

OSHKOSH

Visitor Guide
2020

AND WINNEBAGO COUNTY

The official publication of the
Oshkosh Convention & Visitors Bureau

Promote Your Business with Visit Oshkosh

Maximize your exposure, increase your business and become a partner in tourism by advertising with Visit Oshkosh. Advertising opportunities include the Oshkosh and Winnebago County Visitor Guide, Oshkosh Coupon Book, and online advertising on VisitOshkosh.com.

The official Oshkosh and Winnebago County Visitor Guide is the area's most comprehensive tourist publication. Printed on an annual basis, the complimentary Visitor Guide includes information about the Oshkosh area including accommodations, dining, shopping, attractions, entertainment, events and services. Resources in the Visitor Guide are used by travelers and people relocating to the Oshkosh area, as well as local residents for their own leisure plans and for visiting family and friends.

Get More Benefits with One Buy

All advertisers in the Oshkosh and Winnebago County Visitor Guide will receive either a full or half page ad in the Oshkosh Coupon Book plus a dedicated page on VisitOshkosh.com including copy, logo, photos, website and social media links along with other features such as maps, coupons and more.

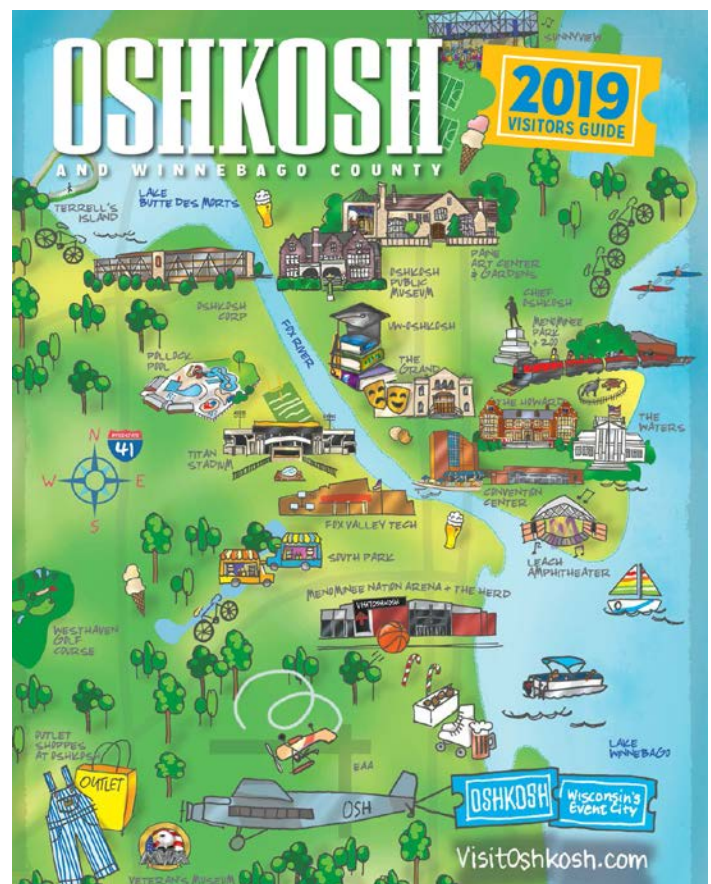
All coupons in the Coupon Book will also be displayed on the VisitOshkosh.com specials and deals webpage coming in January 2020. Please note, only coupons offering specials/deals are eligible for the specials and deals webpage. If you choose to do an ad rather than a coupon, in the Coupon Book (which is totally OK to do), it will not appear online.

Additionally, the Visitor Guide is available as an interactive e-publication for the entire year on VisitOshkosh.com with links included to your website. Additionally, the Visitor Guide is linked to the monthly Visit Oshkosh e-newsletter.

More than 30,000 Visitor Guides and 10,000 Coupon Books are distributed each year:

- To local businesses including area lodging, gas stations, airports, restaurants, attractions, retail shops and events
- For attendees at conventions, conferences, sporting events and on campus
- To all who request information via phone, email and mail
- Visitor Guides are also distributed throughout the state to travel information centers/chambers and internationally

If you own two or more businesses, ask about advertising discounts for all your businesses." And also, "Professional design services will be available to all advertisers for their ad in these publications at no charge."



Economic Impact of Tourism

Last year, visitor spending in Winnebago County was \$254.2 million. Take full advantage of the tourism market by partnering with Visit Oshkosh. We can provide more options and exposure so you can effectively promote your business or event to both locals and tourists.

■ **Distribution January 2020**

2020 Visitors Guide • Coupon Book • Restaurant Week

2020 Oshkosh Visitor Guide + Coupon Book

AD SIZE	PRICE	COUPON BOOK
Back cover	\$2,200	Free Full Page
Inside Front	\$2,000	Free Full Page
Inside Back	\$1,900	Free Full Page
Two-Page Spread	\$2,500	Free Full Page
Full	\$1,700	Free Full Page
2/3	\$1,400	Free Full Page
1/2	\$1,100	Free Full Page
1/3	\$700	Free Full Page
1/6	\$450	Free Half Page

2020 Oshkosh Visitor Guide + Coupon Book + Restaurant Week

AD SIZE	PRICE	COUPON BOOK	RESTAURANT WEEK REGISTRATION (\$200)
Back cover	\$2,200	Free Full Page	Free Registration
Inside Front	\$2,000	Free Full Page	Free Registration
Inside Back	\$1,900	Free Full Page	Free Registration
Two-Page Spread	\$2,500	Free Full Page	Free Registration
Full	\$1,700	Free Full Page	Free Registration
2/3	\$1,400	Free Full Page	Free Registration
1/2	\$1,100	Free Full Page	Free Registration
1/3	\$700	Free Full Page	\$100 Off Registration
1/6	\$450	Free Half Page	\$100 Off Registration

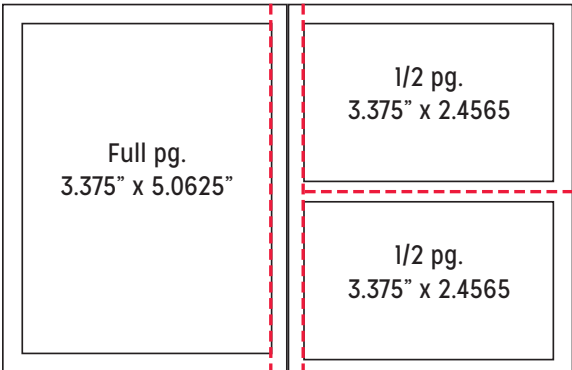
2020 Oshkosh Coupon Book

AD SIZE	PRICE
Half Page	\$150*
Full Page	\$200*

*Price includes online coupon on VisitOshkosh.com

■ Distribution January 2020

COUPON CONFIGURATIONS



All coupons are perforated for easy removal

COUPON MECHANICAL SPECIFICATIONS

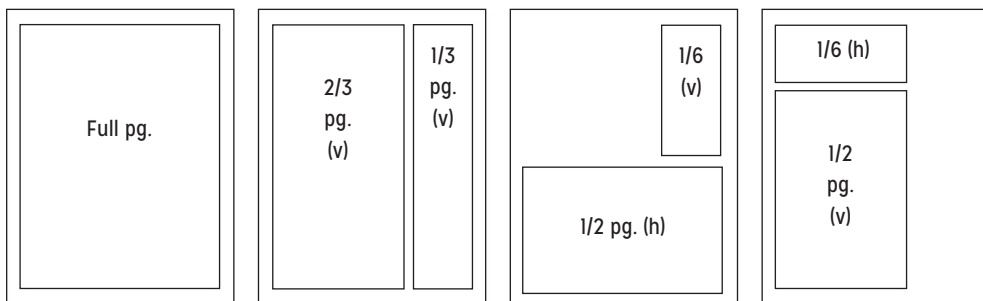
- Acceptable file formats:
 - High-resolution PDF with fonts/graphics embedded
 - JPG also acceptable created to-size, at 300 pixels per inch
- Colors must be CMYK (No RGB, Pantone or spot colors)
- Publication trim size 8.375" x 10.875".
- Submitted ads must be built to the exact size
 - Half page dimensions: 3.375"W x 2.4565"H
 - Full page dimensions: 3.375"W x 5.0625"H
- Bindery: saddle stitch.
- No bleed

If you own two or more businesses, ask about advertising discounts for all your businesses. Professional design services will be available to all advertisers for their ad in these publications at no charge.

VISITOR GUIDE AD SIZES

	WIDTH	HEIGHT
Full Pages		
■ Live area	7.375"	9.875"
■ Trim size	8.375"	10.875"
■ Bleed size	8.625"	11.125"
Inside Pages		
2/3 Vertical	4.861"	9.75"
1/2 Horizontal	7.375"	4.75"
1/2 Vertical	4.861"	7.375"
1/3 Vertical	2.347"	9.75"
1/3 Horizontal	4.861"	4.75"
1/6 Vertical	2.347"	4.75"
1/6 Horizontal	4.861"	2.25"

VISITOR GUIDE AD CONFIGURATIONS



2-page spread trim size and bleed size available upon request.

DISPLAY AD MECHANICAL SPECIFICATIONS

- Bleed available only on full page ads.
- Allow .125" trim on all bleed edges.
- Publication trim size 8.375" x 10.875".
- Printing process: Web offset.
- Bindery: saddle stitch.
- All type and other live matter not intended to bleed must be held .5" from trim. Live area is 7.375" x 9.875."

PDF FILES PREFERRED

- **PDF files** must be **high resolution, fonts embedded, CMYK** and **built to the exact ad dimensions** (no registration marks, info slugs, white space or other extraneous non-ad material). **Full page bleed PDF files** should be built to the **exact bleed size of 8.625" x 11.125"** – PDF documents may be converted to Photoshop TIFF or EPS files.

FILE REQUIREMENTS

- NO spot colors. **All colors must be CMYK.**
- File names **MUST CONTAIN ADVERTISER NAME OR ABBREVIATION** (i.e. *funhut_qtr.pdf*). NO generic file names (i.e. *visitors_guide_ad.pdf*). This assures there are no naming conflicts and the proper ad is run.
- Please use three-letter extension on all file names.
- High-resolution means photos originate at least 266 dpi and line art bitmaps at at least 600-1200 dpi. This also applies to raster effects such as transparency and shadows which must be set at 300 dpi.

Files not meeting publications specifications may require modification at the advertiser's expense. Advertising production is billed at \$100/hour.

POLICIES

Copy Acceptance

Copy shall be published as submitted in original proof form, unless a subsequent revise is requested by advertiser in writing. The Oshkosh CVB assumes no liability for any copy error unless proof is returned in time for correction to be made, prior to established deadlines. Advertiser agrees to accept a corrected display ad in the next edition of the publication, at no charge, in the event that liability for the error rests with the Oshkosh CVB.

Advertiser agrees that in the event the creditor needs to refer to a third party for collection, all costs, fees and charges shall be added to the amount due and owing. This shall include any commission charged by a third party retained by the creditor to affect collection of any outstanding balance due.

WE WILL BUILD YOUR AD

- You provide the elements and we'll build your ad for free. Advertisers provide logos as scalable vector files (.svg, .ai, .eps, .pdf) and graphic elements as .tif, .jpg, .eps. Copy should be sent as Word document (.doc) or text (.txt). If you have questions, please inquire. **DO NOT** nest graphic files on Word documents. Send as individual native files.

NATIVE FILES

- **Adobe Illustrator (any v6.0 through CS6).**
- **InDesign (CS6 or CC)** files are supported. Native InDesign files require **all linked files** and **OFT** or **Adobe Type 1 Postscript fonts** for Macintosh. Finished files will be distilled into **PDFX/1a** compliant files.
- **Pagemaker, MS Word** and **MS Publisher** files **NOT** accepted or supported.

ACCEPTABLE MEDIA

Please provide electronic materials on:

- **PDFs may be sent via email (up to 30 MB): hoot@hootcom.com**
- Folders containing native files (and all support files) must be compressed as **Stuffit** or **Zip** archives and sent via FTP transfer. Contact **hoot@hootcom.com** for FTP upload instructions.
- CD-ROM(s), data DVD(s) or USB thumb drives
- Ad materials may be mailed directly to:
Hoot Communications
6902 Aldo Leopold Way
Middleton, WI 53562

Terms

Payment for advertising (other than cash-in-advance) is due upon placement of advertising order unless other arrangements are confirmed in writing by the Oshkosh CVB. Unpaid past balance on any account may result in cancellation of pending advertising without prior notice.

Oshkosh CVB reserves the right to refuse advertisements on the basis of content or quality of production, and assumes no liability of statements or claims made in advertising copy.

Oshkosh CVB also reserves the right to refuse advertisements that contain what is considered to be false, illegal or libelous information or material that gratuitously offends members of the general public.

2020 Oshkosh and Winnebago County Visitors Guide

ADVERTISING AGREEMENT

(FOR ADMINISTRATION PURPOSES ONLY • REQUIRED INFORMATION)



Billing Name _____ Name _____

Address _____ City _____ State _____ Zip _____

Phone (____) _____ Fax (____) _____

E-mail Address _____

(DIRECTORY LISTING • REQUIRED INFORMATION)

Business Name _____

Address _____ City _____ State _____ Zip _____

Phone (____) _____ Website _____

Listing copy (maximum 25 words) _____

2020 Oshkosh and Winnebago County Visitors Guide + Coupon Book

	VISITORS GUIDE AD SIZE & PRICE	COUPON BOOK
<input type="checkbox"/> Back Cover	\$2,200	Free Full Page
<input type="checkbox"/> Premium Inside Front Cover	\$2,000	Free Full Page
<input type="checkbox"/> Premium Inside Back Cover	\$2,000	Free Full Page
<input type="checkbox"/> Two-Page Spread	\$2,500	Free Full Page
<input type="checkbox"/> Full Page	\$1,700	Free Full Page
<input type="checkbox"/> 2/3 Page	\$1,400	Free Full Page
<input type="checkbox"/> 1/2 Page	\$1,100	Free Full Page
<input type="checkbox"/> 1/3 Page	\$ 700	Free Half Page
<input type="checkbox"/> 1/6 Page	\$ 450	Free Half Page

2020 Oshkosh and Winnebago County Visitors Guide + Coupon Book + Restaurant Week (\$200 Registration)

	VISITORS GUIDE AD SIZE & PRICE	COUPON BOOK	REST. WEEK REG.
<input type="checkbox"/> Back Cover	\$2,200	Free Full	Free
<input type="checkbox"/> Inside Front Cover	\$2,000	Free Full	Free
<input type="checkbox"/> Inside Back Cover	\$2,000	Free Full	Free
<input type="checkbox"/> Two-Page Spread	\$2,500	Free Full	Free
<input type="checkbox"/> Full Page	\$1,700	Free Full	Free
<input type="checkbox"/> 2/3 Page	\$1,400	Free Full	Free
<input type="checkbox"/> 1/2 Page	\$1,100	Free Full	Free
<input type="checkbox"/> 1/3 Page	\$ 700	Free Half	\$100
<input type="checkbox"/> 1/6 Page	\$ 450	Free Half	\$100

I acknowledge that I will be billed according to the above selection by the Oshkosh Convention & Visitors Bureau.

I will pay by check. Make checks payable to: **Oshkosh CVB**

I will pay by Credit Card Visa Mastercard

Card Holder _____

Card Number _____

Expiration _____

Signature _____

2020 Oshkosh Coupon Book (only)

AD SIZE	PRICE
<input type="checkbox"/> Half Page	\$150*
<input type="checkbox"/> Full Page	\$200*

*Price includes online coupon on VisitOshkosh.com

Please mail, fax or email your completed advertising agreement to:

Oshkosh Convention & Visitors Bureau

Justin DeJager

100 N. Main St., Suite 112, Oshkosh, WI 54901

Phone: 920-303-9200 • Fax: 920-303-9294

justin@visitoshkosh.com

PRODUCTION MATERIALS Ad copy attached Ad copy to follow Use ad from previous year

Additional instructions _____

Authorized Signature _____ **Date** _____