DESTINATION GUIDE ORDER FORM

IMPORTANT DATE: RESERVATION & MATERIALS DEADLINE DECEMBER 1, 2026

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

NATIVE AD RATES

Only 3 spots available per category, and must be **prepaid** This is for a full article. Please indicate your preferred category:

☑	CATEGORY	IN-ZONE	OUT-OF-ZONE	☑	CATEGORY	IN-ZONE	OUT-OF-ZONE
☐	Arts	$1500	$1600	☐	Dining	$1500	$1600
☐	Attractions	$1500	$1600	☐	Lodging	$1500	NA

DISPLAY AD RATES

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

☑	AD SIZE	IN-ZONE	OUT-OF-ZONE	☑	AD SIZE	IN-ZONE	OUT-OF-ZONE
☐	Cover or Premium Spots	$2500	$2600	☐	1/4 Page vertical	$600	$700
☐	Full Page	$1250	$1350	☐	1/8 Page vertical	$350	$450
☐	1/2 Page vertical	$800	$900	☐	1/8 Page horizontal	$350	$450
☐	1/2 Page horizontal	$800	$900	☐	1/16 Page vertical	$200	$300
☐	1/4 Page horizontal	$600	$700	☐	1/16 Page horizontal	$200	$300

PLACEMENT INSTRUCTIONS

☑	PROVIDE AD	☑	DESIGN AD	☑	CARRY AD
☐	I will provide a new press-ready digital ad	☐	Please help me design an ad *Additional charges may apply*	☐	Please use same ad as last year

ENHANCED LISTING RATES

☑	DESCRIPTION (up to 125 characters max)	IN-ZONE	OUT-OF-ZONE
☐		$25	$50

Please send all ad files and change requests to marketing@threelakes.com. Cash, check or credit card payments accepted. Please make checks payable to: Explore Three Lakes. For cover positions or preferred placement requests, please contact Explore Three Lakes at 715.546.3344 or marketing@threelakes.com Reserved on a first come, first served basis.

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

Zoning Rates: In-Zone businesses exist within the township of Three Lakes. Businesses outside of the township of Three Lakes, but within Oneida, Vilas, or Forest counties are considered in the Explore Three Lakes Out-of-Zone boundary- excludes Lodging. Prices as shown.
Advertising Agreement: This contract is for ad placment in the 2027 edition of the Explore Three Lakes Official Destination Guide. Ad space reservations will not be considered after December 1, 2026. All advertisers must be current partners of Explore Three Lakes.
Payment Terms: The Advertiser is responsible for payment of the published ad rate prior to the publication.
Copy Acceptance: Explore Three Lakes reserves the right to alter or reject any ad copy which is not in keepign with publication standards. Advertisers and/or their agencies assume complete liability for all content of advertisements printed, and also assume responsibility for anuy/all claims therefrom made against Explore Three Lakes, and agree to hold Explore Three Lakes harmless. By signing this form I agree to the above Terms and Conditions..

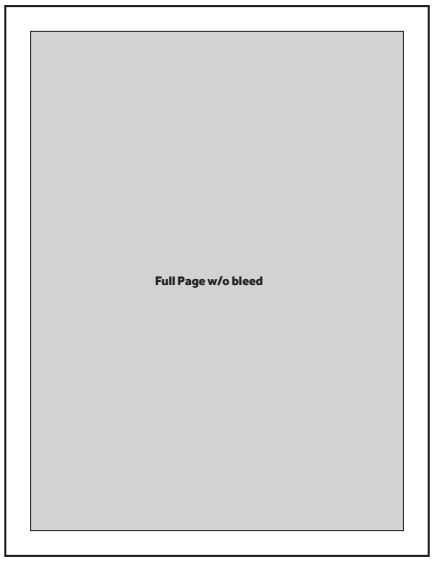
RETURN COMPLETED FORM TO:

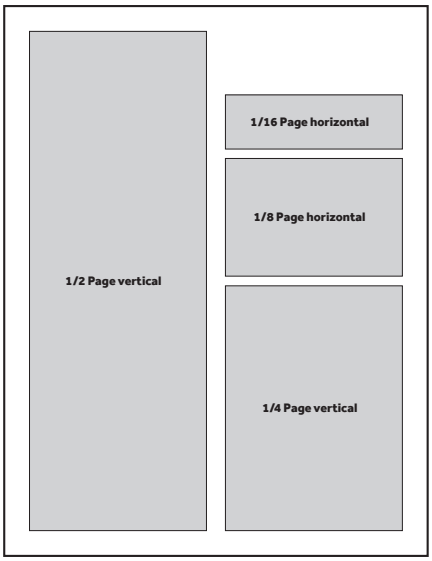
EXPLORE THREE LAKES
P.O. Box 268, 1704 Superior St., Three Lakes, WI 54562
Phone: 715.546.3344
Email: marketing@threelakes.com

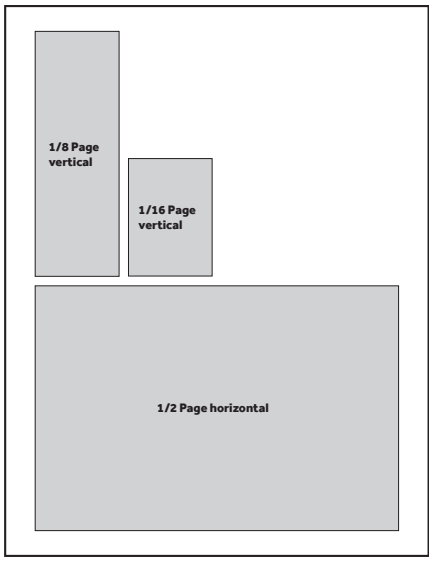
Three Lakes AREA VISITORS BUREAU

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

Let readers get to know your business with a spotlight article! The Native Ad provides a full 2 page article with three photos in the appropriate category for your business or organization. Tell your story to 20,000 readers plus receive a corresponding blog post on threelakes.com that will stay up in perpetuity.
If a full article is more than you need, reach out to jacqui@threelakes.com for info on inclusion in a general category article.

ENHANCED LISTING

Up to 125 character description added to your listing.
(Basic listings are only address, phone & website)

Three Lakes AREA VISITORS BUREAU

Advertising Opportunities

2027THREE LAKES DESTINATION GUIDE

Join Explore Three Lakes as we promote the Three Lakes area in the 2027 Destination Guide, the official resource for visitors and residents.

DISTRIBUTION

20, 000 Destination Guides are distributed throughout the year at visitor information kiosks, Visitors Bureaus and Travel Wisconsin Welcome Centers around the state; with leisure travelers from web, phone and walk-in requests; and at numerous information racks at attractions, hotels, cabins and events.

IMPORTANT DATES

Reservation & materials deadline	**Dec 1, 2026**
Publication date	**Feb. 2027**

QUESTIONS?

Please contact Jacqui at 715.546.3344 or marketing@threelakes.com

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. Explore Three Lakes reserves the right to run last ad or charge advertiser for unused space if ad materials are not received by the ad deadline. If you do not have the an exisiting 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 (300DPI) 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 RBG/ Spot Colors). Save all images embedded as EPS or TIFF. Images downloaded fro the internet are not acceptable. Scans are acceptable at a high resolution.

ADVERTISING OPPORTUNITIES AVAILABLE

DISPLAY ADS

- Varied ad sizes allow advertisers to communicate with customers with a variety of calls to action.
- 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 editiorial look and feel.

ENHANCED LISTINGS

- Receive a full business listing (including 125 character description) in the 2025Destination Guide. Basic listings will include only address, phone, and website information.

Three Lakes AREA VISITORS BUREAU