

TRAVEL WISCONSIN

2023 OFFICIAL TRAVEL GUIDE PRINT



2022 ESTO Mercury Award for Printed Collateral Materials

FOR ADVERTISING INFORMATION, PLEASE CONTACT:



DAN CARTER
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FOR MATERIALS SPECIFICATIONS, PLEASE CONTACT:

Kristin Fletcher, Campaign Manager
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Inspire Travelers to Visit WISCONSIN

Travel Wisconsin's Official Travel Guide delivers the best of Wisconsin to visitors. They depend on the guide as their source for selecting where to go, where to stay, and what to do while visiting Wisconsin. The guide is the official fulfillment piece for next year—showcase your destination or attraction to interested travelers in 2023.

IMPORTANT DATES



AD CLOSE
OCTOBER 28, 2022



MATERIALS DUE
NOVEMBER 4, 2022



PUBLICATION/BILLING
MARCH 2023

AD RATES*

STANDARD POSITION	RATE
Full Page	\$ 5,405
1/2 Page	\$ 2,770
1/4 Page	\$ 1,865

PREMIUM POSITION**	RATE
Inside Front Cover**	\$ 6,485
Facing Inside Front Cover**	\$ 6,215
Inside Back Cover**	\$ 6,215
Table of Contents (Left)	\$ 6,005
Table of Contents (Right)	\$ 6,005
Facing Welcome Full Page**	\$ 6,005
Facing Masthead Full Page**	\$ 6,005
Masthead (1/2 Page)	\$ 4,144

Pre-billing available. Details subject to change.

Travel Wisconsin has final decision on ad placements. All rates are net.

Previous and new advertisers have first right of refusal.

**Premium Position for advertorial ad will include a QR Code.

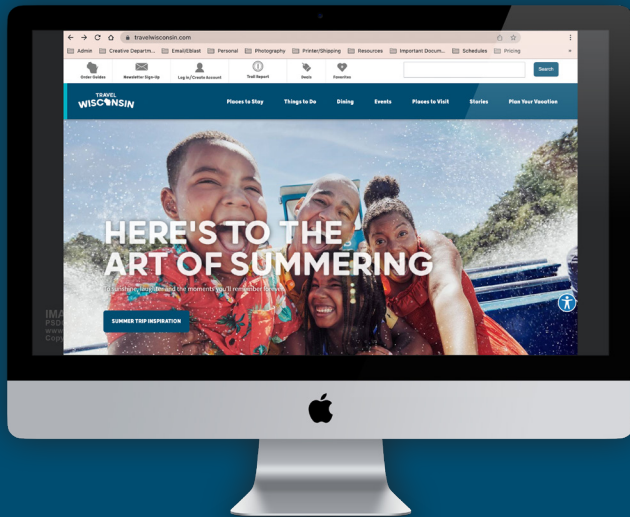
ENGAGE READERS WITH SPONSORED CONTENT ADS

New for 2023, all ads in the Wisconsin Travel Guide will be in a "Sponsored Content" format. Available in full-page, half-page and quarter-page sizes, Sponsored Content Ads combine your imagery with inspirational copy about your destination, attraction, or lodgings. You provide images and copy, and our team will edit and lay out the ad to ensure it looks fantastic. Sponsored Content Ads look like editorial, so readers are more likely to interact with your ad.



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2023 OFFICIAL TRAVEL GUIDE DIGITAL



Produced in partnership between
Travel Wisconsin and Madden

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2023 OFFICIAL TRAVEL GUIDE DIGITAL ADDED VALUE

Inspire Travelers to Visit

WISCONSIN

We know audiences consume media across different channels, and with these added value opportunities included with Wisconsin Travel Guide Sponsored Content ads, we can help you maximize the reach of your destination's message. **Check out these no-cost additions to each Sponsored Content ad purchase:**

PREMIUM POSITION	FULL PAGE	HALF PAGE // QUARTER PAGE
FACEBOOK CANVAS AD	INSTAGRAM STORY	INSTAGRAM STORY
Up to four images included in ad	Single Image Story: one image per day for a week (Mon-Fri)	Single Image Story: one image per day for a week (Mon-Fri)
Estimated Impressions: 15,000	Estimated Impressions: 5,000 per story	Estimated Impressions: 5,000 per story
EMAIL PROMO AD	FACEBOOK CANVAS AD	
Inclusion in Wisconsin Traveler email	Up to four images included in ad	
Subscriber list of over 88,000	Estimated Impressions: 15,000	

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EXCLUSIVE OPPORTUNITY: SPONSORED SIDEBAR

Become a part of the story with a Sponsored Sidebar. As a DMO partner of Travel Wisconsin, you can tell your destination's story within the feature editorial of the 2023 Wisconsin Travel Guide. You provide content and a QR code pointing to your website, and our creative team will design it as part of a feature spread within the guide. Sponsored Sidebar spaces are extremely limited, so reserve your spot today!



AD RATES*

STANDARD POSITION	RATE
1/3 Page Editorial Sidebar 150 words	\$ 2,500

*All Sponsored Sidebar Content will be subject to review and approval by Travel Wisconsin.

DIGITAL ADDED VALUE

EDITORIAL SIDEBARS

FACEBOOK CANVAS AD

Up to four images included in ad
Estimated Impressions:
15,000

WEBSITE PRE-FOOTER AD

Ad will run for 1 month
Estimated Impressions:
20,000

