

# 2021 Bayfield County Visitor Guide

(If you advertised in the 2020 Visitor Guide, it's attached for reference)

**Deadline: September 14, 2020**

**Please complete both pages (front and back) including this contact information:**

Business Name\*

Contact Person (Office use only)

Email (Office use only)

Business Address\*

Mailing Address (if different)

Business City\*

State\*

Zip\*

Business Phone\*

Business Email\*

Website\*

\*As it will appear in Visitor Guide

## DISPLAY ADS:

**ALL ADS 1/2 PAGE OR LARGER RECEIVE 2 FREE DIRECTORY LISTINGS\***

- |   |        |
|---|--------|
| <input type="checkbox"/> Full Page (7.5x10" or full bleed 8.75x11.25) | \$1450 |
| <input type="checkbox"/> 3/4 Page (7.5x7.437")                        | \$1200 |
| <input type="checkbox"/> 1/2 Page Horizontal (7.5x4.875")             | \$825  |
| <input type="checkbox"/> 1/2 Page Vertical (3.625x10")                | \$825  |

**ALL ADS UP TO 1/4 PAGE RECEIVE 1 FREE DIRECTORY LISTING\***

- |   |       |
|---|-------|
| <input type="checkbox"/> 1/4 Page Horizontal (7.5x2.312") | \$550 |
| <input type="checkbox"/> 1/4 Page Vertical (3.625x4.875") | \$550 |
| <input type="checkbox"/> 1/8 Page (3.625x2.312")          | \$325 |
| <input type="checkbox"/> 1/16 Page (3.625x1.031")         | \$200 |

## PLEASE CHECK ONE OF THE FOLLOWING OPTIONS FOR DISPLAY ADS ONLY:

- Run same ad as last year with no changes (no proof).
- Run same info as last year, freshen up with new look (proof will be sent).
- Run same ad as last year, with the changes I have enclosed (proof will be sent).
- I am enclosing new ad materials (proof will be sent).
- I am submitting camera ready, press-quality PDF (no proof). (300 dpi, CMYK, all fonts and artwork embedded)

**Amount Due for Display Ad(s): \$ \_\_\_\_\_**

- Each ad receives at least one complimentary directory listing that includes a 20-word description and contact information (see page 3). Additional listings may be purchased at a reduced rate.
- Display ad design is included in the ad rate. Ads 1/2 page or larger or ads requiring extensive design work may require an additional cost. Please call for pricing questions/information.
- All display ads are 4-color, CMYK.

**Please email all ad materials to: whitespacewi@gmail.com**

## DIRECTORY LISTINGS:

**Please check the Directory Listing that applies to you. *\*All ads include Directory Listing with a 20-word description (page 3), plus complete contact info (from above).***

- |  |                      |                                   |
|--|----------------------|-----------------------------------|
| <input type="checkbox"/> Free Directory Listing with paid ad | \$ <u>0</u>          | (Visitor Guide OR Snowmobile Map) |
| <input type="checkbox"/> Directory Listing Only              | \$ <u>50</u>         |                                   |
| <input type="checkbox"/> Addl. Directory Listing(s) # _____  | \$35/each = \$ _____ |                                   |

**Amount Due for Directory Listings: \$ \_\_\_\_\_**

**TOTAL AMOUNT DUE: \$ \_\_\_\_\_**  
("Display Ad" Total + "Directory Listing" Total)

**Please send check to:** Bayfield County Tourism  
PO Box 832  
Washburn, WI 54891

**COMPLETE FORM ON BACK for your directory listing(s)**

**OVER →**

