

WISCONSIN

2019-2020 Event Guides



Produced in partnership between
Travel Wisconsin and Madden

**FOR ADVERTISING INFORMATION,
PLEASE CONTACT:**



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LAUGHLIN CONSTABLE

02/26/2019

Promote your events!

Travel Wisconsin's *Event Guides* offer a full-color view of more than 500 events statewide. These popular guides present the perfect opportunity to showcase your events and attractions to Wisconsin visitors. The *Event Guides* are also available online and on mobile devices at TravelWisconsin.com.

Fall/Winter 2019-2020



AD CLOSE
April 26, 2019



DIGITAL READY MATERIALS DUE
May 10, 2019



PUBLICATION/BILLING
July 26, 2019

Ad Rates

FULL PAGE	\$1,750
1/2 PAGE	\$1,006
1/4 PAGE	\$579
1/8 PAGE	\$333
1/16 PAGE	\$191

Premium Positions*	Net
Inside Front Cover	\$2,013
Facing Inside Front Cover	\$2,013
Facing Table of Contents	\$2,013
Facing Welcome Letter	\$2,013
Inside Back Cover	\$2,013
Back Cover	\$2,013

Print Distribution: 35,000

Pre-billing available. Details subject to change.
*Previous advertisers have first right of refusal.

Purchase an ad in both Event Guides, receive 5% off each ad.
Purchase an ad in the Wisconsin Official Travel Guide and both Event Guides, receive 5% off each ad.

Spring/Summer 2020



AD CLOSE
September 13, 2019



DIGITAL READY MATERIALS DUE
September 27, 2019



PUBLICATION/BILLING
January 10, 2020

Ad Rates

FULL PAGE	\$3,063
1/2 PAGE	\$1,761
1/4 PAGE	\$1,013
1/8 PAGE	\$582
1/16 PAGE	\$335

Premium Positions*	Net
Inside Front Cover	\$3,522
Facing Inside Front Cover	\$3,522
Facing Table of Contents	\$3,522
Facing Welcome Letter	\$3,522
Inside Back Cover	\$3,522
Back Cover	\$3,522

Print Distribution: 70,000

Travel Wisconsin has final decision on all ad placements.