

ON WISCONSIN OUTDOORS - RATE CARD - 100,000 COPIES MINIMUM TARGETING ALL OF WISCONSIN AND NORTHERN ILLINOIS BI-MONTHLY



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.

General Publication and Ad Submission Information

- On Wisconsin Outdoors is a bi-monthly publication available in stores by the first of the month.
- 100,000 copies are distributed throughout Wisconsin and northern Illinois. Find us in 270 Kwik Trip stores, Gander Mountains, hardware stores, groceries, liquor distribution centers, sport shops, and other businesses. OWO is also delivered directly to homes as inserts in local newspapers throughout Wisconsin and in northern Illinois.
- 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

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

Dick Ellis, Publisher

Email: ellis@onwisconsinoutdoors.com | Phone: 262.549.5550

OnWisconsinOutdoors.com

f facebook.com/onwisconsinoutdoors

Print Ad Options	Size (Inches)	Ad Cost	Weekly Cost
1 1/16 Page	2.25" x 2.5"	\$210	\$26.25
2 1/8 Page	4.75" x 2.5"	\$330	\$41.25
3 1/4 Page Square	4.75" x 5.25"	\$630	\$78.75
4 1/4 Page Horizontal	9.75" x 2.5"	\$630	\$78.75
5 1/4 Page Vertical	2.25" x 10.75"	\$630	\$78.75
6 1/2 Page Horizontal	9.75" x 5.25"	\$960	\$120
7 1/2 Page Vertical	4.75" x 10.75"	\$960	\$120
8 3/4 Page	7.25" x 10.75"	\$1200	\$150
9 Full page	9.75" x 10.75"	\$1680	\$210
10 Covers (inside front, inside back or back cover)	9.75" x 10.75"	\$2040	\$255
11 Double Truck	20.125" x 10.75"	\$3060	\$382.50
12 Column Sponsorship	9.75" x 1"	\$200	\$25

Online Advertising Rates for OnWisconsinOutdoors.com

Logo Ad/Link	199 x 250 pixels	\$150	\$18.75
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Don't see the ad size you're interested in?

Let us know and we can customize a size that fits your needs.

