

# experience WISCONSIN

## 2020 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.

### Print Circulation

According to Travel Wisconsin, the state's department of tourism, visitors spend more than \$21 billion in Wisconsin every year, ranking tourism as one of the state's top three industries, along with manufacturing and agriculture.

**Total Print Run:** 43,000 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 right). Additional copies are also distributed to Travel Wisconsin's Welcome Centers, convention and visitors bureaus, as well as advertiser locations.



### Chicago-Area Distribution

Barrington	Kenilworth
Buffalo Grove	Lake Bluff
Chicago-Chestnut Street	Lake Forest
Chicago-Gold Coast	Lake Zurich
Chicago-Graceland	Libertyville
Chicago-Lakeview	Lincolnshire
Chicago-Lincoln Park	Lincolnwood
Chicago-Loop	Morton Grove
Deerfield	Northbrook
Evanston	Oakbrook
Glencoe	Park Ridge
Glenview	Skokie
Highland Park	Vernon Hills
Hinsdale	Wilmette

# Editorial Calendar

## 2020 Features

- Thrilling adventures the whole family can try
- A weekend in Eau Claire
- Cool food, history and educational tours to check out
- Tasting the best of the state
- Golfing at the state's championship courses

## In Every Issue

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

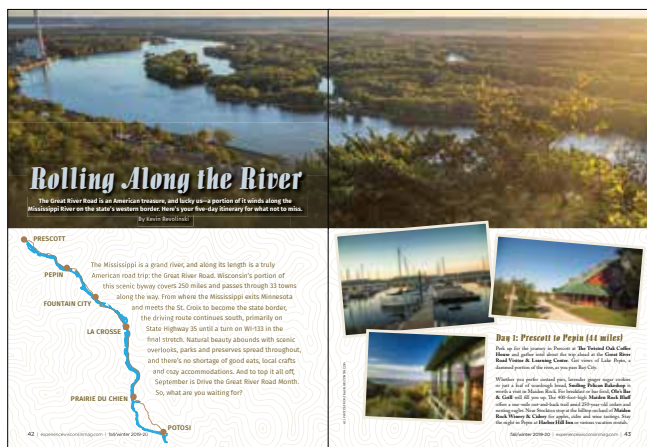
- **The Insider** Exciting events and retail spots to check out now.
- **Out & About** Dozens of events to keep your calendar full year-round.
- **On Our Radar** Delving into the culture of Wisconsin and what makes it great.

**The Dish** From exploring our state's rich culinary traditions to the best cheese shops 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.





# Print Rates



## Print Ad Rates

### SIZE

Full Page	\$2,975
2/3 Page	\$2,230
1/2 Page	\$1,640
1/3 Page	\$1,090
1/6 Page	\$570

### COVER POSITIONS

Back Cover	\$4,460
Inside Front	\$4,315
Inside Back	\$4,020

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

### 2020

Advertising Deadline: July 17

Materials Deadline: July 24

Publication Date: August 14

FULL P G BL D  
8.25 X 11.125

FULL P G  
TR MS Z  
8 X 10.875

FULL P G  
LV R  
7 X 10

2/3 P G  
V RTC L  
4.5215 X 9.9375

1/3 P G  
V RTC L 2.167 x 9.9375

1/2 P G  
HOR ZO T L  
6.875 X 4.875

1/3 P G  
HOR ZO T L  
4.5215 X 4.875

1/6 V RTC L  
2.167 X 4.875

1/2 P G V RTC L  
4.5215 X 7.4056

1/6 HOR ZO T L  
4.5215 X 2.3444

# Digital Sponsorships

**10 EXCLUSIVE SPONSORS**

Maximize your digital reach and spend! A Digital Sponsorship is the best value, offering you bundle pricing on the website, email and custom emails.

## Features

- Opportunity to touch every single person who visits experiencewisconsinmag.com and who reads our emails.
- Combines frequency branding with high-impact ad positions in both our website and emails — your logo appears on every page of the Experience Wisconsin website and in every email.
- The ONLY way to reach our Experience Wisconsin website and email readers with digital display advertising.
- Positions you as the 'go-to' destination or venue that people want to experience.

## What You Get

- **Display Advertising** on experiencewisconsinmag.com and in monthly email (rotates).
- **Sponsored Content** (two articles per year) on experiencewisconsinmag.com.
- **Two Custom Emails Per Year** to our email list.
- **Logo** on the bottom of monthly email and in print magazine (two times per year).

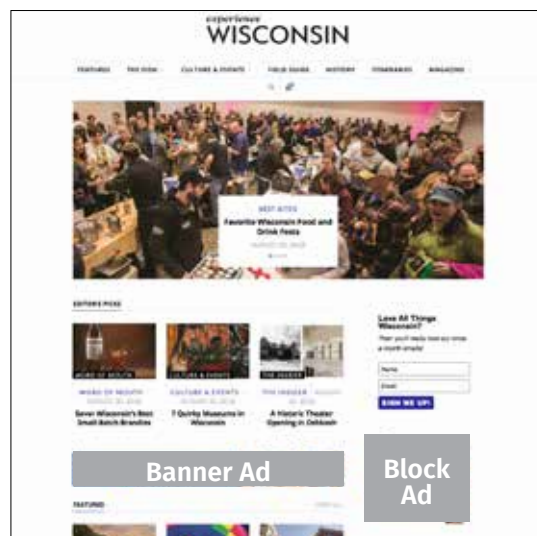


### ANNUAL SPONSORSHIP (12 CONSECUTIVE MONTHS)

\$2,995 when bundled with print

\$3,495 when bundled without print

*All rates are net.*



**MAXIMUM VISIBILITY  
AND FREQUENCY  
POSITIONED WITH  
HIGH QUALITY,  
RELEVANT CONTENT.**



# 2020 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**

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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**

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

## **PHOTOGRAPHY**

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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**

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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**

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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**

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

## **BILLING TERMS**

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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.