



2024 OFFICIAL VILAS COUNTY VISITORS GUIDE

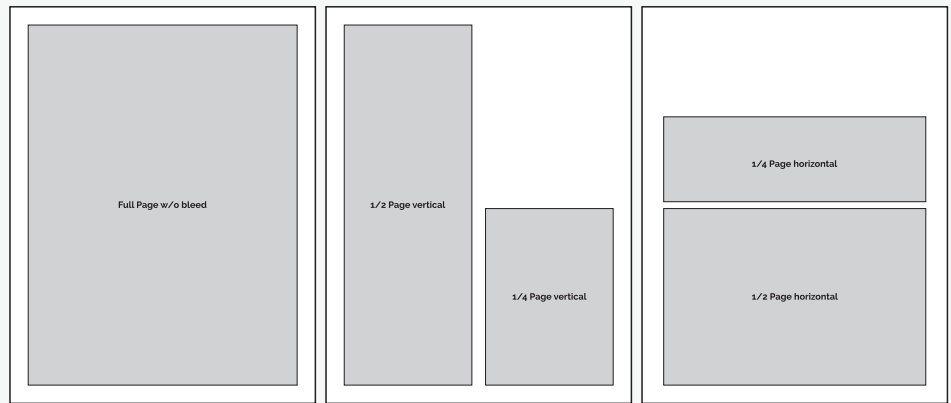
We're excited to launch Vilas County's new travel brand in 2024—and we want you to be a part of it by advertising in our official visitor guide! The guide is an important source of information for travelers coming to the area and highlights Vilas County's communities, recreation opportunities, places to stay, shopping and dining options, and much more. Sign up today to showcase your business in this great guide!

New this year

All advertisers will receive a **FREE business listing** throughout 2024 on Vilas.org, which receives more than 200,000 site visits a year. Listings include up to 5 photos, plus description and links to your website.

ADVERTISING BENEFITS

- Reach over 12,000+ visitors who are looking for lodging, dining and attractions to enjoy during their stay
- Placement in the digital edition of the guide, viewable on Vilas.org
- Any advertiser that purchases a ¼ page (or larger) ad will receive a **FREE directory listing** in the 2024 Official Vilas County Visitors Guide.



VILAS COUNTY TOURISM & PUBLICITY DEPARTMENT'S new Tourism Manager is Collette Sorgel. Collette is working alongside Pilch+Barnet to produce the 2024 Visitor Guide.

PILCH+BARNET, experts in travel marketing, have been contracted to help create an informative and effective travel piece for Vilas County. They can also provide assistance in creating your ad for the guide. Ad sales are being conducted by Theresa Smith, Pilch+Barnet's Marketing Production & Client Relations Director. Residing in Minocqua, Theresa can be reached at 715-892-8006 or theresa@pilchbarnet.com to discuss an ad for your business.

2024 PRODUCTION/DESIGN GUIDELINES, MECHANICAL REQUIREMENTS & RATES

Please carefully review the media requirements below as they are critical to the quality of your ad. It is the advertiser's responsibility to prepare ad materials to the specified requirements by the deadline. **Vilas County Tourism reserves the right to run last ad or charge advertiser for unused space if ad materials are not received by ad deadline.** If you do not have an existing ad that meets our specs, our design team can create one for you. Charges may apply.

- Supported files: PDF, JPEG
- All graphics should be 300 dpi at printing size and in CMYK
- Convert all Pantones to CMYK
- Double check PDF for separation and overprint problems
- Keep important information .375 inches from the trim edge
- Preferred file delivery methods are Dropbox, WeTransfer and email if under 10MB

Bonus offer

Any advertiser that purchases a ½ page (or larger) ad will receive a **free FEATURED business listing with enhanced copy and photos** on community pages and other prominent pages on Vilas.org throughout 2024.

ORDER FORM

Reserving space in this publication is easy: please provide the requested information, indicate which size ad or listing you'd like to run and return this form by October 20. To complete this form online, visit vilaswi.com/ads.

Contact Information

Contact Name

Mailing Address

City

State

Zip

Phone

Email

Business Information for Visitor Guide Directory and Vilas.org

Business Name

Business Address

City

State

Zip

Phone

Email

Website

Hours of Operation

Business Description (150 Character Count Max)

Step #1 My listing should appear in which category? Choose one.

- Attractions Communities Dining Lodging Rentals & Outdoor Recreation Shopping & Services

Step #2

My general amenities include...

Check all that apply.

- EV Charging Station
 Meeting facilities
 On snowmobile trail
 On the water
 Open year-round
 Pet friendly
 Travel Green Certified
 WiFi

Accessible Offerings

- Adaptive Equipment Available
 Elevator
 Blind and Visually Impaired Accommodations
 Wheelchair Accessible Vehicle
 Hearing Impaired Accommodations
 Accessible Parking
 Sensory Friendly Accommodations
 ADA-Compliant Rooms
 ADA-Compliant Bathrooms
 Service Animals Welcome
 Food Allergen Accommodations
 Wheelchair Accessible

Diverse-Owned Business

- Black-Owned
 Women-Owned
 Native American-Owned
 LGBTQ+-Owned
 Asian American and Pacific Islander-Owned
 Hispanic-Owned
 Veteran-Owned
 Owned by People with Disabilities

Step #3

Please complete based on category selected in Step #1. Check all that apply.

ATTRACTIONS

Type of Attraction

- Active Fun
 Art & Museums
 Breweries & Wineries
 Family Attractions
 Parks & Natural Areas
 Sporting Venue
 Other

COMMUNITY

- Boulder Junction
 Conover
 Eagle River
 Lac du Flambeau
 Land O' Lakes
 Manitowish Waters
 Minocqua Area
 Phelps
 Presque Isle
 Sayner-Star Lake
 St. Germain
 Winchester

SHOPPING & SERVICES

Type of Shopping & Services

- Antiques
 Clothing & Apparel
 Department Stores
 Grocery & Convenience Stores
 Home, Décor & Gifts
 Real Estate
 Specialty
 Sporting Goods/Outfitters
 Other

DINING

Type of Dining

- Bar & Grill
 Breakfast
 Casual/Family Dining
 Coffee Shop
 Ethnic
 Fish Fry
 Fast Food
 Ice Cream & Sweets
 Pizza
 Supper Club

Dining Features

- Accessible by boat
 Carry-out
 Delivery
 Online ordering
 Outdoor seating

RENTALS & OUTDOOR REC

Type of Rentals & Outdoor Rec

- ATVing & UTVing
 Beaches
 Biking
 Birdwatching
 Boating
 Cross-country Skiing
 Fishing
 Hiking
 Hunting
 Paddling
 Snowmobiling
 Snowshoeing
 Swimming
 Winter Biking

LODGING

Type of Lodging

- Campground
 Cottages/Cabins
 Hotel/Motel
 Resort
 Vacation Home/Rental

Lodging Features

- 50 Amp Service
 Bar/Lounge
 Boat Launch
 Continental Breakfast
 Dump Station
 Firepit
 Fireplace
 Full Hook-Ups
 Hot Tub
 Kitchenette
 Laundry
 Microwave/Refrigerator
 Playground
 Pool
 Rentals
 Restaurant
 Restrooms/showers
 Sandy Beach
 Snowmobile Trail Access
 TV

ADVERTISING RATES Please indicate your preferred reservation:

AD SIZES	PRICE	DIMENSIONS (width x height)
Back Cover	<input type="checkbox"/> \$2,675	8.375" x 8.25"
Inside Front Cover	<input type="checkbox"/> \$2,160	8.375" x 10.875" +bleed
Inside Back Cover	<input type="checkbox"/> \$1,900	8.375" x 10.875" +bleed
Full Page	<input type="checkbox"/> \$1,440	7.625" x 9.75"
1/2 Page horizontal	<input type="checkbox"/> \$1,030	7.625" x 4.8"
1/2 Page vertical	<input type="checkbox"/> \$1,030	3.7375" x 9.75"
1/4 Page horizontal	<input type="checkbox"/> \$795	7.625" x 2.325"
1/4 Page vertical	<input type="checkbox"/> \$795	3.7375" x 4.8"
Directory Listing	<input type="checkbox"/> \$350	Business info & description

All ads are full color (rates are net, non-commissionable), and must be **prepaid**.

For questions, please contact Theresa Smith at 715-892-8006 OR email: theresa@pilchbarnet.com

Please make checks payable to Pilch+Barnet



Please note that there will be a 3.5% Service Fee for all credit and debit payments

PLACEMENT INSTRUCTIONS Please indicate your preferred placement:

<input checked="" type="checkbox"/> PROVIDE AD	<input checked="" type="checkbox"/> CARRY AD
<input type="checkbox"/> I will provide a new press-ready digital ad	<input type="checkbox"/> Please use same ad as last year
<input checked="" type="checkbox"/> UPDATE AD	<input checked="" type="checkbox"/> DESIGN AD
<input type="checkbox"/> Please use same ad as last year with minor changes Additional charges may apply	<input type="checkbox"/> Help me design an ad for \$100. Pilch+Barnet will follow up to discuss ad design (max 2 proofs) Additional charges may apply

Please send all ad files and change requests to theresa@pilchbarnet.com. Cash, check or credit card payments accepted. Please make checks payable to: Pilch+Barnet. For cover positions or preferred placement requests, please contact Theresa Smith at 715-892-8006. Reserved on first come-first served basis.

Signature (Required): _____ **Date (Required):** _____

ADVERTISING AGREEMENT: This contract is for ad and listing placement in the 2024 edition of the Vilas County Visitors Guide. Ad and listing space cancellations will not be accepted after October 20, 2023.

PAYMENT TERMS: The advertiser is responsible for payment of published ad rates at the time of submitting or within 30 days of invoicing. Once you've signed off, you are contractually obligated and may not cancel your ad at any time, for any reason. No refunds will be given. Check or credit card payments accepted. If payment is not received by November 20, your ad and/or listing will not appear in the Vilas County Visitors Guide or Vilas.org.

COPY ACCEPTANCE: Vilas County Tourism reserves the right to alter or reject any ad copy, which is not in keeping with publication standards. Advertisers and/or their agencies assume complete liability for all content of advertisements printed, and also assume responsibility for any/all claims therefrom made against Vilas County Tourism, and agree to hold Vilas County Tourism harmless. By signing this form, I agree to the above Terms and Conditions.

SEND AD MATERIALS TO:

Vilas County VG Ad Sales
ATTN: Theresa Smith
PO Box 325, Minocqua, WI 54548
theresa@pilchbarnet.com



QUESTIONS:

Theresa Smith
715-892-8006
theresa@pilchbarnet.com