

# 2018 ADVERTISING AGREEMENT

# WISCONSIN meetings

www.wisconsinmeetings.com

## AD SIZES & RATES FOR WISCONSIN MEETINGS



Wisconsin Meetings is a comprehensive, multi-platform tool to reach Midwest meeting planners. With Wisconsin Meetings, you will reach this highly targeted, niche market in three ways: Print Magazine + Digital Directory + E-Newsletter. Combine these extremely effective formats to maximize your reach and message frequency.

PRINT ADVERTISING (Rates are gross)	1X	3X	4X
2-Page Spread	<input type="checkbox"/> \$6,540	<input type="checkbox"/> \$5,875	<input type="checkbox"/> \$5,600
Full Page	<input type="checkbox"/> \$3,600	<input type="checkbox"/> \$3,170	<input type="checkbox"/> \$3,075
2/3 Page	<input type="checkbox"/> \$2,665	<input type="checkbox"/> \$2,420	<input type="checkbox"/> \$2,305
1/2 Page	<input type="checkbox"/> \$2,370	<input type="checkbox"/> \$2,135	<input type="checkbox"/> \$2,030
1/3 Page	<input type="checkbox"/> \$1,795	<input type="checkbox"/> \$1,620	<input type="checkbox"/> \$1,540
1/6 Page	<input type="checkbox"/> \$1,180	<input type="checkbox"/> \$1,065	<input type="checkbox"/> \$1,015
Back Cover	<input type="checkbox"/> \$4,320	<input type="checkbox"/> \$3,880	<input type="checkbox"/> \$3,890
Inside Front	<input type="checkbox"/> \$4,175	<input type="checkbox"/> \$3,765	<input type="checkbox"/> \$3,580
Inside Back	<input type="checkbox"/> \$3,880	<input type="checkbox"/> \$3,490	<input type="checkbox"/> \$3,320

**15% discount available for supplying digital materials.**

### DESTINATION SHOWCASE (Rates are net)

2-Page Format	<input type="checkbox"/> \$4,300	<input type="checkbox"/> \$3,870	<input type="checkbox"/> \$3,680
1-Page Format	<input type="checkbox"/> \$2,850	<input type="checkbox"/> \$2,630	<input type="checkbox"/> \$2,500

Please indicate which issues your ad will run in.

Winter 20\_\_\_\_  Spring 20\_\_\_\_  Summer 20\_\_\_\_  Fall 20\_\_\_\_

### ORIENTATION

Vertical  Horizontal

### COPY INSTRUCTIONS

- Will provide a new press-ready digital ad
- Please help me design an ad
- Pick Up Ad

### PLEASE SEND AD MATERIALS TO:

Julie Schiller, ads@ntmediagroup.com

### DEADLINES

WINTER . . . . . JANUARY  
Ad Closing . . . . . December 1  
Ad materials deadline . . . . . December 8

SPRING . . . . . APRIL  
Ad Closing . . . . . March 1  
Ad materials deadline . . . . . March 8

SUMMER . . . . . JULY  
Ad Closing . . . . . June 1  
Ad materials deadline . . . . . June 8

FALL . . . . . OCTOBER  
Ad Closing . . . . . September 1  
Ad materials deadline . . . . . September 8

*If the deadline falls on a weekend, materials will be due the preceding Friday.*

### DIGITAL DIRECTORY

A Wisconsin-specific online planning directory for meeting professionals.

	WITH PRINT AD	DIGITAL ONLY
Premium Listing (Annual):	<input type="checkbox"/> \$695	<input type="checkbox"/> \$1,195
Basic Listing (6 Months):	<input type="checkbox"/> \$495	<input type="checkbox"/> \$895

### DIGITAL SPONSORSHIP

Bundle pricing on website, directory, e-newsletter and custom eblasts. Only 10 available.

	WITH PRINT AD	DIGITAL ONLY
Annual Sponsorship:	<input type="checkbox"/> \$3,495	<input type="checkbox"/> \$4,995
Semi-Annual Sponsorship:	<input type="checkbox"/> \$1,995	<input type="checkbox"/> \$3,495

Select a start date for your sponsorship:  
 Jan. 1  Apr. 1  July 1  Oct. 1

*Sponsorships begin the first of each quarter. Semi-annual sponsorships must run in two consecutive quarters. Digital ads are not commissionable.*

### CONTACT INFORMATION

CONTACT NAME: \_\_\_\_\_

AUTHORIZED SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

BUSINESS NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

#### BILL MY AGENCY

AGENCY NAME: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

SEND AGREEMENT TO: LOUISE ANDRASKI

NEI-TURNER MEDIA GROUP, INC. • 400 BROAD ST., UNIT D • LAKE GENEVA, WI 53147  
P: 608-873-8734 • F: 608-204-6092 • E-MAIL: LOUISEA@NTMEDIAGROUP.COM

## DISTRIBUTION

20,000 copies of each issue of *Wisconsin Meetings* are distributed via direct mail, trade shows and conferences to: Regional Professional Meeting Planners, Wisconsin Corporate Executives, Social, Military, Educational, Religious and Fraternal Organizations, Corporate Travel Agents, Sales & Marketing Executives, Association Executives.

**READERSHIP COVERS** Wisconsin, Illinois and Minnesota.

## FOR ALL ADVERTISING

Guaranteed Position: Add 10% of gross space rate. To reserve space or for information on Inserts/Polybag/Reprints, contact Louise Andraski at 608-873-8734, louisea@merr.com.

## AGENCY COMMISSIONS

15% of gross space cost to recognized agencies or in-house ad departments providing digital art. No commission on production charges or position charges (except covers), billing referred for collection, or service directory listings.

## DESIGN SERVICES

If you do not have an existing ad that meets our specs, our design department can create original artwork for you. Ad rates do not include design time.

**DESIGN & LAYOUT SERVICES:** \$75 per hour

**COLOR SCANS:** \$60-\$100 per scan

**BLACK & WHITE SCANS:** \$35 per scan

**PLEASE NOTE:** Any design/revision time required after ad approval deadline will be invoiced at the standard hourly rate, regardless of prior complimentary time.

## AD REQUIREMENTS FOR DIGITAL DISCOUNT

Please submit your ad as a press quality PDF created in CMYK and containing high resolution (300 dpi) images. Ads containing spot colors or RGB images will not be accepted. All fonts must be embedded. If your ad does not meet our specifications, you will be asked to correct and resubmit, or our design department can recreate your ad for you at \$75 per hour.

## ACCEPTED MEDIA

CD • DVD • e-mail (ads@ntmediagroup.com)

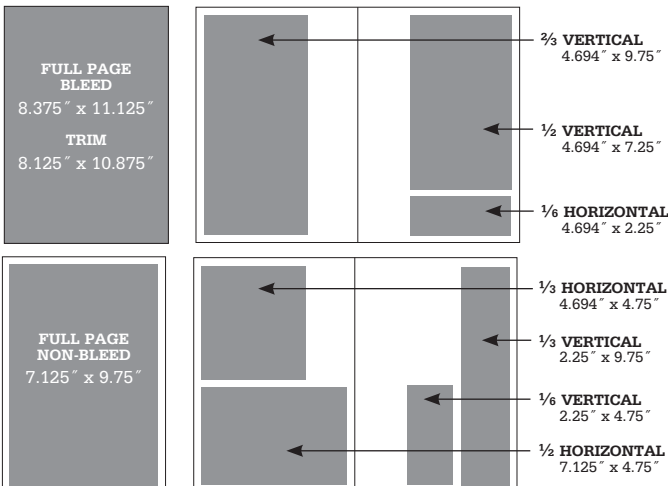
## FTP SITE INFORMATION

For use when uploading or downloading files: Using an FTP client (such as Fetch) www.ntmads.com  
ntclient%0094c93  
Atthelake12 (is case sensitive)

## PHOTOGRAPHY

Resolution must be at least 300 dpi and CMYK (no RGB/spot colors). Save all images embedded as EPS or TIFF. Images downloaded from the Internet are not acceptable. Scans are acceptable at a high resolution and color scans may be also provided by us for an additional charge.

# AD DIMENSIONS



## LOGOS

Submit original logo in digital format. Anything submitted at a lesser quality will need to be recreated; business cards are not acceptable. Resolution must be 300 dpi+ and CMYK (no RGB/Pantone). All fonts must be outlined.

## CONTRACTS

Advertising must run within one year of first insertion to earn frequency discount rates. An advertiser who does not complete a contracted schedule will be short-rated to the earned rate. No cash rebates will be made. Cancellations must be received in writing before the ad closing date.

VERBAL ORDERS ARE BINDING.

NO CANCELLATIONS ACCEPTED AFTER THE CLOSING DATE.

## BILLING TERMS

Advertising is invoiced on publication. Payment due within 30 days of invoice date. All accounts not paid in full within 30 days of invoice date are subject to a 1H% service charge per month (18% annually) on the net amount due, from the invoice date until paid in full. In the event the advertiser and/or agency defaults in payment of bills, such bills are turned over for collection. Advertiser and agency shall be totally liable for all fees and sums incurred by the publisher in the collection of delinquent accounts.

## GENERAL INFO

All orders are subject to publisher's acceptance. Publisher reserves the right to reject or cancel for any reason any advertising, including any advertising which, in the opinion of the publisher, does not conform to the standards of the publication.

All advertisements are accepted and published by the publisher upon the presentation that the agency and advertiser are authorized to publish the entire contents and subject matter thereof. When advertisements containing the names, pictures and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be warranty by the advertiser and agency that they have obtained the written consent for the use in the advertisement of the name, picture and/or testimonial of any living person which is contained therein. In consideration of publisher's acceptance of such advertisements for publication, the agency and advertiser shall, jointly and severally, indemnify and hold the publisher harmless from and against any loss or expense, including without limitation reasonable attorney's fees, resulting from claims or suits based upon the contents or subject matter of such advertisements, including without limitation claims or suits for libel, violation of right of privacy, plagiarism, and copyright infringement.

No condition, oral or printed in the contract, insertion order, copy instructions or elsewhere, which conflict with the publisher's policies as set forth in or incorporated by reference into this rate card, will be binding on the publisher unless agreed to in writing and signed by the publisher. It is understood that all terms and conditions set forth in this rate card shall form a part of the contract and shall have a binding effect equal to those set forth in the contract.

The publisher shall not be liable for any damages, including consequential damages, if for any reason the publisher fails to publish an advertisement.

KEEP LIVE MATTER 1/4" FROM FINAL TRIM SIZE: TOP, BOTTOM AND SIDES.

ON BLEED SPREADS, KEEP LIVE MATTER 1/4" FROM THE GUTTER

## sample 1/4 page formatted ad



// premier elegance hotel and conference center //

Finally acidufoais foiasdof uoasidf oasid ofias ofdi uoasif oasifo fiasod oas fosa ouaso dfoas foais foas dof asod foas doas dooas foas ofasodf oas foias of asof oas oas oasodf oas foas ofas od fiasodf oas foas ofasof oas foas foas ofd aas foasu foasof usod fuoasdu osau ofasodf

**a:** address, city, state, zip  
**t:** phone **tf:** 800-800-8000 **f:** fax  
**w:** web address **e:** e-mail

DINING	
_____	Reception Capacity
_____	Private Dining Capacity
_____	Reception w/Dining
_____	Total Dining Capacity
MEETING SPACE	
_____	Number of Facilities
_____	Meeting Capacity
_____	Open Catering Policy
_____	On-site Catering
_____	Lounge/Entertainment

\*Available only in the Winter issue

\*Sample ad and listing are shown at a reduced size.

**TO ADVERTISE, CONTACT: LOUISE ANDRASKI • 608-873-8734 • LOUISEA@NTMEDIAGROUP.COM**