

WISCONSIN

2020-2021
Official Travel Guide



Produced in partnership between
Travel Wisconsin and Madden

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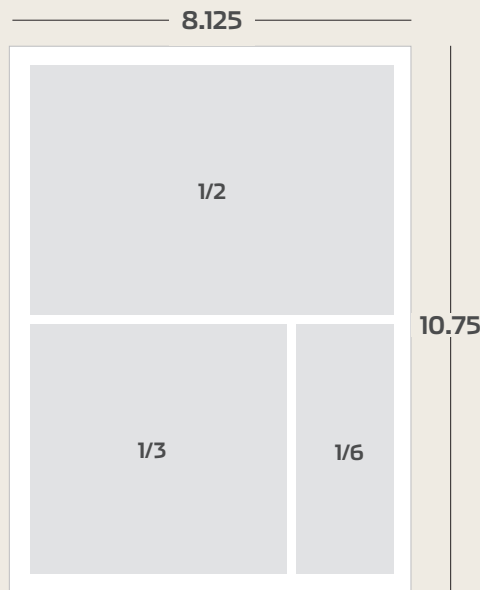
Reach more visitors

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 the next two years—showcase your destination or attraction to interested travelers in 2020 and 2021.

Print Distribution: 200,000



Wisconsin Official Travel Guide is available
in print, online, and on mobile devices.
TravelWisconsin.com



Deadlines



AD CLOSE
October 4, 2019



AD PRODUCTION MATERIALS DUE
October 11, 2019



DIGITAL READY MATERIALS DUE
October 18, 2019



PUBLICATION/BILLING
February 28, 2020

Ad Rates

Standard Position	Net
FULL PAGE	\$5,405
1/2 PAGE	\$2,770
1/3 PAGE	\$1,865
1/6 PAGE	\$946
Premium Positions*	Net
INSIDE FRONT COVER	\$6,485
BACK 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 PAGE	\$6,005
FACING MASTHEAD	\$6,005
MASTHEAD (2/3 PAGE)	\$4,144

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