

DODGE COUNTY

A New Direction

FEATURING

Dodge County's attractions, recreational opportunities, history, arts and entertainment plus content on education, business and industry and employment opportunities. This guide will be geared toward attracting visitors and new community members alike. *Don't miss this opportunity to showcase your business!*

DISTRIBUTION

- Up to 20,000 copies will be distributed throughout Dodge, Columbia, Dane, Sauk, Fond du Lac and Washington Counties, as well as the 190/94 corridor, Wisconsin Dells, the Wisconsin State Fair and Northern Illinois.
- Four \$1,000 digital campaigns will run promoting Dodge County in targeted areas during specific times chosen by Discover Dodge.

DEADLINES & RATES

Published: End of March 2025

Deadline: Friday, February 7

FREE
Full Color
on all ads

Rates: Full Page (7.5" x 9.438") \$2,035

1/2 Page Horiz. (7.5" x 4.5") \$1,210

1/2 Page Vert. (3.688" x 9.438") \$1,210

1/4 Page (3.688" x 4.5") \$745

1/8 Page Horiz. (3.688" x 2.2") \$435

1/8 Page Vert. (1.781" x 4.5") \$435

*Each ad includes impressions on
wiscnews.com and madison.com
in a radius 2+ hours outside
of Dodge County*

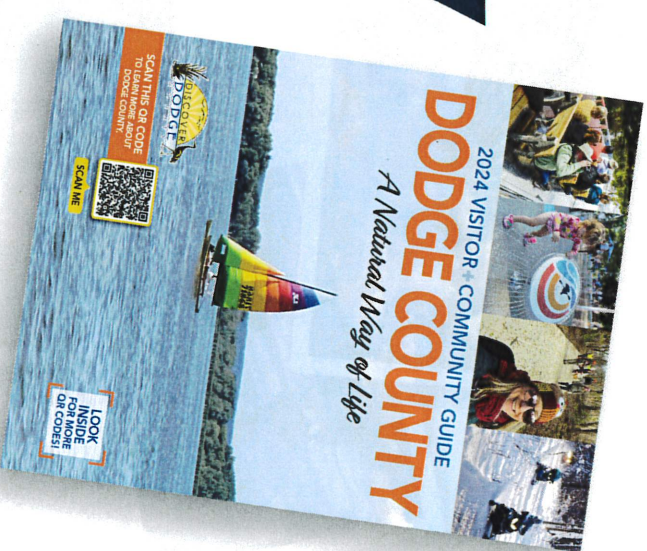
Back Page \$2,750

Inside Back Page \$2,195

Inside Front Page \$2,195

Page 3 \$2,195

Page 5 \$2,195



BONUS ADVERTISING OPPORTUNITY

Center Spread Pull Out Map inside the guide.

The map will be 8" x 10" and will fold out to a 16" x 20" map of Dodge County.

ONLY THREE ADVERTISING SPOTS AVAILABLE!

Map Front Page (7.25"x9.25") \$2,750

Map Back Page (7.25"x9.25") \$2,250

Map Center Spread (15"x9.25") \$3,500

RESERVE YOUR SPACE NOW!

For more information contact
your media representative today!

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DODGE • COLUMBIA
SAUK • JUNEAU
ADAMS • VERNON
MONROE • GREEN LAKE
MARQUETTE
JEFFERSON
FOND DU LAC

Daily Citizen
Badgerland Values-Dodge County
Shopping Reminder
www.wiscnews.com/bdc