



2027 OFFICIAL LAKE GENEVA REGION VISITORS GUIDE

A PUBLICATION OF VISIT LAKE GENEVA

2027

RATE CARD

ABOUT THE VISITORS GUIDE

More than a guide, the 2027 Official Lake Geneva Region Visitors Guide offers editorial on how to explore and enjoy the Lake Geneva area, with an eight-page map, easy-to-use charts and advertorial opportunities for restaurants.

A digital edition of the magazine is produced and available on the VISIT Lake Geneva website. Advertisers in the printed magazine will be included in the digital version at no cost.

Advertising in the Visitors Guide is only open to members of VISIT Lake Geneva.

VISIT Lake Geneva has contracted with Nei-Turner Media Group (NTMG) to publish the magazine. NTMG will sell advertising, provide design services and invoice.



DISTRIBUTION

With 100,000 Visitors Guides printed, VISIT Lake Geneva distributes copies to all who request a copy via phone and website. The magazines are also distributed at the visitor center, chamber office, Travel Wisconsin Welcome Centers, hotels and resorts, local businesses, restaurants, major attractions, events and trade shows, and to meeting and event planners. In addition, thousands of copies are racked at high-traffic locations in the Chicago area.

FULL-COLOR ADVERTISING RATES

AD SIZES	EARLY BIRD (AUG. 25)	REGULAR RATE (SEPT. 25)
Back Cover	\$4,590	\$4,730
Inside Front Cover	\$4,070	\$4,195
Inside Back Cover	\$3,960	\$4,075
Premium Full Page	\$3,350	\$3,455
Full Page	\$3,145	\$3,240
1/2 Page (H or V)	\$2,055	\$2,120
1/4 Page	\$1,340	\$1,380
1/8 Page	\$1,020	\$1,055

**SAVE WITH
THE EARLY BIRD
RATE WHEN
YOU RESERVE
YOUR SPACE BY
AUGUST 25!**

DINING ADVERTORIAL

Full Page: \$2,510 1/2 Page: \$1,530

DEADLINES

EARLY BIRD DEADLINE
August 25, 2026

AD SPACE DEADLINE
September 25, 2026

AD MATERIALS DEADLINE
October 1, 2026

PUBLICATION DATE
January 2027



PULLOUT MAP

Logo, Contact Information and a Locator on the Map \$370

You must place a display ad in the Visitors Guide to participate in the map advertising opportunity.



TO ADVERTISE, CONTACT:

CINDY SMITH
262.215.2997
csmith@ntmediagroup.com

Nei-Turner Media Group Inc.
400 Broad St., Unit D • Lake Geneva, WI 53147
262.729.4471 • ntmediagroup.com

PULLOUT MAP

An eight-page map, which features separate maps for downtown Lake Geneva, the Lake Geneva area, Fontana and Walworth County, is inserted into the Visitors Guide. For just **\$370**, you can receive a listing with your logo and contact information, as well as a locator on the map using your logo.

You must place a display ad in the Visitors Guide to participate in the map advertising opportunity.

EXAMPLE LISTING

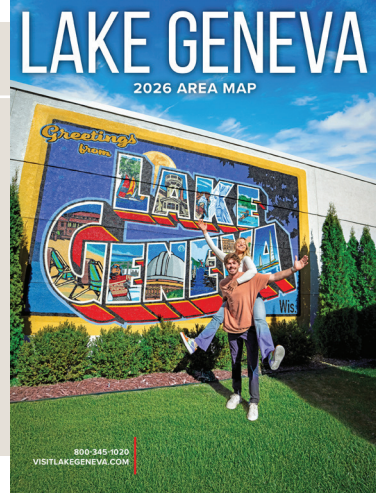
ACCOMMODATIONS



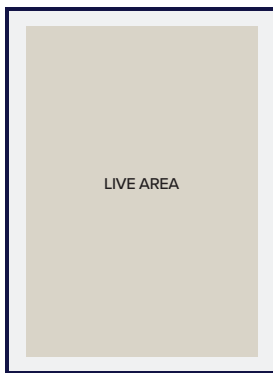
Grand Geneva Resort & Spa

A-1

7036 Grand Geneva Way, Lake Geneva
262-248-8811 • 800-558-3417
grandgeneva.com



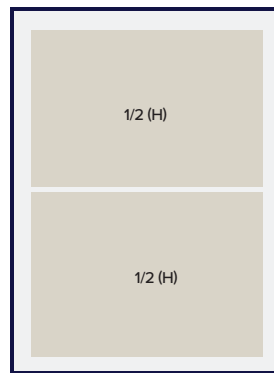
AD DIMENSIONS AND TRIM



TRIM OF MAGAZINE:
8" x 10.875"

**FULL-PAGE BLEED
(ADD 0.125" AROUND TRIM):**
8.25" x 11.125"

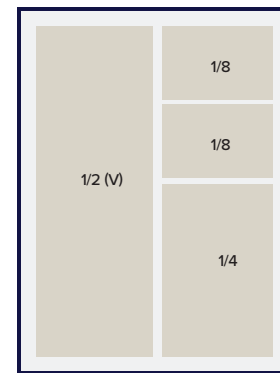
**FULL PAGE
(NO BLEED):**
6.875" x 9.9375"



1/2 (H)

1/2 (H)

1/2 (H) AD:
6.875" x 4.875"



1/2 (V)

1/8

1/8

1/4

1/2 (V) AD:
3.3438" x 9.9375"

1/4 AD:
3.3438" x 4.875"

1/8 AD:
3.3438" x 2.3486"

*Keep live matter 0.375" from final trim on all sides. With bleed spreads, keep live matter 0.125" from the gutter.

The advertiser warrants that all submitted images are authorized for use and properly credited. Artificial intelligence (AI)-generated or AI-enhanced content must meet production standards, and may not be misrepresentative. Nei-Turner reserves the right to reject any noncompliant creative.

DESIGN SERVICES

If you do not have an existing ad that meets our specifications, our design department can create original artwork for you. **Ad rates include one hour of design time at no charge.**

Design and layout services are \$75 per hour.

PLEASE NOTE: Any design or revision time required after the ad approval deadline will be invoiced at the standard hourly rate, regardless of prior complimentary time.

ELECTRONIC ADS

Please submit your ad as a press-quality PDF 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.

LOGOS

Submit the original logo in a digital format in CMYK (no RGB/Pantone). Resolution must be at least 300 DPI; anything submitted at a lesser quality will need to be recreated. All fonts must be outlined. Business cards are not acceptable.

PHOTOGRAPHY

Resolution must be at least 300 DPI. Save all CMYK images (no RGB/spot colors) embedded as EPS or TIF files. Images downloaded from the internet are not acceptable. Scans are acceptable at a high resolution. We can provide color scans for an additional charge.

BILLING TERMS

Advertising is invoiced upon publication. Payment is due within 30 days of the invoice date. All accounts not paid in full within 30 days of the invoice date are subject to a 1.5% 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. The advertiser and agency shall be totally liable for all fees and sums incurred by the publisher in the collection of delinquent accounts.

PUBLISHING TERMS

All orders are subject to the publisher's acceptance. The publisher reserves the right to reject or cancel advertising for any reason, including any advertising which, in the opinion of the publisher, does not conform to the standards of the publication. All advertisements are accepted and published by the publisher upon the presentation that the agency and advertiser are authorized to publish the entire contents and subject matter thereof. When advertisements containing the names, pictures and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be warranty by the advertiser and agency that they have obtained the written consent for the use in the advertisement of the name, picture and/or testimonial of any living person that is contained therein.

In consideration of the publisher's acceptance of such advertisements for publication, the agency and advertiser shall, jointly and severally, indemnify and hold the publisher harmless from and against any loss or expense, including without limitation reasonable attorney's fees, resulting from claims or suits based upon the contents or subject matter of such advertisements, including without limitation claims or suits for libel, violation of right of privacy, plagiarism and copyright infringement.

No condition, oral or printed in the contract, insertion order, copy instructions or elsewhere, which conflict with the publisher's policies as set forth in or incorporated by reference into this rate card, will be binding on the publisher unless agreed to in writing and signed by the publisher. It is understood that all terms and conditions set forth in this rate card shall form a part of the contract, and shall have a binding effect equal to those set forth in the contract.

VISIT Lake Geneva and Nei-Turner Media Group Inc. are not liable for any damages, including consequential damages, if for any reason the publisher fails to publish an advertisement.

ACCEPTED MEDIA

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

CONTRACTS

Cancellations must be received in writing before the ad closing date.

NO CANCELLATIONS ARE ACCEPTED AFTER THE CLOSING DATE.

VERBAL ORDERS ARE BINDING.

ADVERTISING AGREEMENT



2027 OFFICIAL LAKE GENEVA REGION VISITORS GUIDE

Reserving space in this publication is easy — simply fill out this form, then scan it to Nei-Turner Media Group by September 25. **Or return it by August 25 and save with the Early Bird rate.**

FULL-COLOR AD SIZES & RATES

AD SIZES

Back Cover

☐ \$4,590

Inside Front Cover

☐ \$4,070

Inside Back Cover

☐ \$3,960

Premium Full Page

☐ \$3,350

Full Page

☐ \$3,145

12 Page (H or V - **circle one**)

☐ \$2,055

14 Page

☐ \$1,340

18 Page

☐ \$1,020

REGULAR RATE (SEPT. 25)

☐ \$4,730

☐ \$4,195

☐ \$4,075

☐ \$3,455

☐ \$3,240

☐ \$2,120

☐ \$1,380

☐ \$1,055

PULLOUT MAP

An eight-page map, which features separate maps for downtown Lake Geneva, the Lake Geneva area, Fontana and Walworth County, is inserted into the Visitors Guide. For just \$370, you can receive a listing with your logo and contact information, as well as a locator on the map using your logo. An overrun of maps will be available for members to use at their places of business.

☐ \$370

You must place a display ad in the Visitors Guide to participate in the map advertising opportunity.

DINING ADVERTORIAL

Full Page

☐ \$2,510

1/2 Page

☐ \$1,530

COPY INSTRUCTIONS

- ☐ Will provide a new press-ready digital ad
- ☐ Please help me design an ad

DEADLINES

Early Bird Deadline: August 25, 2026

Ad Space Deadline: September 25, 2026

Ad Materials Deadline: October 1, 2026

QUESTIONS?

Please contact Cindy Smith
262.215.2997
csmith@ntmediagroup.com



SEND AD MATERIALS TO:

NEI-TURNER MEDIA GROUP INC.
400 BROAD ST., UNIT D
LAKE GENEVA, WI 53147

EMAIL: ads@ntmediagroup.com

CONTACT INFORMATION

CONTACT NAME _____

AUTHORIZED SIGNATURE _____ DATE _____

Signature denotes acceptance of terms stated in the 2027 Official Lake Geneva Region Visitors Guide rate card.

BUSINESS NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____ EMAIL _____

☐ **BILL MY AGENCY**

AGENCY NAME _____

CONTACT NAME _____

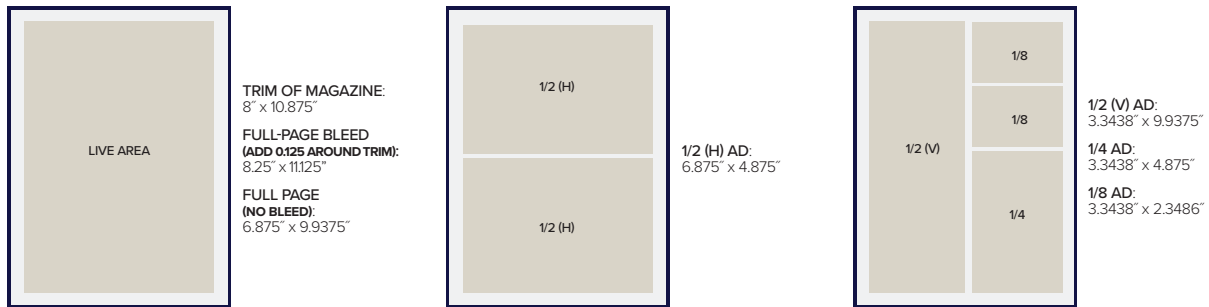
ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____ EMAIL _____

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DESIGN SERVICES

If you do not have an existing ad that meets our specifications, our design department can create original artwork for you. **One hour of design time is included with your advertisement at no charge.** Additional time is billed at the following rates:

Design and layout services.....\$75 per hour
Color scans.....\$60-\$100 per scan
Black and white scans.....\$35 per scan

PLEASE NOTE: Any design or revision time required after the ad approval deadline will be invoiced at the standard hourly rate, regardless of prior complimentary time.

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In consideration of the publisher's acceptance of such advertisements for publication, the agency and advertiser shall, jointly and severally, indemnify and hold the publisher harmless from and against any loss or expense, including without limitation reasonable attorney's fees, resulting from claims or suits based upon the contents or subject matter of such advertisements, including without limitation claims or suits for libel, violation of right of privacy, plagiarism and copyright infringement.

No condition, oral or printed in the contract, insertion order, copy instructions or elsewhere, which conflict with the publisher's policies as set forth in or incorporated by reference into this rate card, will be binding on the publisher unless agreed to in writing and signed by the publisher. It is understood that all terms and conditions set forth in this rate card shall form a part of the contract and shall have a binding effect equal to those set forth in the contract.

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CONTRACTS

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NO CANCELLATIONS ARE ACCEPTED AFTER THE CLOSING DATE. VERBAL ORDERS ARE BINDING.



July 6, 2026

Dear VISIT Lake Geneva Partner:

Planning is underway for the 2027 edition of the **Official Lake Geneva Region Visitors Guide**, and we're excited to once again partner with Nei-Turner Media Group to produce one of our most valuable visitor marketing tools.

For many travelers, the Visitors Guide is their first introduction to the Lake Geneva region. Whether they're planning a weekend getaway, family vacation, shopping trip, or special event, the Guide inspires visitors to explore our communities while connecting them with the businesses and experiences that make our destination stand out.

This year's edition will include 105,000 printed copies, available beginning in early January, along with a digital edition hosted on *VisitLakeGeneva.com* that attracts an estimated 40,000 additional readers annually. Guides are mailed directly to consumers requesting travel information and distributed throughout the year through an extensive network, including:

- Travel Wisconsin Welcome Centers, visitor bureaus, and chambers of commerce
- Hotels, attractions, and corporate offices throughout Chicago, northern Illinois, and major Wisconsin travel markets, including Milwaukee, Madison, and Green Bay
- Leisure and meetings and group travel industry trade shows
- Meeting and group tour planner inquiries, site visits, and sales efforts
- Travel media, influencers, and familiarization (FAM) tours
- Hotels, resorts, and lodging properties throughout the Lake Geneva region
- VISIT Lake Geneva member businesses, including attractions, restaurants and retailers
- The VISIT Lake Geneva Visitor Information Center

Advertising in the Official Lake Geneva Region Visitors Guide is an exclusive benefit available only to VISIT Lake Geneva partners, providing an opportunity to reach visitors throughout every stage of their travel planning journey. To receive Early Bird pricing, reserve your advertising space by August 25. Final space reservations are due by September 25.

Nei-Turner Media Group representative Cindy Smith will be contacting you soon to discuss advertising opportunities. In the meantime, please review the enclosed information, and don't hesitate to contact Cindy directly at (262) 215-2997 or csmith@ntmediagroup.com with any questions.

Thank you for your continued partnership and investment in promoting the Lake Geneva region. We look forward to showcasing your business in the 2027 Official Lake Geneva Region Visitors Guide.

Warm regards,

Deanna Goodwin

Deanna Goodwin
Vice President of Marketing, Communications & Development
(262) 812-0021 | deanna@visitlakegeneva.com