

# 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 75,000

households via print and a digital audience with nearly 1.5 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

<b>PUBLICATION DATE:</b>	Sunday, Sept. 23
<b>Space Reservation Deadline:</b>	Friday, Aug. 31
<b>Camera Ready Ad Deadline:</b>	Friday, Sept. 7

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



### FOR MORE INFORMATION, CONTACT:

**James Rempas** | *Multimedia Sales Executive*

Office: (847) 427-4647

Email: [jrempas@dailyherald.com](mailto:jrempas@dailyherald.com)



# TRAVEL WISCONSIN .COM

**Full Page**  
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. x 5.48

(9.24" x 5.48")

**\$2,255**  
(net) per ad

**Option B**

Includes 50,000  
digital impressions  
300 x 250 pixels

(5.45" x 5.48")

**\$1,430**  
(net) per ad

**Option C**

Includes 25,000  
digital impressions  
300 x 250 pixels

**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. 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 75,000 households subscribing to the Daily Herald and a digital audience of 1.5 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 James Rempas at (847) 427-4647.

### HOW TO PARTICIPATE

Please send signed participation agreement and materials by **Friday, Aug. 31, 2018**, to:  
Daily Herald /Attn: James Rempas, 155 E. Algonquin Road, Arlington Heights, IL 60005  
or email: [jrempas@dailyherald.com](mailto:jrempas@dailyherald.com)

**Space Reservation:**  
**Fri., Aug. 31**  
**Camera-ready digital**  
**& print ad deadline:**  
**Friday, Sept. 7**