



# Your absolute best value in print & online advertising

No one can beat On Wisconsin Outdoors when it comes to ad size, color, price and exposure time.

- Our ads, when compared with the competition, are bigger.
- Our standard ads come in full color without hidden charges. When a black & white ad is your preference, we deliver and your price will still be the best ad buy in Wisconsin
- Our ads are not only bigger and in full color, but they're also the most affordable. Your cost per week, across all ad sizes, will be substantially lower with On Wisconsin Outdoors.
- Our ads run for eight full weeks providing a longer exposure time in front of your customers.
- Our unique ability to combine both print and online advertising is unmatched. Think of us as your personal advertising specialists.

Print Ad sizes	Ad Cost	Weekly Cost
1 2-1/4" x 1"	\$ 75	\$ 9.38
2 2-1/4" x 2"	\$ 150	\$ 18.75
3 2-1/4" x 4"	\$ 200	\$ 25.00
4 4-3/4" x 2"	\$ 250	\$ 31.25
5 2-1/4" x 6"	\$ 350	\$ 43.75
6 4-3/4" x 3"	\$ 400	\$ 50.00
7 4-3/4" x 4"	\$ 450	\$ 56.25
8 4-3/4" x 5"	\$ 500	\$ 62.50
9 4-3/4" x 5-1/2" (Quarter Page)	\$ 525	\$ 65.62
10 4-3/4" x 6"	\$ 550	\$ 68.75
11 4-3/4" x 7"	\$ 600	\$ 75.00
12 7-1/4" x 5"	\$ 650	\$ 81.25
13 7-1/4" x 6"	\$ 700	\$ 87.50
14 7-1/4" x 7"	\$ 750	\$ 93.75
15 9-3/4" x 5-1/2" (Half Page H)	\$ 800	\$100.00
16 4-3/4" x 11-1/4" (Half Page V)	\$ 800	\$100.00
17 7-1/4" x 9"	\$1,000	\$125.00
18 9-3/4" x 11-1/4" (Full Page)	\$1,400	\$175.00
19 Covers (inside front, inside back or back cover)		
9-3/4" x 11-1/4"	\$1,700	\$212.50

## General Publication and Ad Submission Information

- On Wisconsin Outdoors is a bi-monthly publication available in stores by the first of the month.
- Over 50,000 copies are distributed from 300+ locations across Wisconsin. Specific distribution locations are available at OnWisconsinOutdoors.com.
- 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, in Press Ready output.
- Resolution should be a minimum of 300 ppi at 100% size.
- Submit ads to ali@aligarrigandesign.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 .gif or .jpg format.

## Additional Contact Information

Ali Garrigan, Design & Layout  
 Email: ali@aligarrigandesign.com | Phone: 920.472.1292

Dick Ellis, Publisher  
 Email: ellis@onwisconsinoutdoors.com | Phone: 262.549.5550

## Online Advertising Rates for OnWisconsinOutdoors.com

Banner Ad/Link	710 x 75pixels	\$200
Logo Ad/Link	199 x 250 pixels	\$150