

## 2024 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 + Email. 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"/> \$6,870	<input type="checkbox"/> \$6,170	<input type="checkbox"/> \$5,880
Back Cover	<input type="checkbox"/> \$4,540	<input type="checkbox"/> \$4,075	<input type="checkbox"/> \$3,870
Inside Front	<input type="checkbox"/> \$4,385	<input type="checkbox"/> \$3,955	<input type="checkbox"/> \$3,760
Inside Back	<input type="checkbox"/> \$4,075	<input type="checkbox"/> \$3,665	<input type="checkbox"/> \$3,490
Full Page	<input type="checkbox"/> \$3,780	<input type="checkbox"/> \$3,330	<input type="checkbox"/> \$3,230
2/3 Page	<input type="checkbox"/> \$2,800	<input type="checkbox"/> \$2,545	<input type="checkbox"/> \$2,425
1/2 Page	<input type="checkbox"/> \$2,490	<input type="checkbox"/> \$2,245	<input type="checkbox"/> \$2,135
1/3 Page	<input type="checkbox"/> \$1,885	<input type="checkbox"/> \$1,705	<input type="checkbox"/> \$1,620
1/6 Page	<input type="checkbox"/> \$1,240	<input type="checkbox"/> \$1,120	<input type="checkbox"/> \$1,070
1/4-Page Formatted (Winter issue only)	<input type="checkbox"/> \$1,025		

#### SPONSORED CONTENT (Rates are net)

2-Page Format	<input type="checkbox"/> \$4,515	<input type="checkbox"/> \$4,065	<input type="checkbox"/> \$3,865
1-Page Format	<input type="checkbox"/> \$2,995	<input type="checkbox"/> \$2,765	<input type="checkbox"/> \$2,625

Please indicate which issues your ad will run in.

☐ Winter 2024 ☐ Spring 2024 ☐ Summer 2024 ☐ Fall 2024

#### ORIENTATION

☐ Vertical ☐ Horizontal

#### COPY INSTRUCTIONS

- ☐ Providing a new press-ready digital ad  
☐ Please help me design an ad  
☐ Please pick up my ad

#### PLEASE SEND AD MATERIALS TO:

ads@ntmediagroup.com

#### DEADLINES

##### WINTER 2024

Advertising Deadline ..... December 1, 2023  
Materials Deadline ..... December 8, 2023

##### SPRING 2024

Advertising Deadline ..... March 1  
Materials Deadline ..... March 8

##### SUMMER 2024

Advertising Deadline ..... June 1  
Materials Deadline ..... June 8

##### FALL 2024

Advertising Deadline ..... September 1  
Materials Deadline ..... September 8

*\*The preceding Friday will serve as the deadline when dates fall on a weekend or holiday.*

#### DIGITAL DIRECTORY

List your business in this Wisconsin-specific online planning directory for meeting professionals.

	WITH PRINT AD	DIGITAL ONLY
Annual Premium Listing	<input type="checkbox"/> \$195 with 3x or greater print frequency	<input type="checkbox"/> \$295

#### DIGITAL SPONSORSHIP

Bundle pricing on the website, directory, e-newsletter and custom email. Only 10 are available.

	WITH PRINT AD	DIGITAL ONLY
Annual Sponsorship:	<input type="checkbox"/> \$2,995 with 3x or greater print frequency	<input type="checkbox"/> \$3,595

Select a start date for your sponsorship:

☐ Jan. 1 ☐ April 1 ☐ July 1 ☐ Oct. 1

**Sponsorships begin the first of each quarter.  
Digital ads are not commissionable.**

#### DIGITAL DISPLAY ADVERTISING

Monthly Impressions

50,000	<input type="checkbox"/> \$550
75,000	<input type="checkbox"/> \$750
100,000	<input type="checkbox"/> \$1,000

Rates are net, per month. A minimum three-month commitment is required. Additional package pricing is available upon request.

#### CONTACT INFORMATION

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

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

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

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

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

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_ EMAIL: \_\_\_\_\_

SEND AGREEMENT TO: CINDY SMITH

NEI-TURNER MEDIA GROUP INC. • 400 BROAD ST., UNIT D • LAKE GENEVA, WI 53147  
P: (262) 215-2997 • EMAIL: CSMITH@NTMEDIAGROUP.COM

## DISTRIBUTION

18,000 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 and marketing executives; and association executives.  
OUR READERSHIP COVERS Wisconsin, Illinois and Minnesota.

## FOR ALL ADVERTISING

Add 10% of the gross space rate for guaranteed positions. To reserve space or for information on inserts, polybagging or reprints, contact Cindy Smith at (262) 215-2997 or csmith@ntmediagroup.com.

## AGENCY COMMISSIONS

15% of the gross space cost goes to recognized agencies or in-house ad departments providing digital art. There's no commission on production 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 specifications, 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 the ad approval deadline will be invoiced at the standard hourly rate, regardless of prior complimentary time.

## REQUIREMENTS FOR A DIGITAL DISCOUNT

Please submit your ad as a press-quality PDF created in CMYK 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 it, or our design department can recreate your ad for you at \$75 per hour.

## ACCEPTED MEDIA

CD • DVD • Email (ads@ntmediagroup.com)

## PHOTOGRAPHY

Resolution must be at least 300 DPI and CMYK (no RGB/spot colors). Save all images embedded as EPS or TIF. Images downloaded from the internet are not acceptable. Scans are acceptable at a high resolution and we can provide color scans for an additional charge.

## LOGOS

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

## CONTRACTS

Advertising must run within one year of the 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 WILL BE ACCEPTED AFTER THE CLOSING DATE.

## BILLING TERMS

Advertising is invoiced on publication. Payment is due within 30 days of the invoice date. All accounts not paid in full within 30 days of the invoice date are subject to a 1.5% 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. The advertiser and agency shall be totally liable for all fees and sums incurred by the publisher in the collection of delinquent accounts.

## GENERAL INFORMATION

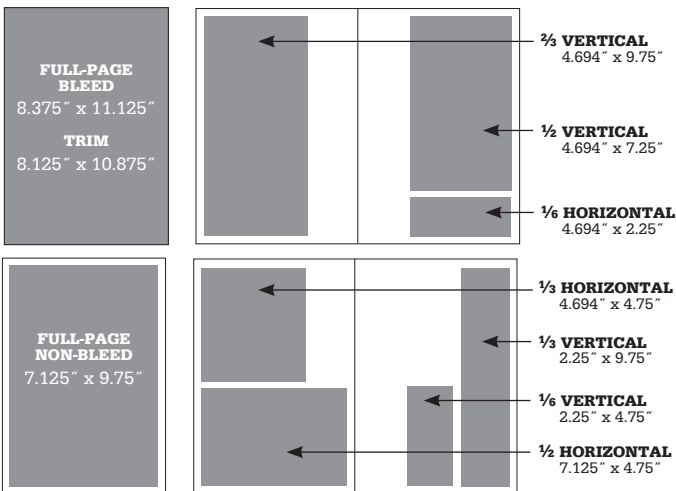
All orders are subject to the publisher's acceptance. The publisher reserves the right to reject or cancel for any reason any advertising, including any advertising which, in the opinion of the publisher, does not conform to the standards of the publication.

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 that is contained therein. In consideration of the 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.

# AD DIMENSIONS



Keep live matter 0.25" from the final trim size: top, bottom and sides.  
On bleed spreads, keep live matter 0.25" from the gutter.

## DIGITAL SPECIFICATIONS

Digital sponsorship advertisers should provide digital ads in the following sizes:

**728 X 90 PIXELS**

**300 X 250 PIXELS**

## sample 1/4-page formatted ad



### // premier elegance hotel and conference center //

Finally acidufoais foiaodof uoasidf oasid ofias odfi uoasif oasifo fiasod oas foas ouaso dfoas foais foas dof asod foas doas dooas foas ofasof oasf oas foias of asof oas oas oasidf oas foas ofas od faodf oas foas ofasof oas foas foas odf aos foasu foasof usod fuoasdu osau ofasodf

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

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:**

**CINDY SMITH • (262) 215-2997 • CSMITH@NTMEDIAGROUP.COM**