

TRAVEL WISCONSIN .COM

In order to generate excitement and increase tourism to Wisconsin, the Wisconsin Department of Tourism is teaming up with the Daily Herald newspaper to release a special travel supplement. It will highlight outdoor activities, family attractions and special events throughout Wisconsin and will be distributed in the Daily Herald reaching more than 93,000

households via print and a digital audience with nearly 1.4 million unique visitors per month in the affluent suburban Chicago market. This rare and incredible marketing opportunity will allow you to promote your business, show prospective vacationers what makes your location special, and increase sales!

SECTION DEADLINES

PUBLICATION DATE: Sunday, September 22
Space Reservation Deadline: Friday, August 23
Camera Ready Ad Deadline: Friday, September 6

Accompanying this letter is a participation agreement, which details information regarding ad sizes and costs.



FOR MORE INFORMATION, CONTACT:
Joanne Carroll | *Multimedia Sales Executive*

Office: (847) 427-4649
Email: jcarroll@dailyherald.com



TRAVEL WISCONSIN .COM

Full Page
5 col.
5 col. x 11.125
9.24" x 11.125"

\$3,995
(net) per ad

Option A

Includes 75,000
digital impressions
300 x 250 pixels

1/2 Page (H)
5 col.
5 col. x 5.48
9.24" x 5.48"

\$2,255
(net) per ad

Option B

Includes 50,000
digital impressions
300 x 250 pixels

3 col.
3 col. x 5.48
5.45" x 5.48"

\$1,430
(net) per ad

Option C

Includes 25,000
digital impressions
300 x 250 pixels

2 col.
2 col. x 5.48
3.58" x 5.48"

\$1,030
(net) per ad

Option D

Includes 25,000
digital impressions
300 x 250 pixels

2 col.
2 col. x 2.65
3.58" x 2.65"

\$555
(net) per ad

Option E

Includes 10,000
digital impressions
300 x 250 pixels

ALL ADS INCLUDE FULL COLOR

PARTICIPATION AGREEMENT

YES! We will underwrite the cost of a _____ page ad (option _____) in the **Wisconsin Tourism** supplement which will be distributed to more than 93,000 households subscribing to the Daily Herald and a digital audience of 1.4 million unique visitors.

If we do not meet minimum space goal for section, the size of the section or the circulation for the section is subject to change.

We will be billed from Laughlin Constable for our placement.

It is understood that the total layout and content of this keepsake section will be under the direction of Wisconsin Department of Tourism/Laughlin Constable and the Daily Herald. The section will be printed and distributed by Paddock Publications of Arlington Heights, Illinois.

Approved by: _____

Title: _____ **Company:** _____

Address: _____

Phone: _____ **Fax:** _____

- New advertisers to the WI Dept. of Tourism banner program are required to sign an advertising agreement with Laughlin Constable and prepay for their ads.
- If you would like the Daily Herald to create your ad, please call Joanne Carroll at (847) 427-4649.

HOW TO PARTICIPATE

Please send signed participation agreement and materials by **Friday, August 23, 2019**, to:
Daily Herald / Attn: Joanne Carroll, 95 W. Algonquin Rd., Arlington Heights, IL 60005 or
jcarroll@dailyherald.com

Space Reservation:
Friday, August 23

**Camera-ready digital
& print ad deadline:**
Friday, September 6