



175,000+
VIEWS
PER YEAR*

*Assumes industry average of 2.5X pass-along rate

Advertise in the Bayfield **TRAVEL GUIDE**

MEMBERS ONLY

*You get a FREE listing on the inside front cover next to the map.

*Listing includes business name and phone number. Map location if you are in Bayfield, Red Cliff, or Cornucopia.



The inspiration has set in, and they're ready to start planning. The BAYFIELD TRAVEL GUIDE will help them decide where they'll go, where they'll stay, what they'll do when they get here. For the 2023 guide we are bringing back the ANNUAL EVENTS calendar. See directory listing sheet for more information.

AUDIENCE

Readers of the BAYFIELD TRAVEL GUIDE are actively planning and looking for new opportunities.

CIRCULATION

70,000
February 2023– February 2024*

DISTRIBUTION

Bayfield Visitor Center, fulfilling requests weekly via mail, rack locations/visitor and convention bureaus all over Minnesota and Wisconsin, digital copy also posted on our website.

*Approximate dates and quantities

***Reservation form due October 21, 2022.
Business ad artwork and payment due November 18, 2022.***

2023 BAYFIELD TRAVEL GUIDE

DIRECTORY LISTINGS

- Your business name, address, phone number, web address and description of your business or offering.
- Placement in the directory index in back of travel guide.

AD CREATION TIPS

- Please DO NOT REVERSE the ad dimensions. All dimensions are width x height.
- We print using process color (CMYK), so files should not use any RGB, spot or indexed colors.
- All black text should be 100% black (C=0 M=0 Y=0 K=100) for readability.
- Resolution of images needs to be 300 DPI.
- Do not use text that is smaller than 7 point.
- We DO NOT accept Microsoft Publisher, PowerPoint, or Word files.
- When creating a PDF, please EMBED YOUR FONTS.
- The preferred PDF export setting is PDF/X-1a.
- For files with bleeds, make sure to export with "Use Document Bleed Settings" box checked.

AD ARTWORK SUBMISSION

- Final print-ready artwork submitted in PDF, JPG, or EPS file format is due on or before November 18, 2022.
- Please email artwork to kati@bayfield.org
- We will send emailed reminders 1 week before due date. Late ads will not be accepted without prior approval.
- The Bayfield Chamber & Visitor Bureau reserves the right to reject ad artwork, content, and directory listings that does not meet the design specifications provided in this document or artwork that contains content that is not suitable for the Bayfield Travel Guide

QUESTIONS?

Kati Anderson
 Marketing Director, Bayfield Chamber & Visitor Bureau
kati@bayfield.org • (715) 779-1069

DIRECTORY LISTING EXAMPLE \$150 EACH

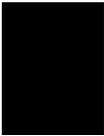


You get listed in TWO places.

1. Listing Section (Shown left)
2. Listing Index (Shown Blow)

EXPERIENCE

| | WINE/RY/BREWERY/DISTILLERY/ICEERY | SHOP | CRUISES, TOURS & SAILING | CRUISES, TOURS & SAILING |
|--|-----------------------------------|------|--------------------------|--------------------------|
| ADVENTURE CLUB BREWING - SEE MORE ON PAGE 39 35265 S COUNTY HWY J, BAYFIELD • (715) 779-1010 | • | • | • | • |
| ADVENTUREUS - SEE MORE ON PAGE 36 324 W BAYFIELD ST., WASHBURN • (715) 209-4057 | | • | • | • |
| ANIMAASHI SAILING COMPANY - SEE MORE ON PAGE 34 CITY DOCK, BAYFIELD • (715) 779-5468 | | | • | • |
| APOSTLE ISLANDS CRUISES - SEE MORE ON PAGE 32 2 NORTH FRONT ST., BAYFIELD • (715) 779-3925 • (800) 323-7619 | | | • | • |



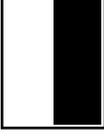
COVERS & FULL PAGE W/ BLEED

Image Size: 8.75" (wide) x 11.125" (high)
 Trim Size: 8.5" (wide) x 10.875" (high)
 Covers: Sold
 Full Page: \$2,300



HALF PAGE W/ BLEED

Image Size: 8.75" (wide) x 5.5975" (high)
 Trim Size: 8.5" (wide) x 5.3475" (high)
 Price: \$1,200



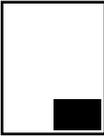
HALF PAGE VERTICAL

3.66" (wide) x 9.875" (high)
 Price: \$1,100



1/4 PAGE

3.66" (wide) x 4.8475" (high)
 Price: \$700



1/8 PAGE

3.66" (wide) x 2.365" (high)
 Price: \$400

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DIRECTORY LISTING RESERVATION – \$150 EACH

You must be a current member in good standing with the Bayfield Chamber & Visitor Bureau to advertise or list your business in the Travel Guide. Each directory listing in the Travel Guide is \$150. Please choose the appropriate section of the Travel Guide where you would like you're listing to appear. You may choose to purchase a listing in more than one section at \$150 each, just fill out an additional form.

EXPERIENCE

Please check the BEST category for your listing:

- Adventure
- Orchard/Fruit Farm
- Museum
- Cruises/Tours
- Shop
- Health/Wellness
- Arts/Culture
- Spirits/Brewery

PROFESSIONAL SERVICES

WEDDINGS

AMENITIES

Check all that apply:

- ADA Accessible
- Accept Credit Card
- Open Year-Round
- Travel Green Certified
- Serves Alcohol
- WIFI
- Pet Friendly
- Electric Charging Station
- Lake View
- Seasonal

STAY

Please check the BEST category for your listing:

- Campground/Marina
- Vacation Rental
- Condo
- Cabin/Cottage
- Hotel/Motel/Suites
- B&B
- Resort/Retreat Center

Check all that apply:

- Kitchen
- Mid-week rates
- Off-season rates

DINE

Please check the BEST category for your listing:

- Fine Dining
- Coffee Shop/Bakery
- Pub
- Family Friendly
- Ice Cream/Dessert

Check all that apply:

- Take Out/Delivery
- Catering
- Breakfast
- Lunch
- Dinner
- Late Night (after 9PM)
- Outdoor Dining

FREE ANNUAL EVENT LISTING

We are bringing back the annual events calendar for the 2023 Visitor Guide. If you are a member in good standing you can request to have your ANNUAL EVENT featured in the print version of the calendar. Please provide the following information:

Event Name: _____

Host Business/Organization: _____

Date: _____

Short Description (25 words): _____

DIRECTORY LISTING TEXT:

Business Name: _____

Business Physical Address: _____

Phone: _____ Website: _____

Short Message (25-30 words): _____

Lodging Rates Peak Season: _____ Lodging Rates Off-Season: _____

AD RESERVATION

The ad prices here are for fully paid 2022 members of the Bayfield Chamber & Visitor Bureau. Non-members can purchase ads in the Travel Guide for an additional 25% of the listed price.

SOLD! **Inside Front Cover Full Bleed**
\$2700

Half Page Horizontal Full Bleed
\$1200

1/4 Page No Bleed
\$700

SOLD! **Inside Back Cover Full Bleed**
\$2700

Half Page Vertical No Bleed
\$1100

1/8 Page No Bleed
\$400

Full Page Full Bleed
\$2300

PAYMENT INFORMATION

Business Name: _____

Contact Name: _____

Phone: _____ Email: _____

Directory Listings: \$ _____

Ad Cost
(Non-members add 25%): \$ _____

TOTAL: \$ _____

PAYMENT METHOD:

Credit card (Mastercard or Visa), please call
(715) 779-3335 for payment or pay in person.
*\$5 processing fee applies

Bayfield Chamber & Visitor Bureau
42 S. Broad St.
Bayfield, WI, 54814

—OR—

Mail or drop off your check payable to:

Bayfield Chamber & Visitor Bureau
P.O. Box 138
Bayfield, WI, 54814

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