

TRAVEL WISCONSIN

2024 OFFICIAL TRAVEL GUIDE PRINT



2022 ESTO Mercury Award for
Printed Collateral Materials

FOR ADVERTISING INFORMATION,
PLEASE CONTACT:



DAN CARTER
DESTINATION DEVELOPMENT SPECIALIST
602-432-7119
dcarter@maddenmedia.com

FOR MATERIALS SPECIFICATIONS, PLEASE CONTACT:

Kristin Fletcher, Campaign Manager
kfletcher@maddenmedia.com

TRAVEL
WISCONSIN



Inspire Travelers to Visit WISCONSIN

Travel Wisconsin's Official Travel Guide delivers the best of Wisconsin to visitors. They depend on the guide as their source for selecting where to go, where to stay, and what to do while visiting Wisconsin. The guide is the official fulfillment piece for next year. Showcase your destination or attraction to interested travelers in 2024.

IMPORTANT DATES



AD CLOSE
OCTOBER 6, 2023



MATERIALS DUE
OCTOBER 12, 2023



PUBLICATION/BILLING
MARCH 2024

AD RATES*

STANDARD POSITION	RATE
Full Page	\$6,215
1/2 Page	\$3,185
1/4 Page	\$2,145

PREMIUM POSITION**	RATE
NEW* Events Fold-Out Back Cover**	\$13,500
Inside Front Cover**	\$7,460
Facing Inside Front Cover**	\$7,145
Inside Back Cover**	\$7,145
Table of Contents (Left)	\$6,905
Table of Contents (Right)	\$6,905
Facing Welcome Full Page**	\$6,905
Facing Masthead Full Page**	\$6,905
Masthead (1/2 Page)	\$4,765

Pre-billing available. Details subject to change.

Travel Wisconsin has final decision on ad placements.

All rates are net.

Previous and new advertisers have first right of refusal.

**Premium Position for advertorial ad will include a QR Code.

DIGITAL VALUE ADDED

Each sponsored content in-guide ad includes an added-value digital placement within one of Travel Wisconsin's social channels, earning a minimum of 5K impressions and driving traffic to your site.

ENGAGE READERS WITH SPONSORED CONTENT ADS

All ads in the Wisconsin Travel Guide will be in a "Sponsored Content" format. Available in full-page, half-page and quarter-page sizes, Sponsored Content Ads combine your imagery with inspirational copy about your destination, attraction, or lodgings. You provide images and copy, and our team will edit and lay out the ad to ensure it looks fantastic. Sponsored Content Ads look like editorial, so readers are more likely to interact with your ad.



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Produced in partnership between
Travel Wisconsin and Madden

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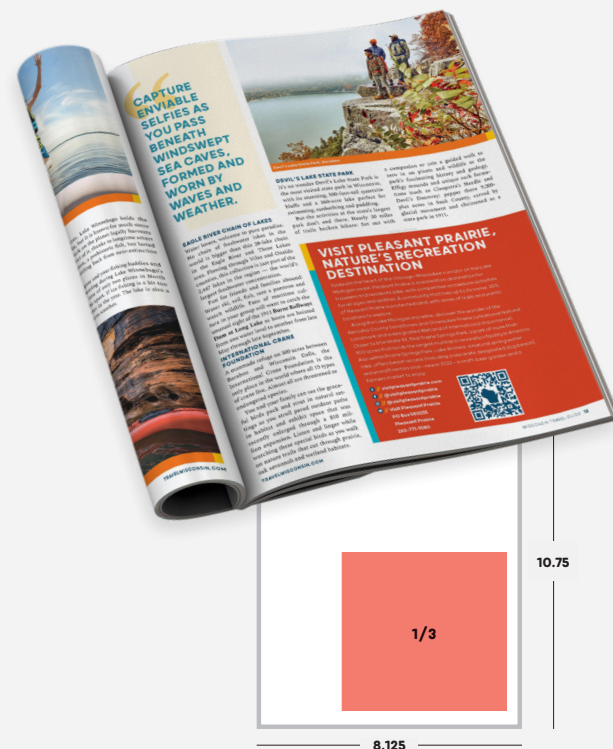
EXCLUSIVE OPPORTUNITY: SPONSORED SIDEBAR

Become a part of the story with a Sponsored Sidebar. As a DMO partner of Travel Wisconsin, you can tell your destination's story within the feature editorial of the 2024 Wisconsin Travel Guide. You provide content and a QR code pointing to your website, and our creative team will design it as part of a feature spread within the guide. Sponsored Sidebar spaces are extremely limited, so reserve your spot today!

AD RATES*

STANDARD POSITION	RATE
1/3 Page Editorial Sidebar 150 words	\$2,875

**All Sponsored Sidebar Content will be subject to review and approval by Travel Wisconsin.*



NEW OPPORTUNITY*

Promote your destination on 10,000 protective Polybags covering the Annual Travel Wisconsin Travel Guide! 5 Partners will be allowed 10,000 Polybags each, of the total 50,000 annually distributed.

STANDARD POSITION	RATE
10,000 Polybags	\$5,000

**Design included*

***Limited to 5 total partners*

