

# Advertise in Central Wisconsin's top Visitors Guide.

## VISITOR'S GUIDE STATS

- 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:**  
DECEMBER 31, 2025



Visit  
**WAUSAU**

ATHENS • RIB MOUNTAIN • ROTHSCHILD  
SCHOFIELD • WAUSAU • WESTON

**WISCONSIN'S BASECAMP**

**WISCONSIN'S BASECAMP**  
**WAUSAU**  
MOST LIVABLE OUTDOOR CITY  
VISITWAUSAU.COM

**MEET 895 MILES OF RED GRANITE**  
Enjoy new Gravel Biking across Marathon County  
PAGE 12

**IT ALL STARTS WITH A VISIT**  
PAGE 12

**WORK REMOTE. PLAY OUTSIDE. LIVE WAUSAU.**  
Why more professionals are choosing Basecamp living  
PAGE 14

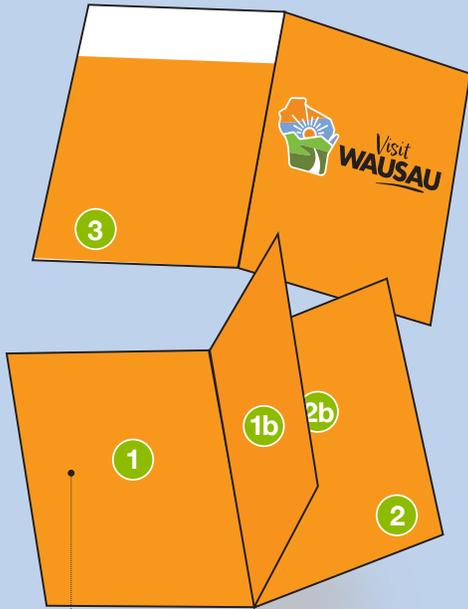
**A CREATIVE CORE IN THE HEART OF WISCONSIN**  
From murals to museums, theater to outdoor concerts — find your rhythm  
PAGE 16

**BASECAMP TO NATIONAL TRAIL ADVENTURES** PAGE **10**

ATHENS • RIB MOUNTAIN • ROTHSCHILD  
SCHOFIELD • WAUSAU • WESTON

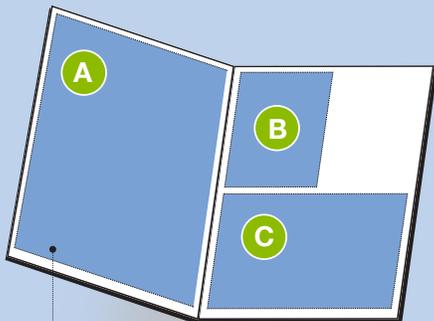


# Ad Placement Locations and Pricing



## Premium Ads

- 1 Inside Front Cover Full Page w/Bleed \$8,000
- 1b Inside Front Cover, 'B' - Full Page w/Bleed \$8000
- 2 Inside Back Cover Full Page w/Bleed \$7500
- 2b Inside Back Cover 'B' - Full Page w/Bleed \$7500
- 3 Back Cover 3/4 Page w/Bleed \$9,000



## Display Ads

- A \$4,000  
Full Page w/Bleed or Full Page no/bleed Option
- B \$3,000  
Half Page Horizontal
- C \$2,000  
1/4 Verticle

# Ad Specs

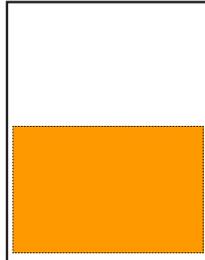


## FULL PAGE W/BLEED

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

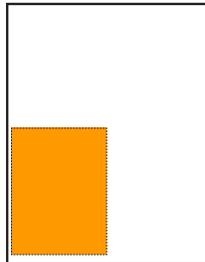
## Full Page no/bleed Option

Final Art Size: 7.875" w x 10.125" h



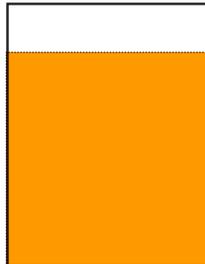
## HALF PAGE HORIZONTAL

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 (\$225 charge)

## FILE FORMAT SPECIFICATIONS

**File Formats:**  
 High resolution (300dpi) TIF, EPS and Adobe PDF (PDFX/1 acompliant 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](http://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:

**PAYMENT IS DUE ONCE MAGAZINE IS DISTRIBUTED - JANUARY 30, 2026**