



# 2023 OFFICIAL LAKE GENEVA REGION VISITORS GUIDE

A PUBLICATION OF VISIT LAKE GENEVA

# 2023 RATE CARD

## ABOUT THE VISITORS GUIDE

More than just a guide, the 2023 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 and provide design services. Invoicing will also come from NTMG.



## DISTRIBUTION

The Visitors Guide is distributed by VISIT Lake Geneva 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 tradeshows, and are provided 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. 16)	REGULAR RATE (SEPT. 26)
Back Cover	\$4,500	\$4,635
Inside Front Cover	\$3,990	\$4,110
Inside Back Cover	\$3,880	\$3,995
Premium Full Page	\$3,285	\$3,385
Full Page	\$3,080	\$3,175
1/2 page (H or V)	\$2,015	\$2,075
1/4 page (V)	\$1,310	\$1,350
1/8 page (H)	\$1,000	\$1,035



## DINING ADVERTORIAL

Full Page: \$2,460      Half Page: \$1,500

Only four pages of the Visitors Guide have been reserved for this special section and are available on a first come, first served basis.

## PULL-OUT MAP

Logo, Contact Information and a Locator on the Map \$360

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

## DEADLINES

### EARLY BIRD DEADLINE

August 16, 2022

### AD SPACE DEADLINE

September 26, 2022

### AD MATERIALS DEADLINE

October 3, 2022

### PUBLICATION DATE

January 2023



## 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

## PULL-OUT 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 **\$360**, you can receive a listing with your logo and contact information, as well as a locator on the map using your logo.

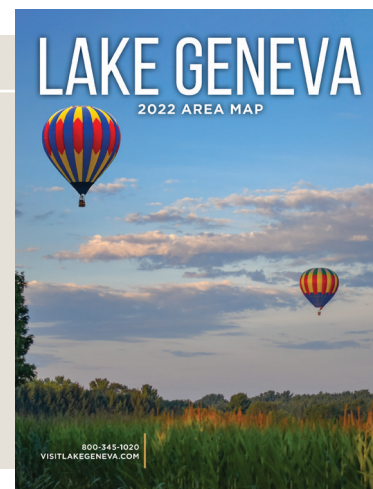
*You must place a display ad in the Visitors Guide to participate in the map advertising opportunity.*

### EXAMPLE LISTING

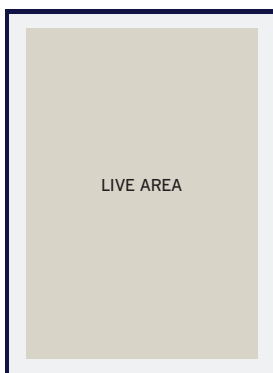
## ACCOMMODATIONS



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



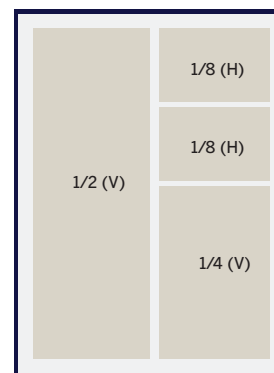
## AD DIMENSIONS AND TRIM



**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) 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.

### 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: . . . . . \$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.

### LOGOS

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

### 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. We can also 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. 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. 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 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.

### ACCEPTED MEDIA

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

### CONTRACTS

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

# ADVERTISING AGREEMENT



## 2023 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 26. **Or return by August 16 and save with the Early Bird rate.**

### AD SIZES AND RATES — FULL-COLOR ADVERTISING

AD SIZES	EARLY BIRD (AUG. 16)	REGULAR RATE (SEPT. 26)
Back Cover	<input type="checkbox"/> \$4,500	<input type="checkbox"/> \$4,635
Inside Front Cover	<input type="checkbox"/> \$3,990	<input type="checkbox"/> \$4,110
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### PULL-OUT 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 \$360, you can receive a listing with your logo and contact information, as well as a locator on the map using your logo.

\$360

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

### DINING ADVERTORIAL

Full Page	<input type="checkbox"/> \$2,460
Half Page	<input type="checkbox"/> \$1,500

### COPY INSTRUCTIONS

- Will provide a new press-ready digital ad
- Please help me design an ad
- Pick up ad from 2022 Visitors Guide

### DEADLINES

**Early Bird deadline:** August 16, 2022  
**Ad space deadline:** September 26, 2022  
**Ad materials deadline:** October 3, 2022  
**Publication date:** January 2023

### QUESTIONS?

Please contact Cindy Smith  
 262.215.2997  
 csmith@ntmediagroup.com



ACCEPTED

### 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 2023 Official Lake Geneva Region Visitors Guide rate card.

BUSINESS NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

**BILL MY AGENCY**

AGENCY NAME \_\_\_\_\_

CONTACT NAME \_\_\_\_\_

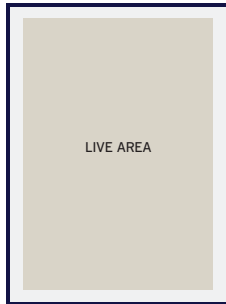
ADDRESS \_\_\_\_\_

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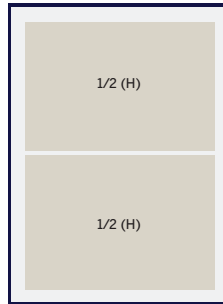
PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_



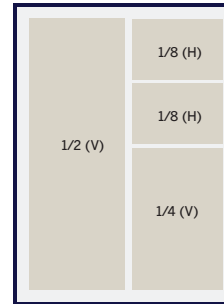
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### DESIGN SERVICES

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/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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### CONTRACTS

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