



Advertise in the Art Escape GUIDE

We are excited for the third annual Art Escape, September 7-15, 2024. In 2022, the Bayfield Chamber and Visitor Bureau launched **Art Escape**, a nine-day "celebration of all things art" across Bayfield County and Madeline Island. The Bayfield Chamber and Visitor Bureau is putting together an artist and event guide for the week which will be distributed to target markets in July. Please look over the advertising opportunities available in this guide. We greatly appreciate your support for this growing art initiative in Bayfield County and Madeline Island.

AUDIENCE

Readers of the ART ESCAPE Guide are actively planning and looking for new opportunities to explore art in and around Bayfield County and Madeline Island.

CIRCULATION

Print: July - September, 2024 - 6,000 Guides

Digital: Approximately 16,000 page views

DISTRIBUTION

Bayfield Visitor Center, art galleries and studios, Visitor Centers and art institutions in Wisconsin and Minnesota. The guide will also be available on Bayfield.org.

ECONOMIC IMPACT

Last year, Art Escape generated \$3 million in economic impact for Bayfield County and Madeline Island. We are ecstatic with these second-year numbers crushing our first year's economic impact of \$750,000.

Business ad artwork and payment due April 15, 2024.

Ads will not be taken after this date!

2024 ART ESCAPE GUIDE

ADVERTISMENTS

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 April 15, 2024.
- Please email artwork to kati@bayfield.org
- We will send emailed reminders 1 week before due date. Late ads will not be accepted.
- The Bayfield Chamber & Visitor Bureau reserves the right to reject ad artwork and content 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
Public Relations Manager, Bayfield Chamber & Visitor Bureau
kati@bayfield.org • (715) 779-1069



Price: \$400 (Inside Covers)
\$300 (Full Page)

COVERS & FULL PAGE W/ BLEED

Image Size: 8.75" (wide) x 11.125" (high)
Trim Size: 8.5" (wide) x 10.875" (high)



Price: \$150

HALF PAGE W/ BLEED

Image Size: 8.75" (wide) x 5.5975" (high)
Trim Size: 8.5" (wide) x 5.3475" (high)



Price: \$150

HALF PAGE VERTICAL

3.66" (wide) x 9.875" (high)



Price: \$75

1/4 PAGE

3.66" (wide) x 4.8475" (high)

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2024 ART ESCAPE GUIDE

FEATURED ARTICLE

ARTICLE CREATION TIPS

- The article is an opportunity for you to tell your story to visitors.
- Please ensure your copy fits in the allocated space. We gave you the number of words that will fit in the space with one picture.
- If your article does not fit in the space you choose, the Bayfield Chamber and Visitor Bureau has the right to edit your article to fit the space or will increase your space for the corresponding price.
- If you choose to have a picture, it must be submitted with the article. A picture will not be chosen for you.

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Price: \$300 (Full Page)

FULL PAGE

1,200 words with 1 picture



Price: \$150

HALF PAGE HORIZONTAL

600 words with 1 picture



Price: \$150

HALF PAGE VERTICAL

600 words with 1 picture



Price: \$75

1/4 PAGE

300 words with 1 picture.



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AD AND FEATURE ARTICLE RESERVATION

☐ **Inside Front Cover Full Bleed**
\$400

☐ **Half Page Horizontal Full Bleed**
\$150

☐ **Inside Back Cover Full Bleed**
\$400

☐ **Half Page Vertical No Bleed**
\$150

☐ **Full Page Full Bleed**
\$300

☐ **Quarter Page**
\$75

PAYMENT INFORMATION

Business Name: _____

Contact Name: _____

Phone: _____ Email: _____

Ad Cost \$ _____

TOTAL: \$ _____

PAYMENT METHOD:

Credit card (Mastercard or Visa), please call
(715) 779-3335 for payment or pay in person.

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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