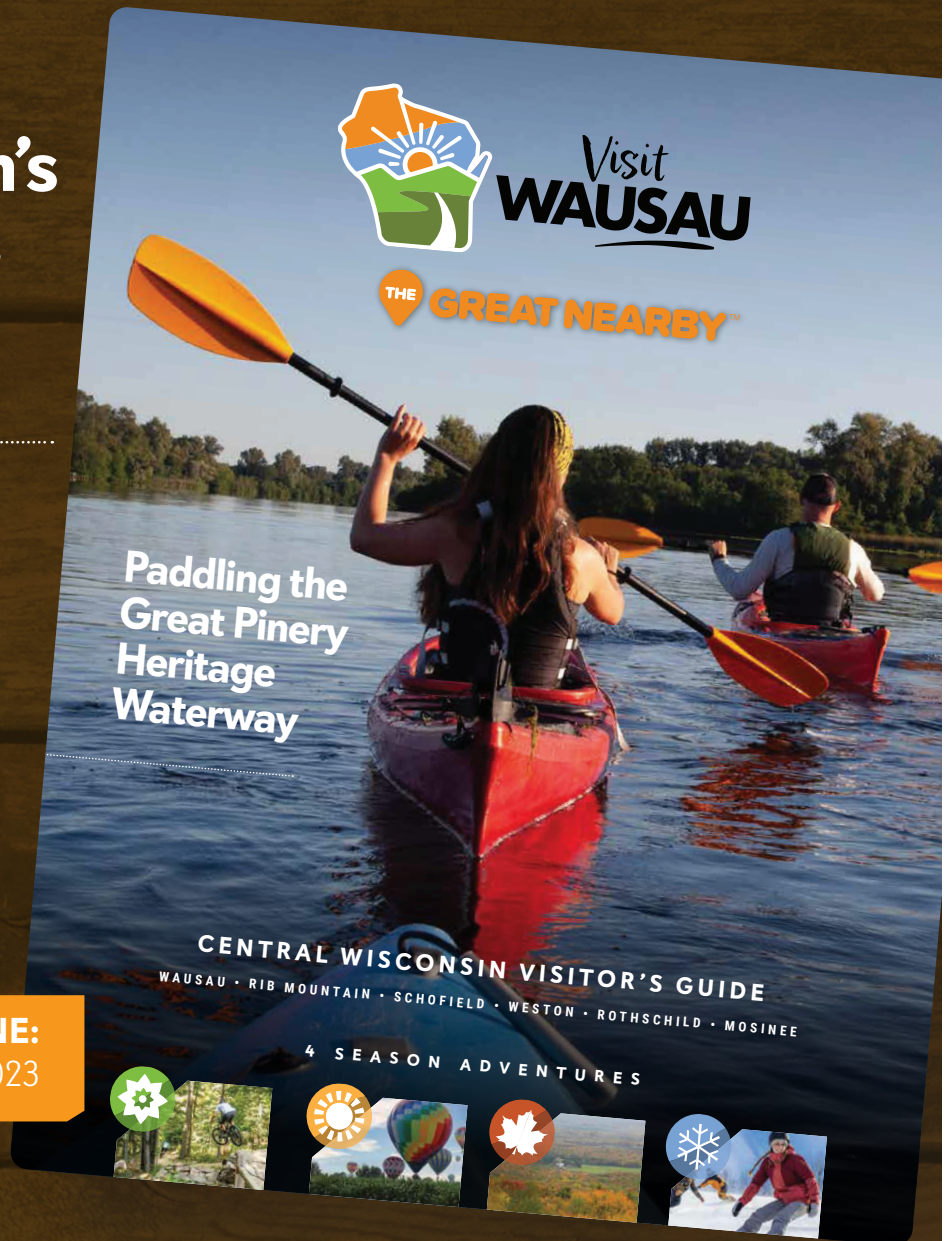


Advertise in Central Wisconsin's top visitors guide.

VISITOR'S GUIDE STATS

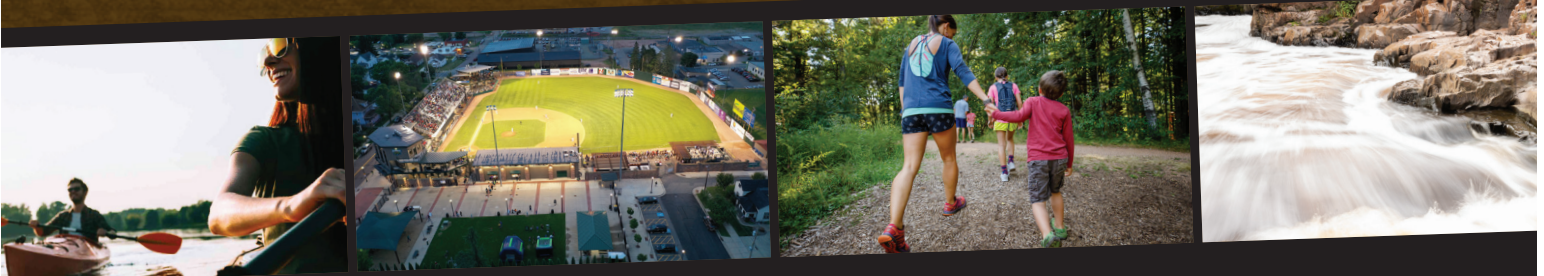
- 50,000 Initial Printing
- Two Year Evergreen Four Season Guide
- Distributed State-Wide to Visitor Centers & CVBs
- Direct Mailed for All Requests
- Free Ad on Virtual Guide Page
- Guide Requested by Area Groups and Meetings
- Distributed Locally to 30 Locations Weekly

AD DEADLINE:
NOVEMBER 30, 2023



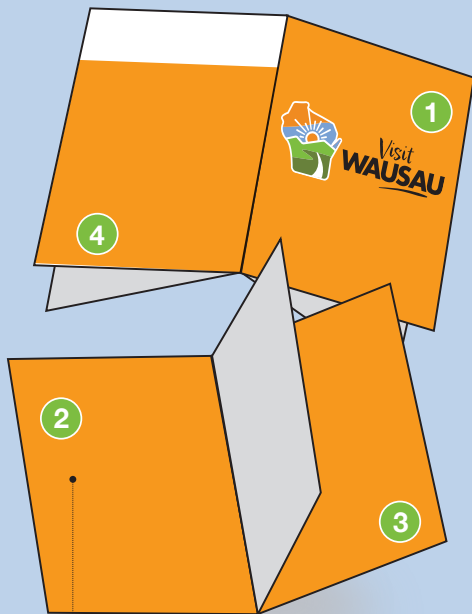
Visit
WAUSAU

WAUSAU | RIB MOUNTAIN | SCHOFIELD | WESTON



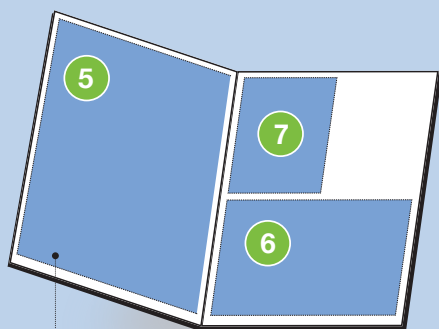
Ad Placement Locations and Pricing

Prices reflect a 2-year publication period



Premium Ads

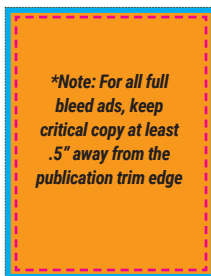
- 1 ☐ Front Cover + Inside Editorial \$12,000
- 2 ☐ Inside Front Cover Full Page w/Bleed \$8,500
- 3 ☐ Inside Back Cover Full Page w/Bleed \$8,000
- 4 ☐ Back Cover 3/4 Page w/Bleed \$9,000



Display Ads

- 5 ☐ \$5,000
Full Page w/Bleed or Full Page no/bleed Option
- 6 ☐ \$3,600
Half Page Horizontal
- 7 ☐ \$2,400
1/4 Verticle

Ad Specs

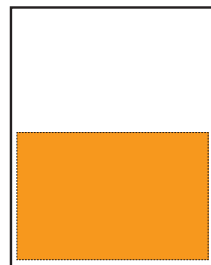


FULL PAGE W/BLEED

Final Art Size: 8.625" w x 11.125" h w/bleed
Final Trim: 8.375" w x 10.875" h
Safe Area: 7.875" w x 10.125" h
.375" from bleed edge

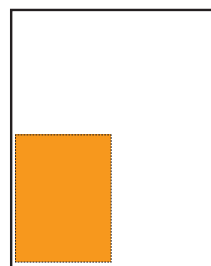
Full Page no/bleed Option

Final Art Size: 7.875" w x 10.125" h



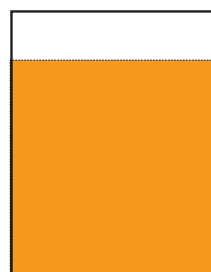
HALF PAGE HORIZONTAL

Final Art Size: 7.875" w x 5" h



1/4 VERTICLE

Final Art Size: 3.875" w x 5" h



BACK COVER

Final Art Size: 8.625" w x 9" h
(Includes .125" bleed on left, right and bottom edges)

ADVERTISEMENT ARTWORK

- ☐ My ad will be supplied as complete, electronic art
- ☐ I need an ad designed (\$175 charge)

FILE FORMAT SPECIFICATIONS

File Formats:

High resolution (300dpi) TIF, EPS and Adobe PDF (PDFX/1 compliant or optimized for press).

Color:

Ads are four color process; CMYK only. No RGB, Pantone or other spot colors.

Email Delivery:

advertising@visitwausau.com. Please inquire for other delivery options for files 7MB or larger.

Reserve Your Ad Space Today



Scan QR code or visit the link below to fill-in the online form and secure your ad space today.

www.visitwausau.com/partner-order-form

Brochure Distribution Service (price per month)

Visit Wausau has 30 different community racks around Central Wisconsin that are maintained weekly. Advertisers can provide marketing materials that can be placed in the racks. Visit Wausau will make sure materials are well stocked and change out as needed. Quarterly, semi-annual and annual slots are available.

PRICING:

Advertiser: ☐ 4" x 9" Slot-\$40 ☐ 8.5" x 11" Slot-\$80
Non-Advertiser: ☐ 4" x 9" Slot-\$50 ☐ 8.5" x 11" Slot-\$100

With a 12 Month Contract:

Advertiser: ☐ 4" x 9" Slot-\$35 ☐ 8.5" x 11" Slot-\$70
Non-Advertiser: ☐ 4" x 9" Slot-\$40 ☐ 8.5" x 11" Slot-\$90
_____ x _____ Months = \$ _____

TOTAL ADVERTISING:\$ _____

PRINT AND DROP PROGRAM (QUANTITY OF 5,000)

- ☐ 4" x 9" 2-sided, 4-color rack card\$400
- ☐ 4" x 9" Folded 6-panel, 4-color brochure\$425
- ☐ Other size/quantity:

2yr
publication

HALF PAYMENT WILL BE DUE IN JANUARY OF 2023 WITH THE REMAINING PAYMENT BEING DUE IN JANUARY OF 2025