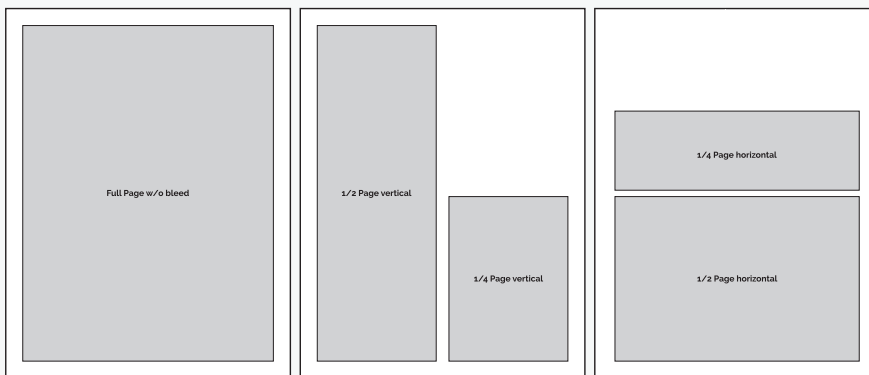


2026 OFFICIAL VILAS COUNTY VISITORS GUIDE

Want to reach an engaged audience of Vilas County visitors and potential visitors? Advertise in the official 2026 Vilas County Visitor Guide! The guide is an important source of information for travelers coming to the area and highlights things to see and do in Vilas County, including places to stay, shopping and dining options, attractions, recreational opportunities, and more. Sign up today & show off your business!



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 an ad will receive a **FREE directory listing** in the 2026 Official Vilas County Visitors Guide.

VILAS COUNTY TOURISM & PUBLICITY DEPARTMENT'S Tourism Manager is Collette Sorgel. Collette is working alongside Pilch+Barnet to produce the 2026 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.

2026 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 1/2 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 2026.

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 10. 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

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 ATV/UTV trail*
☐ On silent sports trail*
☐ 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

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

SHOPPING & SERVICES

Type of Shopping & Services

- ☐ Antiques
☐ Clothing & Apparel
☐ Department Stores
☐ Grocery & Convenience Stores
☐ Home, Décor & Gifts
☐ Non-profit
☐ 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
☐ Golfing
☐ 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

*Please list trail and/or lake name:

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 type="checkbox"/> I will provide a new press-ready digital ad.	<input checked="" type="checkbox"/> CARRY AD <input type="checkbox"/> Please use same ad as last year.
<input checked="" type="checkbox"/> UPDATE AD <input type="checkbox"/> Please use same ad as last year with minor changes. Additional charges may apply.	<input checked="" type="checkbox"/> DESIGN AD <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 2026 edition of the Vilas County Visitors Guide. Ad and listing space cancellations will not be accepted after October 17, 2025.

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 21, 2025, your ad and/or listing will not appear in the Vilas County Visitors Guide.

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

2026 VILAS COUNTY VISITORS GUIDE

ADVERTISEMENT APPROVAL FORM

For your reference, below you'll find a copy of the advertisement you ran in the 2025 Vilas County Visitors Guide. If you'd like to run your ad in the upcoming 2026 Guide, please complete the advertising agreement included in this mailing and return it with payment to theresa@pilchbarnet.com, as well as indicate if you'd like to run this same ad, make changes to it or provide a new ad for the 2026 Guide. Deadline for ad sales is October 10. Changes or new ad materials are due by October 17.

- ☐ **APPROVE ATTACHED AD**
- ☐ **I WILL PROVIDE NEW AD MATERIALS**
- ☐ **USE THIS AD WITH CHANGES**
Additional charges may apply
- ☐ **HELP ME DESIGN MY AD**
Additional charges may apply

Print Name (Required): _____

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

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