

ON WISCONSIN OUTDOORS EXPLORE WISCONSIN RATE CARD



15 YEARS OF PLACING THE SPOTLIGHT ON WISCONSIN TRAVEL AND TOURISM

- ✓ 100,000 Copies minimum targeting all of Wisconsin and northern Illinois bi-monthly.
- ✓ 50,000 papers per issue distributed from more than 440 Kwik Trip stores located throughout Wisconsin.
- ✓ 35,000 of 100,000 papers delivered as inserts directly to homes in southern Wisconsin and northern Illinois subscribing to numerous local newspapers.
- ✓ 15,000 papers delivered to outdoorsmen and women from numerous distribution points in Wisconsin.
- ✓ 15th Anniversary issue-September/October 2022.
- ✓ Each issue includes your no-cost 400-word Spotlights with photos placing the attention of those who love Wisconsin travel right on your backyard.
- ✓ All issues including advertising also posted on our homepage at no cost to hundreds of thousands of online readers: www.onwisconsinoutdoors.com.
- ✓ Logo Ad with link to your website for all tourism partners purchasing 6 ads annually
- ✓ No one beats *On Wisconsin Outdoors* when it comes to ad size, color, cost, exposure time (8 weeks) and pure quality entertainment in bringing visitors to our tourism partners' back yards.
- ✓ OWO ads when compared to the competition are bigger and run longer, for less.
- ✓ We work with our tourism partners. Our ads and stories work for our partners.

Print Ad Options	Size (Inches)	Ad Cost
1 1/16 Page	2.4" x 2.25"	\$250
2 1/8 Page Horizontal	5" x 2.25"	\$350
3 1/8 Page Vertical	2.4" x 4.75"	\$350
4 1/4 Page Square	5" x 4.75"	\$500
5 1/4 Page Horizontal	10.125" x 2.25"	\$500
6 1/4 Page Vertical	2.4" x 9.75"	\$500
7 1/2 Page Horizontal	10.125" x 4.75"	\$750
8 1/2 Page Vertical	5" x 9.75"	\$750
9 3/4 Page	7.75" x 9.75"	\$900
10 Full page	10.125" x 9.75"	\$1200
11 Back Cover	10.125" x 9.75"	\$1600
12 Double Truck (center spread)	20.125" x 9.75"	\$2500
SP Column Sponsorship	10.125" x 1"	\$200

Online Advertising Rates for OnWisconsinOutdoors.com		
Logo Ad/Link	199 x 250 pixels	\$150

Don't see the ad size you're interested in?
Let us know and we can customize a size that fits your needs.

GENERAL PUBLICATION AND AD SUBMISSION INFORMATION

- Ads should be submitted by the 15th of the month preceding publication.

Jan/Feb	due Dec 15	July/Aug	due June 15
March/April	due Feb 15	Sept/Oct	due Aug 15
May/June	due April 15	Nov/Dec	due Oct 15
- The preferred file format is Adobe Acrobat PDF, fonts to outlines, images converted to CMYK in Press Ready output.
- Resolution should be a minimum of 300 ppi at 100% size.
- Submit ads to ali@onwisconsinoutdoors.com

Production Assistance
If ad design assistance is desired we will be happy to help. Ask us about our current rates.

Web Mechanical Specifications
Web graphics can be provided in a .png or .jpg format.

Additional Contact Information
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