



Fun Times Co-op Program

The Wisconsin Department of Tourism has renewed their partnership with Milwaukee Journal Sentinel for six more 6-page “Fun Times” inserts. Ad space is available in each issue for the Wisconsin tourism industry, at rates more than 70 percent off the retail rates! In order to bring Fun Times to more than just the Milwaukee market, several issues will include insertions into Chicago Tribune, Minneapolis Star Tribune and Green Bay Press Gazette-Appleton Post Crescent, even further expanding your reach into our target markets.

<u>Dates & Markets</u>	<u>Materials Due</u>	<u>Sizes & Rates</u>
<p>July 12, 2020</p> <p>Milwaukee, Chicago, Minneapolis, Appleton/Green Bay</p>	<p>June 5, 2020</p>	<p>3 col x 3” (4.92x3” 4C) - \$1,200</p> <p>3 col x 5” (4.92x5” 4C) - \$1,900</p>
<p>August 2, 2020</p> <p>Milwaukee, Chicago, Minneapolis, Appleton/Green Bay</p>	<p>July 3, 2020</p>	<p>3 col x 3” (4.92x3” 4C) - \$1,200</p> <p>3 col x 5” (4.92x5” 4C) - \$1,900</p>
<p>August 23, 2020</p> <p>Milwaukee</p>	<p>July 17, 2020</p>	<p>3 col x 3” (4.92x3” 4C) - \$500</p> <p>3 col x 5” (4.92x5” 4C) - \$800</p>
<p>September 13, 2020</p> <p>Milwaukee & Chicago</p>	<p>August 7, 2020</p>	<p>3 col x 3” (4.92x3” 4C) - \$700</p> <p>3 col x 5” (4.92x5” 4C) - \$1,100</p>

Who is eligible?

The Fun Times program is open to all Wisconsin tourism industry partners.

Is there a limit to the number of participants?

There are 6 placements available per issue. (four 3x5 ads; two 3x3 ads)

For questions regarding the Fun Times Co-op, contact [Sarah Keller](#).

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Chicago Daily Herald Co-op Program

The Wisconsin Department of Tourism is teaming up with the Chicago Daily Herald newspaper to continue special travel supplements in summer and fall, on July 12, 2020 and September 6, 2020. They will highlight outdoor activities, family attractions and special events throughout Wisconsin and will be distributed in the Chicago Daily Herald reaching more than 60,000 households via print and a digital audience with nearly 1.4 million unique visitors per month in the affluent suburban Chicago market.

Ad Size	Specs	Price	Digital Impressions
Full Page	9.24" X 11.125" + 300x250 pixels	\$3,995	75K digital impressions
Half Page	9.24" X 5.48" + 300x250 pixels	\$2,255	50K digital impressions
3 Column	5.45" X 5.48" + 300x250 pixels	\$1,430	25K digital impressions
2 Column Option A	3.58" X 5.48" + 300x250 pixels	\$1,030	25K digital impressions
2 Column Option B	3.58" X 5.48" + 300x250 pixels	\$555	10K digital impressions

Who is eligible?

The Chicago Daily Herald program is open to all Wisconsin tourism industry partners.

Is there a limit to the number of participants?

There are no limits to the number of participants.

What is the deadline for materials?

July Issue - Space Deadline: June 1, 2020 | Materials Due: June 5, 2020

September issue - Space Deadline: TBD | Materials Due: TBD

For questions regarding the Chicago Daily Herald Co-op, contact [James Rempas](#).

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Midwest Living Co-op Program

The Wisconsin Department of Tourism will be placing a 6-page insert into the September/October issue. The design will be similar to that of the 2019 insert, with an advertorial feel to the piece. Industry partners will provide copy points and images (based on size), and the editorial team at Midwest Living will be writing copy for your destination/attraction, to help give the piece an overall editorial look and feel.

<u>Ad Size</u>	<u>Price</u>	<u>Materials</u>
Full Page	\$10,640	160 words + 3-4 Images
Half Page	\$5,320	80 words + 1-2 Images
Quarter Page	\$3,035	40 words + 1 Image

Who is eligible?

The Midwest Living program is open to all Wisconsin tourism industry partners.

Is there a limit to the number of participants?

There are 6 pages of ads, sold on first come, first-served basis.

What is the deadline for materials?

Space due asap, with materials due upon commitment.

For questions regarding the Midwest Living Co-op, contact [Kim Sommerfeldt](#).

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