TRAVEL WISCHNSIN -...

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, Apr. 22

Space Reservation Deadline:

Friday, Mar. 23

Camera Ready Ad Deadline:

Friday, Apr. 6

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

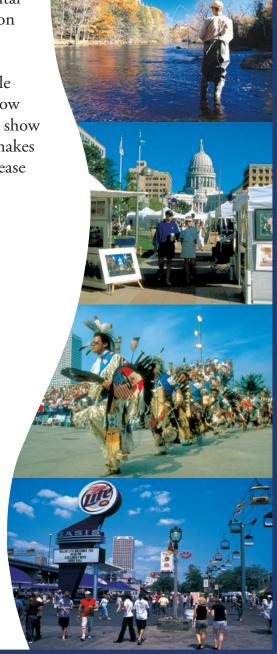


FOR MORE INFORMATION, CONTACT:

James Rempas | Multimedia Sales Executive

Office: (847) 427-4647

Email: jrempas@dailyherald.com





Full Page 5 col. 5 col. x 11.125 9.24" x 11.125" \$3,995 (net) per ad

Option A

Includes <u>75,000</u> 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 <u>50,000</u> digital impressions **300 x 250 pixels** 3 col. 3 col. x 5.48 5.45" x 5.48" \$1,430

Option C

(net) per ad

Includes <u>25,000</u> 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 <u>25,000</u> 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 <u>10,000</u> digital impressions **300 x 250 pixels**

ALL ADS INCLUDE FULL COLOR

PARTICIPATION AGREEMENT

	page ad (option) in the Wisconsin Tourism ore than 93,000 households subscribing to the Daily Herald e visitors.
If we do not meet minimum space goal for section, th	he size of the section or the circulation for the section is subject to change.
We will be billed from Laughlin Constable	for our placement.
•	tent of this keepsake section will be under the direction of Constable and the Daily Herald. The section will be printed wrlington Heights, Illinois.
Approved by:	
Title:	Company:
Address:	
Phone:	
	program are required to sign an advertising agreement with Laughlin Constable

- 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, Mar. 23, 2018, to: Daily Herald/Attn: James Rempas, 155 E. Algonquin Road, Arlington Heights, IL 60005 or email: jcarroll@dailyherald.com

Space Reservation: Mar. 23

Camera-ready digital & print ad deadline: Friday, Apr. 6