

On Wisconsin Outdoors

With the Dick Ellis Experts

Hunting | Fishing | Travel | Explore Wisconsin

Display Advertising Rate Card



Mechanical Specifications

To provide the highest quality printing, please follow the following specifications. It is the advertiser's responsibility to supply files that meet these requirements. The quality of the final printed advertisement may be greatly affected by inadequate, low-resolution or low-quality materials supplied by the advertiser.

Platform

PC - convert all fonts to outlines

Preferred File Format

Adobe Acrobat PDF

Resolution

Minimum 300 dpi at 100% size—all files must be high resolution

Digital Media

CD or DVD can be mailed to address above if necessary

Email File Transmission

Email file sizes 12 MB or less to ads@onwisconsinoutdoors.com

FTP File Upload

FTP upload for files over 12 MB
Contact our advertising department at 262.251.1614 for details

Production Charges

Ad design is the responsibility of the advertiser. If ad design services are required, the advertiser is subject to additional production charges. Advertisers will be notified when such extra charges are required. Production charges are \$50/hour billed in 15 minute increments.

Send digital ad materials to:

Karen Cluppert
N91 W17194 Appleton Ave, #201
Menomonee Falls, WI 53051
ads@onwisconsinoutdoors.com
Phone 262.251.1614

Format

Page size of magazine is 10.75" wide x 12.5" tall, no bleed.

	Size	B/W	4C
COLOR Inside Front Cover	9.25" wide x 11" tall	N/A	\$1650
COLOR Inside Back Cover	9.25" wide x 11" tall	N/A	\$1650
COLOR Outside Back Cover	9.25" wide x 11" tall	N/A	\$1650
Full Page	9.25" wide x 11" tall	\$1100	\$1250
3/4 vertical	6.875" wide x 11" tall	\$ 950	\$1050
1/2 vertical	4.5" wide x 11" tall	\$ 650	\$ 725
1/2 horizontal	9.25" wide x 5.5" tall	\$ 650	\$ 725
1/4 vertical	4.5" wide x 5.5" tall	\$ 350	\$ 400
1/4 vertical tall	2.125" wide x 11" tall	\$ 350	\$ 400
1/4 horizontal	9.25" wide x 2.75" tall	\$ 350	\$ 400
1/8 vertical	2.125" wide x 5.5" tall	\$ 200	\$ 250
1/8 horizontal	4.5" wide x 2.75" tall	\$ 200	\$ 250

All rates NET 15 days to On Wisconsin Outdoors

Ad Material Deadlines

- Deadline for digital ad copy is the 15th of the month preceding publication.
- Ad commitments should be made as early as possible.
- Bi-monthly publication, on-shelf date by first of the month.
- 50,000 issues distributed to 650+ locations in Wisconsin and northern Illinois.

January/February	ad deadline December 15
March/April	ad deadline February 15
May/June	ad deadline April 15
July/August	ad deadline June 15
September/October	ad deadline August 15
November/December	ad deadline October 15

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