

Advertise in the Bayfield County Visitor & Recreation Guide

2018 Visitor & Recreation Guide

50,000 guides are distributed to more than 300 locations throughout Wisconsin & Minnesota, as well as at many travel shows and events. The guide is also available online at www.travelbayfieldcounty.com and sent to anyone who requests it. Your business can be included for as little as \$50 – that's for *a whole year of advertising* for your business in the official visitor guide for Bayfield County.

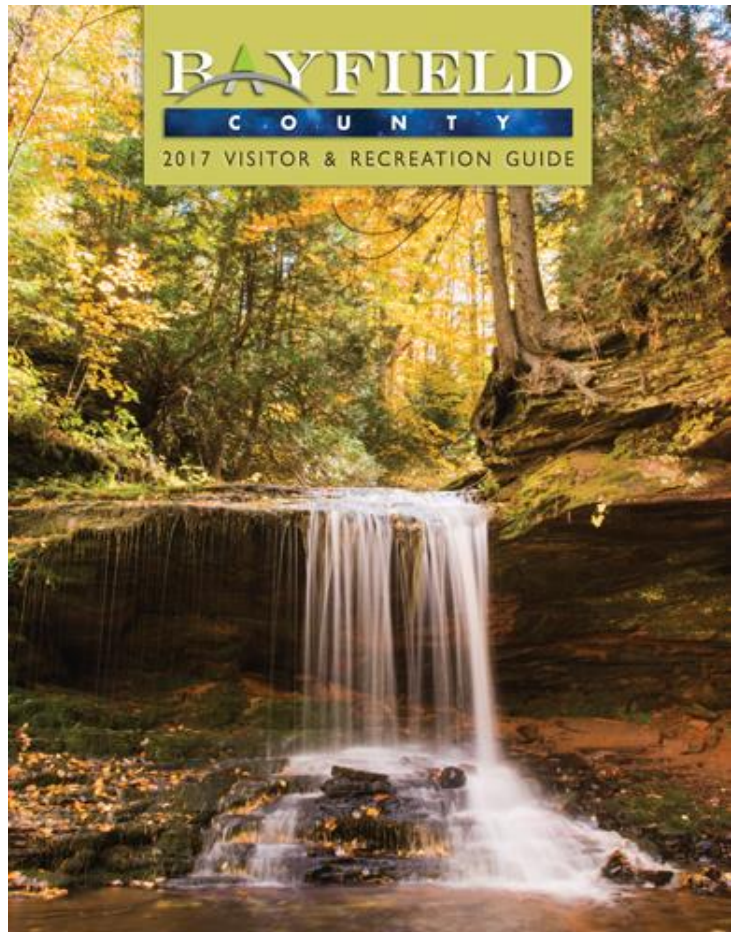
Check it out! Go to www.travelbayfieldcounty.com to see the current publication online or contact us to receive a copy. Copies are also available at all of our area Chambers of Commerce and many local businesses.

To be included in the 2018 Bayfield County Visitor & Recreation Guide:

Fill out enclosed form and return with payment to:

**Bayfield County Tourism
PO Box 832
Washburn, WI 54891**

**Questions?
Contact Debi Smith at 715-373-6125 x8**



2018 Visitor Guide

Deadline: September 29, 2017

(If you had an ad or directory listing in the 2017 Visitor Guide, it's attached)

1. Please list any changes below if different from your business mailing label:

Business Name* _____

Contact Person: _____

Business Address* _____ Mailing Address (if different) _____

City* _____ State* _____ Zip* _____

Business Phone* _____

Website* _____ Email _____

*As it will appear in Visitor Guide

2A. DISPLAY ADS ONLY:

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 ONE 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 CHOOSE 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 sending 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)

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

- Each display ad receives at least one complimentary Directory Listing that includes a 20-word description (complete on back) and contact information. Additional listings may be purchased at a reduced rate.
- Display ad creation 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.

2B. DIRECTORY LISTINGS:

ALL DIRECTORY LISTINGS INCLUDE A 20-WORD DESCRIPTION (PAGE 3), PLUS COMPLETE CONTACT INFO (ABOVE).

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

3. TOTAL VISITOR GUIDE AMOUNT DUE: \$ _____

COMPLETE back for your directory listing(s)

OVER ➡

MAIN DIRECTORY LISTING

NOTE: Lodging, restaurants and bar/pub/taverns can include **UP TO SIX SYMBOLS** with their directory listing **in addition** to the **"ALL BUSINESSES"** category. The choices are listed below.

4. BUSINESS CATEGORY

(Choose only one)

- Activity/Adventure
- Art Gallery
- Bar/Pub/Tavern
- Boat Tour/Charter
- Campground
- Entertainment
- Lodging
- Marina
- Museum/Historical Attraction
- Restaurant
- Retail/Specialty Shop
- Visitor Information

5. ALL BUSINESSES

- Wi-Fi
- Facebook
- Credit Cards Accepted
- Open All Year
- Handicap Access
- Pet Friendly
-
- Live Music

- Seasonal
- Year Round

6. LODGING ONLY

(Check maximum of 3)

- Air Conditioned
- Family Friendly
- Restaurant On Site
- Restaurant within walking distance
- Pool

7. RESTAURANTS & BAR/PUB/TAVERNS ONLY

- Liquor Served
- Beer/Wine Only
- No Alcohol Served

and

Entrée Price (check all that apply):

- \$ \$10 or less
- \$\$ \$10-20
- \$\$\$ \$20-30
- \$\$\$\$ \$30 or over

8. 20-WORD DESCRIPTION: (please print clearly)

In addition to the description, we will add your address, phone, email and website from page 1.

May be edited

9. AUTHORIZATION:

By signing this agreement, you are verifying that your business has all up to date permits and licenses required for legal operation.

Signed: _____

Date: _____

Printed Name: _____

Professional Service (list type):

Other:

ADDITIONAL DIRECTORY LISTING(S)

4A. BUSINESS TYPE

(Choose only one)

- Activity/Adventure
- Art Gallery
- Bar/Pub/Tavern
- Boat Tour/Charter
- Campground
- Entertainment
- Lodging
- Marina
- Museum/Historical Attraction
- Restaurant
- Retail/Specialty Shop
- Visitor Information

Professional Service (list type):

Other:

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info@travelbayfieldcounty.com

Bayfield County reserves the right to decline advertising.