northwest areas (see map). Additional copies are also distributed to Travel Wisconsin's Welcome Centers, convention and visitors bureaus, as well as advertiser locations.





Editorial Calendar

Spring/Summer 2019 Features

- Fun Wisconsin farmstays
- Adventures in Milwaukee
- Lovely lavender excursions
- Winning Dairy State wineries

Fall/Winter 2019-20 Features

- Awesome art museums
- The best breweries to try
- Experiencing Viroqua and the Driftless Area
- Driving the Great River Road

In Every Issue

Scene Arts, culture and what to do in the Dairy State.

- **The Insider** Exciting events and retail spots to check out now.
- **Out & About** Dozens of events to keep your calendar full year-round.
- **On Our Radar** Delving into the culture of Wisconsin and what makes it great.

The Dish From exploring our state's rich culinary traditions to the 10 best brat stops throughout the region, we take you on fun foodie adventures.

- **Best Bites** Take a bite out of the eateries and food shops that define Wisconsin, like the best supper clubs and tastiest places to get pie.
- **Flavor Hunter** Profiling who's in the kitchen at some of the Dairy State's best restaurants.
- **Word of Mouth** Digging into the state's food traditions and the exciting neighborhoods and regions to experience Midwestern cuisine in.

Field Guide Get out and about on Wisconsin's hiking trails, rivers, golf courses and more.

Perspective A look back at the past that has helped to shape the state into what it is today.

DIVE IN!
How to have family fun on Wisconsin lakes and rivers
By Jessica Santilli

HIT THE BEACH
Whether you prefer to kick, play Marco Polo, or build an epic sand castle at these beaches.

BIG BAY TOWN PARK BEACH IN POLINE
This beach is a hidden gem that offers a peaceful escape from the busy world of Wisconsin's lakes. The site is a small, quiet cove with a sandy beach and a small wooden pier. The water is crystal clear and the view is simply stunning. It's a perfect spot for a quiet day of fishing or just relaxing on the beach.

FONTEINA BEACH, FONTANA
This beach is as family-friendly as they get. With its gentle slope of sand, a beach bar and changing rooms where you can stop for a moment to get your gear, and a playground for the kids, it's a perfect spot for a family day. The view is simply stunning and the water is crystal clear.

ROHLER-ROHAR STATE PARK BEACH, SHEBOYGAN
This beach is a hidden gem that offers a peaceful escape from the busy world of Wisconsin's lakes. The site is a small, quiet cove with a sandy beach and a small wooden pier. The water is crystal clear and the view is simply stunning. It's a perfect spot for a quiet day of fishing or just relaxing on the beach.

When the Lodging IS the destination
Ever wanted to stay in a yurt, glass cabin or vintage cottage? Now you can at these unique vacation spots around the state.
By Lisa M. Schmitt

Sure, Wisconsin has some great traditional lodging. But why book a room when you can book an experience? Below are some one-of-a-kind places sure to make your Wisconsin getaway truly memorable.

CANDLEWOOD CABINS, RICHLAND CENTER
Over 100 years ago, the glass cabins at Candlewood Cabins were the most modern and comfortable of their kind. They were built for the wealthy and the elite, and they were built to last. Today, they are still standing and they are still the most beautiful of their kind.

Print + Digital Rates

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 2019

Advertising Deadline: April 5

Materials Deadline: April 12

Publication Date: May 17

Fall/Winter 2019-20

Advertising Deadline: August 2

Materials Deadline: August 9

Publication Date: September 6

<p>FULL PAGE BLEED 8.25 X 11.125</p> <p>FULL PAGE TRIM SIZE 8 X 10.875</p> <p>FULL PAGE LIVE AREA 7 X 10</p>	<p>2/3 PAGE VERTICAL 4.5215 X 9.9375</p> <p>1/3 PAGE VERTICAL 2.167 X 9.9375</p>	<p>1/2 PAGE HORIZONTAL 6.875 X 4.875</p> <p>1/3 PAGE 4.5215 X 4.875</p> <p>1/6 VERTICAL 2.167 X 4.875</p>	<p>1/2 PAGE VERTICAL 4.5215 X 7.4056</p> <p>1/6 HORIZONTAL 4.5215 X 2.3444</p>
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Digital Rates

Banner Ad \$100/month (dimensions: 970 x 90)

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

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





2019 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)

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.