

WISCONSIN

2020-2021 Event Guides



Produced in partnership between
Travel Wisconsin and Madden

FOR ADVERTISING INFORMATION,
PLEASE CONTACT:



Cheryl Touhy
Director of Business Development
773-343-8329
ctouhy@maddenmedia.com



Vanessa Kosloski
Director of Business Development
847-975-8491
vkosloski@maddenmedia.com

FOR MATERIALS SPECIFICATIONS, PLEASE CONTACT:

800-444-8768
Paloma Ibanez, Campaign Manager
pibanez@maddenmedia.com



03/09/2020

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 2020-2021



AD CLOSE
May 1, 2020



DIGITALREADYMATERIALSDUE
May 15, 2020



PUBLICATION/BILLING
July 24, 2020

Ad Rates

FULL PAGE	\$1,925
1/2 PAGE	\$1,107
1/4 PAGE	\$637
1/8 PAGE	\$366
1/16 PAGE	\$210
Premium Positions*	Net
Inside Front Cover	\$2,214
Facing Inside Front Cover	\$2,214
Facing Table of Contents	\$2,214
Facing Welcome Letter	\$2,214
Inside Back Cover	\$2,214
Back Cover	\$2,214

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 and receive
5% off each ad**

**To qualify, ads must be purchased at the same time.

Spring/Summer 2021



AD CLOSE
September 18, 2020



DIGITALREADYMATERIALSDUE
October 2, 2020



PUBLICATION/BILLING
January 4, 2021

Ad Rates

FULL PAGE	\$3,369
1/2 PAGE	\$1,937
1/4 PAGE	\$1,114
1/8 PAGE	\$640
1/16 PAGE	\$369
Premium Positions*	Net
Inside Front Cover	\$3,874
Facing Inside Front Cover	\$3,874
Facing Table of Contents	\$3,874
Facing Welcome Letter	\$3,874
Inside Back Cover	\$3,874
Back Cover	\$3,874

Print Distribution: 70,000

Travel Wisconsin has final decision on all ad placements.