

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 at no charge.

Design & layout services: \$75 per hour

PLEASE NOTE: Any design/revision time required after 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.

ACCEPTED MEDIA

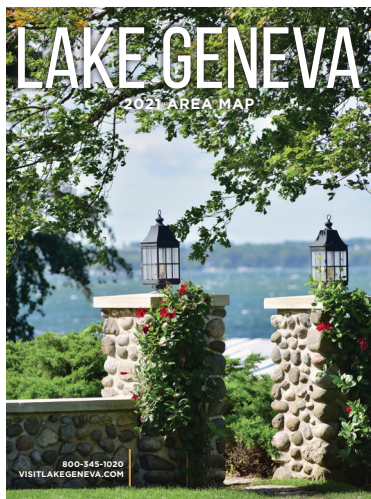
CD • DVD • email (ads@ntmediagroup.com)

PHOTOGRAPHY

Resolution must be at least 300 dpi and CMYK (no RGB/spot colors). Save all images embedded as EPS or TIF. 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. Anything submitted at a lesser quality will need to be recreated; business cards are not acceptable. Resolution must be 300+ dpi and CMYK (no RGB/Pantone). All fonts must be outlined.



CONTRACTS

Cancellations must be received in writing before the ad closing date.
NO CANCELLATIONS ACCEPTED AFTER THE CLOSING DATE.
VERBAL ORDERS ARE BINDING.

BILLING TERMS

Advertising is invoiced upon 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.

PUBLISHING TERMS

All orders are subject to publisher's acceptance. 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 which is contained therein.

In consideration of 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.

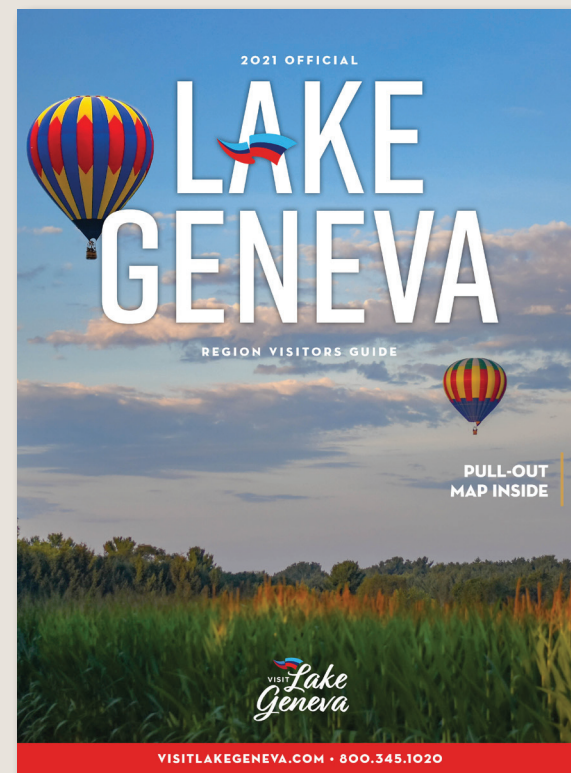


TO ADVERTISE, CONTACT

CINDY SMITH

T: 262.215.2997 E: csmith@ntmediagroup.com

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



A PUBLICATION OF VISIT LAKE GENEVA

2022

RATE CARD



2022 OFFICIAL VISITORS GUIDE

A PUBLICATION OF VISIT LAKE GENEVA

SAVE WITH THE EARLY BIRD RATE WHEN YOU RESERVE YOUR SPACE BY AUGUST 16!

ABOUT THE VISITORS GUIDE

Now more than just a guide, the 2022 Visitors Guide offers more 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 to publish the magazine. NTMG will sell advertising and provide design services. Invoicing will come from NTMG.

DISTRIBUTION

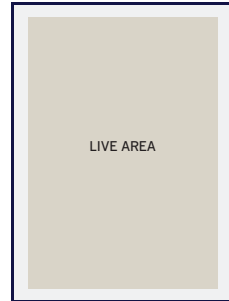
The Visitors Guide is distributed by VISIT Lake Geneva to all that request a copy via phone and website. The magazines are also distributed at the visitor center, chamber office, Travel Wisconsin Welcome Centers, hotels and resorts, local businesses, restaurants, major attractions, events and tradeshow, and are provided to meeting and event planners. In addition, thousands of copies are racked at high-traffic locations in the Chicago area.

PULL-OUT MAP

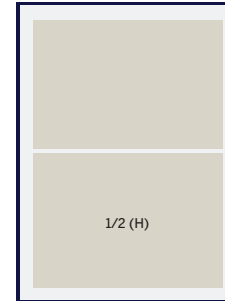
An eight-page map is inserted into the Visitors Guide that features separate maps for downtown Lake Geneva, the Lake Geneva area, Fontana and Walworth County. For just **\$345**, receive a listing with your logo and contact information as well as a locator on the map using your logo. An overrun of maps will be available for members to use at their place of business.

Must place a display ad in the Visitors Guide to participate in the map.

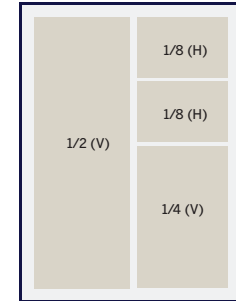
AD DIMENSIONS AND TRIM



TRIM OF MAGAZINE:
8" x 10.875"
FULL PG. BLEED
(ADD .125 AROUND TRIM):
8.25" x 11.125"
FULL PG.
(NO BLEED):
6.875" x 9.9375"



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



1/2 (V) AD:
3.3438" x 9.9375"
1/4 (V) AD:
3.3438" x 4.875"
1/8 (H) AD:
3.3438" x 2.3486"

*Keep live matter 3/8" from final trim on all sides. With bleed spreads keep live matter 1/8" from the gutter.

FULL COLOR ADVERTISING RATES

AD SIZES	EARLY BIRD (AUG. 16)	REGULAR RATE (SEPT. 24)
Back Cover	\$4,325	\$4,455
IFC	\$3,835	\$3,950
IBC	\$3,730	\$3,840
Full Page	\$2,960	\$3,050
1/2 page (H or V)	\$1,935	\$1,995
1/4 page (V)	\$1,260	\$1,295
1/8 page (H)	\$965	\$995

DINING ADVERTORIAL

Full Page	\$2,365	Half Page	\$1,440
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Only four pages of the Visitors Guide have been reserved for this special section, and are available on a first come, first served basis.

DEADLINES

EARLY BIRD DEADLINE

August 16, 2021

AD SPACE DEADLINE

September 24, 2021

AD MATERIALS DEADLINE

October 1, 2021

PUBLICATION DATE

January 2022

EXAMPLE LISTING

ACCOMMODATIONS



Grand Geneva Resort & Spa **A-1**
7036 Grand Geneva Way, Lake Geneva
262-248-8811 • 800-558-3417
www.grandgeneva.com



ADVERTISING AGREEMENT



2022 OFFICIAL VISITORS GUIDE

Reserving space in this publication is easy—simply fill out this form and fax or scan it to Nei-Turner Media Group by September 24. **Return by August 16 and save with the Early Bird rate.**

AD SIZES & RATES: FULL COLOR ADVERTISING

AD SIZES

Back Cover

Inside Front Cover

Inside Back Cover

Full Page

1/2 page (H or V **circle one**)

1/4 page (V)

1/8 page (H)

EARLY BIRD (AUG. 16)

☐ \$4,325

☐ \$3,835

☐ \$3,730

☐ \$2,960

☐ \$1,935

☐ \$1,260

☐ \$965

REGULAR RATE (SEPT. 24)

☐ \$4,455

☐ \$3,950

☐ \$3,840

☐ \$3,050

☐ \$1,995

☐ \$1,295

☐ \$995

PULL-OUT MAP

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☐ \$345

Must place a display ad in the Visitors Guide to participate in the map.

DINING ADVERTORIAL

Full Page

☐ \$2,365

Half Page

☐ \$1,440

COPY INSTRUCTIONS

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

DEADLINES

Early bird deadline: August 16, 2021

Ad space deadline: September 24, 2021

Ad materials deadline: October 1, 2021

QUESTIONS?

Please contact Cindy Smith
262.215.2997
csmith@ntmediagroup.com



VISA ACCEPTED

SEND AD MATERIALS TO:

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

P: 262.729.4471, EXT. 110
E-MAIL: ads@ntmediagroup.com

CONTACT INFORMATION

CONTACT NAME _____

AUTHORIZED SIGNATURE _____ DATE _____

Signature denotes acceptance of terms stated in the 2022 Official Lake Geneva Visitors Guide rate card.

BUSINESS NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____ E-MAIL _____

☐ **BILL MY AGENCY**

AGENCY NAME _____

CONTACT NAME _____

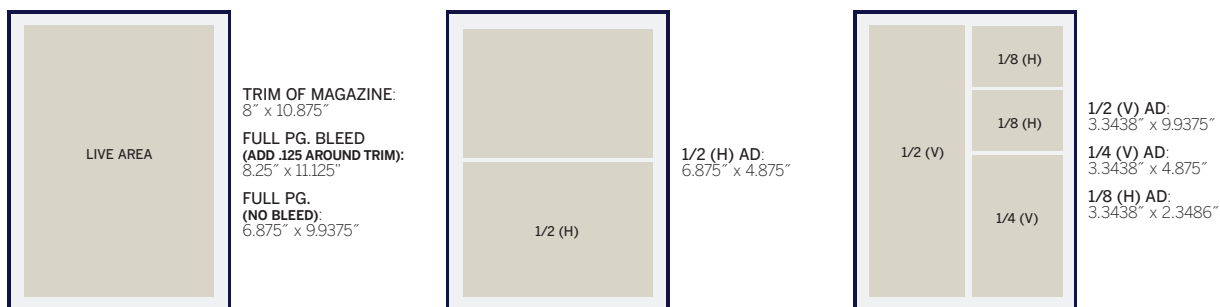
ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____ E-MAIL _____



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DESIGN SERVICES

If you do not have an existing ad that meets our specs, 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 & layout services:.....\$75 per hour
 Color scans:.....\$60-\$100 per scan
 Black & white scans:.....\$35 per scan

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

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In consideration of 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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