

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

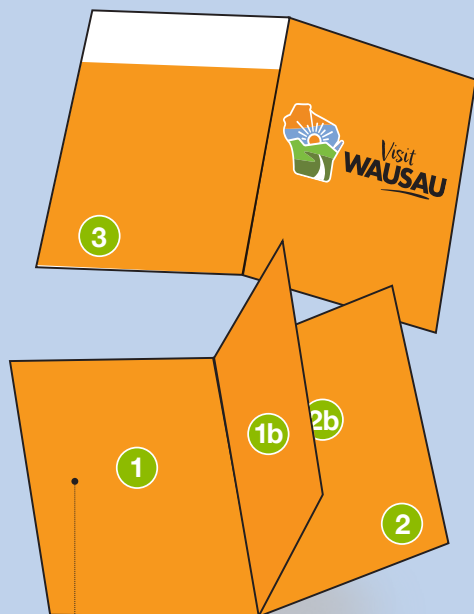


ATHENS • RIB MOUNTAIN • ROTHSCHILD
SCHOFIELD • WAUSAU • WESTON

WISCONSIN'S BASECAMP

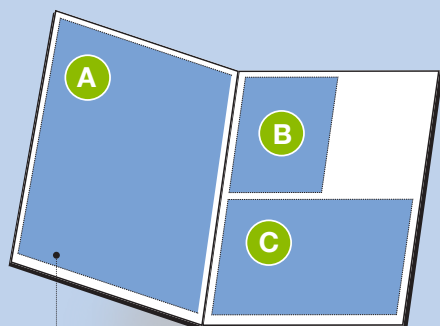


Ad Placement Locations and Pricing



Premium Ads

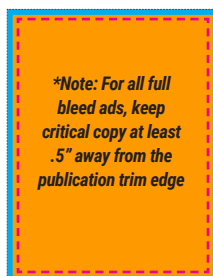
- 1** ☐ Inside Front Cover Full Page w/Bleed \$8,000
- 1b** ☐ Inside Front Cover, 'B' - Full Page w/Bleed \$8000
- 2** ☐ Inside Back Cover Full Page w/Bleed \$7500
- 2b** ☐ Inside Back Cover 'B' - Full Page w/Bleed \$7500
- 3** ☐ Back Cover 3/4 Page w/Bleed \$9,000



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

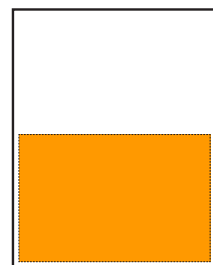


FULL PAGE W/BLEED

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

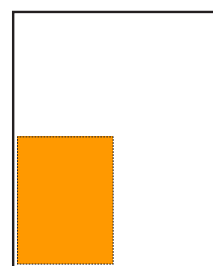
Full Page no/bleed Option

Final Art Size: 7.875" w x 10.125" h



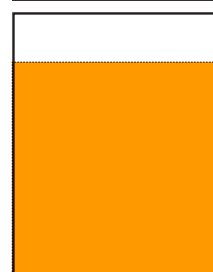
HALF PAGE HORIZONTAL

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 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:

PAYMENT IS DUE ONCE MAGAZINE IS DISTRIBUTED



Visitors Guide Advertising Contract

50,000 Visitor Magazines
and 10,000 area maps
will be printed.

ADVERTISER INFORMATION

Business Name: _____

Contact Name/Title: _____

Phone: _____

Physical Address: _____

City _____ State _____ Zip _____

Billing Address if different: _____

Billing City if different: _____ State: _____ Zip: _____

Email: _____

Website: _____

☐ Facebook ☐ Twitter ☐ Instagram ☐ Youtube

ADVERTISING AGREEMENT:

No cash rebates will be made. Cancellations must be received in writing before the ad closing date of November 30, 2025. Verbal orders are binding. No cancellations accepted after the closing date. All orders are subject to Wausau/Central Wisconsin Convention & Visitors Bureau's (W/CWC&VB) acceptance. All advertising rates apply to businesses within the seven communities represented by W/CWC&VB. In the event that Advertiser is delinquent in its payment to W/CWC&VB under this Contract, W/CWC&VB may terminate this Contract. Net 30 days billing terms apply from the time an invoice is received. Annual 18% interest rate will be added to past due invoices. This Contract will be assignable by W/CWC&VB and will be binding on the parties hereto and on their heirs, personal representatives, administrators, successors, and assigns. W/CWC&VB reserves the right to reject or cancel for any reason any advertising, including any advertising which in the opinion of W/CWC&VB does not conform to the standards of the publication. All display ads are to be supplied to W/CWC&VB electronically. Advertiser is responsible for all outside costs incurred for the development of such ads. W/CWC&VB agrees to order the printing of a minimum of 50,000 copies of the Visitor Magazine and 10,000 copies of the Area Map and use its best efforts to begin distribution prior to January 1, 2023. Advertiser agrees that it will hold harmless, defend and indemnify W/CWC&VB and any of its personnel or agents from any liability or expense (including attorney fees) they may incur as a result of the publication of any materials submitted by Advertiser which are in breach of any warranty contained in this Contract. W/CWC&VB shall not be liable for any damages if for any reason the publisher fails to print an advertisement. Advertiser understands that the normal printing process and differences in the quality of paper may cause a variation in color, clarity and overall appearance between a proof and the printed publications.

Advertiser's Signature _____ Date _____

RETURN BY MAIL TO:

2023 Visitors Guide
Wausau/Central Wisconsin CVB
227460 Shrike Ave, Wausau, WI 54401
715-355-8788
Fax: 715-359-2306
Email: advertising@visitwausau.com