

Advertising Opportunities

2024 LET'S MINOCQUA DESTINATION GUIDE

Join Let's Minocqua as we promote the areas of Arbor Vitae, Minocqua and Woodruff in the 2024 Destination Guide, the official resource for visitors and residents.

DISTRIBUTION

65,000 Destination Guides are distributed throughout the year at visitor information kiosks and Travel Wisconsin Welcome Centers around the state; with leisure travelers from web, phone and walk-in requests; with meeting planners, tour operators and sports attendees; and from numerous information racks at attractions, hotels and events.

IMPORTANT DATES

Reservation & materials deadline
Publication date

Sept. 4, 2023
Jan. 2024

QUESTIONS?

Please contact Barb at (715) 356-5266 or
macc@minocqua.org

PRODUCTION/DESIGN GUIDELINES, MECHANICAL REQUIREMENTS & RATES

Please carefully review the media requirements below as they are critical to the quality of your ad. It is the advertiser's responsibility to prepare ad materials to the specified requirements by the deadline. **Let's Minocqua reserves the right to run last ad or charge advertiser for unused space if ad materials are not received by ad deadline.** If you do not have an existing ad that meets our specs, our design team can create one for you. Charges will apply.

ADS	LOGOS	PHOTOGRAPHY
Advertisers are encouraged to submit press quality PDFs created in CMYK and containing high resolution (300 DPI) images. Ads containing spot colors or RGB images will not be accepted.	Submit original logo in digital format or AD slicks to be scanned. 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.	Resolution must be at least 300 DPI and CMYK (No RGB/Spot Colors). Save all Images embedded as EPS or TIFF. Images downloaded from the internet are not acceptable. Scans are acceptable at a high resolution.

ADVERTISING OPPORTUNITIES AVAILABLE

DISPLAY ADS

- Varied ad sizes allow advertisers to speak to customers with a variety of calls to action
- Ad receives click-through link to your site on LetsMinocqua.com interactive online guide
- Ad design assistance available

NATIVE ADS

- Native advertising provides an in-magazine advertorial experience that creates a deeper conversation with the reader by providing an editorial look and feel
- Ad receives click-through link to your site on LetsMinocqua.com interactive online guide

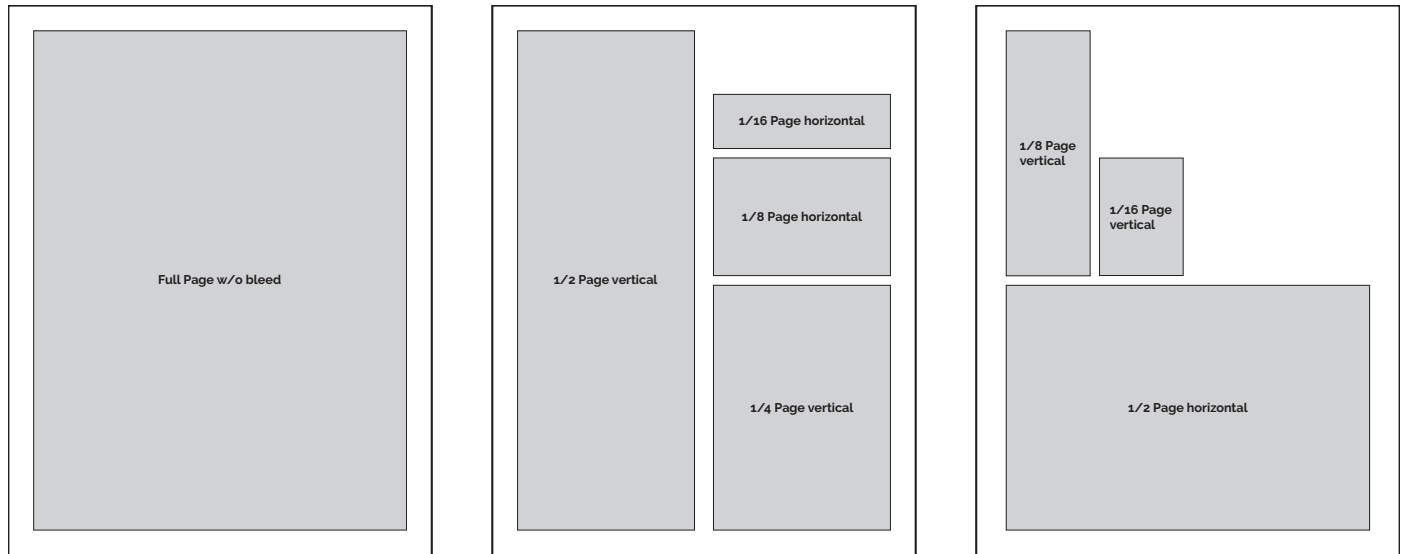
ENHANCED LISTINGS

- Receive full business listing (including description) in 2024 Destination Guide and on LetsMinocqua.com interactive online guide



DISPLAY AD SIZES

SIZE	WIDTH	HEIGHT	SIZE	WIDTH	HEIGHT
Back Cover w/ bleed	8.625"	9.75"	1/4 Page vertical	3.5"	4.8419"
Full Page w/ bleed	8.625"	11.125"	1/8 Page vertical	1.6598"	4.8454"
Full Page w/o bleed	7.375"	9.875"	1/8 Page horizontal	3.5"	2.3278"
1/2 Page vertical	3.5"	9.875"	1/16 Page vertical	1.6545"	2.3235"
1/2 Page horizontal	7.1877"	4.8419"	1/16 Page horizontal	3.5"	1.0709"



NATIVE AD CATEGORIES

CATEGORY

Arts
Attractions
Dining
Lodging

ENHANCED LISTING

Up to 125 character description added to your listing.



ORDER FORM

IMPORTANT DATE: RESERVATION & MATERIALS DEADLINE SEPTEMBER 4, 2023

Business Name			
Contact Name			
Mailing Address			
City	State	Zip	
Phone		Email	
Website			

NATIVE AD RATES

Only 5 spots available per category, and must be **prepaid**. Please indicate your preferred category:

<input checked="" type="checkbox"/>	CATEGORY	IN-ZONE	OUT-OF-ZONE	<input checked="" type="checkbox"/>	CATEGORY	IN-ZONE	OUT-OF-ZONE
<input type="checkbox"/>	Arts	\$995	\$1,195	<input type="checkbox"/>	Dining	\$995	\$1,195
<input type="checkbox"/>	Attractions	\$995	\$1,195	<input type="checkbox"/>	Lodging	\$995	NA

DISPLAY AD RATES

All ads are full color (rates are net, non-commissionable), and must be **prepaid**. Please indicate your preferred ad size:

<input checked="" type="checkbox"/>	AD SIZE	IN-ZONE	OUT-OF-ZONE	<input checked="" type="checkbox"/>	AD SIZE	IN-ZONE	OUT-OF-ZONE
<input type="checkbox"/>	Cover or Premium Spots	\$3,950	\$4,150	<input type="checkbox"/>	1/4 Page vertical	\$995	\$1,195
<input type="checkbox"/>	Full Page	\$3,725	\$3,925	<input type="checkbox"/>	1/8 Page vertical	\$575	\$775
<input type="checkbox"/>	1/2 Page vertical	\$1,895	\$2,095	<input type="checkbox"/>	1/8 Page horizontal	\$575	\$775
<input type="checkbox"/>	1/2 Page horizontal	\$1,895	\$2,095	<input type="checkbox"/>	1/16 Page vertical	\$310	\$510
<input type="checkbox"/>	1/4 Page horizontal	\$995	\$1,195	<input type="checkbox"/>	1/16 Page horizontal	\$310	\$510

PLACEMENT INSTRUCTIONS

<input checked="" type="checkbox"/>	PROVIDE AD	<input checked="" type="checkbox"/>	DESIGN AD	<input checked="" type="checkbox"/>	CARRY AD
<input type="checkbox"/>	I will provide a new press-ready digital ad	<input type="checkbox"/>	Please help me design an ad <i>Additional charges may apply</i>	<input type="checkbox"/>	Please use same ad as last year

ENHANCED LISTING RATES

<input checked="" type="checkbox"/>	DESCRIPTION (up to 125 characters max)	IN-ZONE	OUT-OF-ZONE
<input type="checkbox"/>		\$50	NA

Please send all ad files and change requests to macc@minocqua.org. Cash, check or credit card payments accepted. Please make checks payable to: Let's Minocqua. For cover positions or preferred placement requests, please contact Let's Minocqua at macc@minocqua.org or (715) 356-5266. Reserved on first come-first served basis.

Signature (Required): _____ **Date (Required):** _____

Zoning Rates: Businesses within the Let's Minocqua Room Tax Zone (In-Zone) include Arbor Vitae, Minocqua and Woodruff. Businesses outside of the Let's Minocqua In-Zone boundary, but within Oneida and Vilas Counties, are considered in the Let's Minocqua Out-of-Zone boundary excludes lodging. Prices shown above.

Advertising Agreement: This contract is for ad placement in the 2024 edition of the Let's Minocqua Official Destination Guide Ad space cancellations will not be accepted after September 4, 2023. All advertisers must be current Partners of Let's Minocqua..

Payment Terms: The Advertiser is responsible for payment of the published ad rate prior to the publication.

Copy Acceptance: Let's Minocqua reserves the right to alter or reject any ad copy, which is not in keeping with publication standards. Advertisers and/or their agencies assume complete liability for all content of advertisements printed, and also assume responsibility for any/all claims therefrom made against Let's Minocqua, and agree to hold Let's Minocqua harmless. By signing this form, I agree to the above Terms and Conditions.

RETURN COMPLETED FORM TO:

LET'S MINOCQUA VISITOR BUREAU
P.O. Box 1006, 8216 Hwy 51 S, Minocqua, WI 54548
Phone: (715) 356-5266
Email: macc@minocqua.org

