Print and Virtual Guide

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

Visit WAUSAU

ATHENS · RIB MOUNTAIN · ROTHSCHILD
SCHOFIELD · WAUSAU · WESTON

WISCONSIN'S BASECAMP



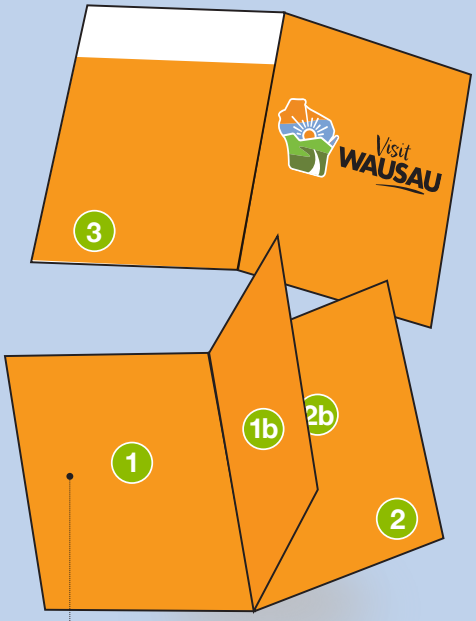








Ad Placement Locations and Pricing



Premium Ads

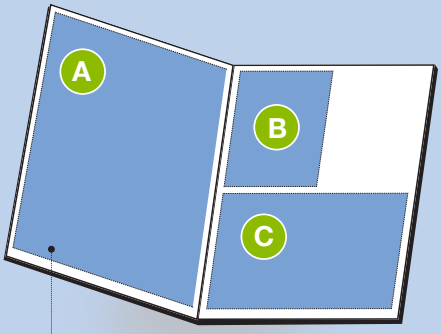
1 ☐ Inside Front Cover Full Page w/Bleed **$8,000**

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

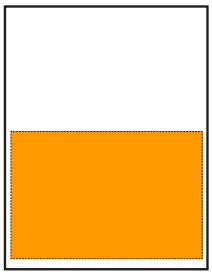
Ad Specs

**Note: For all full bleed ads, keep critical copy at least .5" away from the publication trim edge*

FULL PAGE W/BLEED

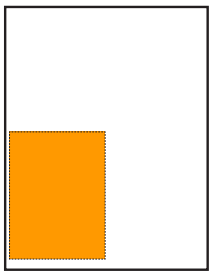
Final Art Size: 8.625" w x 11.125" h w/bleed
Final Trim: 8.375" w x 10.875" h
Safe Area: 7.875" w x 10.125" h
.375" from bleed edge

Full Page no/bleed Option
Final Art Size: 7.875" w x 10.125" h



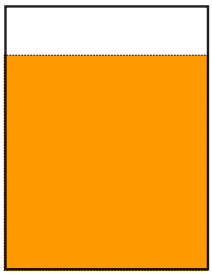
HALF PAGE HORIZONTAL

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:
marketing@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 = $_____

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:

TOTAL ADVERTISING: .....$_____

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:

By placing an advertising order, the advertiser agrees to the following terms:

Cancellations: Cancellations must be received in writing before the published advertising deadline. All orders are final after that date, and the advertiser remains responsible for the full contracted amount.

Advertising Materials: Advertisers are responsible for providing print-ready artwork by the required deadline and for any associated design costs.

Approval: Visit Wausau reserves the right to reject advertising that does not meet publication standards.

Publication: Visit Wausau will make reasonable efforts to publish and distribute the guide as planned. Minor printing variations may occur. If an advertisement is omitted due to an error by Visit Wausau, the advertiser will receive a refund or credit for that advertisement.

Advertiser's Signature _____ Date _____

RETURN BY MAIL TO:

Visitors Guide
Wausau/Central Wisconsin CVB
PO Box 1486 Wausau, WI 54402

715-355-8788
Fax: 715-359-2306
Email: marketing@visitwausau.com