

WISCONSIN 2024 LODGING

Where to stay

CVB/CHAMBER ADVERTISING



Approx. **140,000** print copies distributed year-round!

Digital version with direct web links emailed to over **10,000** unique travelers

DISTRIBUTION LOCATIONS

The Official Lodging Directory sent out by the Wisconsin Hotel & Lodging Association. Over 150,000 print & digital copies distributed year-round throughout Wisconsin, Illinois, Minnesota, Michigan, Indiana, Ohio and beyond!

Sample of key locations and events:

- Minnesota Twin Cities International Airport
- Minneapolis/St. Paul Attractions
- Metro Chicago, Union Station, & Midway Airport
- Detroit Outdoorama Sport & Travel Show
- Michigan International Women's Show
- Wisconsin State Fair
- Wisconsin Travel Rest Areas & Conventions & Visitors Bureaus
- Hotels, Sporting Goods Stores, AAA Locations, Corporate Headquarters, Colleges, Supermarkets, and more!

One of the **TOP 5** picked up travel publications in Wisconsin!

LISTING ENHANCEMENTS

All WHLA Chamber/CVB members receive a free destination listing in the 2024 Lodging Directory. Make your listing stand out with an enhancement!

SECOND LISTING IN ALTERNATE LOCATION \$115

As a lodging member of WHLA, your property receives a complimentary listing in one of our nine regional categories. This enhancement allows you to add your listing to a second region or city.



actual size

COLOR PHOTO WITH LISTING \$345

Elevate your listing by adding a color photo of your property. This full-color photo provides your property with great exposure within the listing page.
Specs: 1.8125" x 1.5"

REGIONAL FEATURES

FEATURED REGION PAGE PHOTO \$840

Your property can be featured on the cover page of your regional section! Each regional cover page includes the name of the region, all applicable cities, and information on your property with listing page info. Your featured photo will include a 25 word caption.
Specs: 8.375" x 6.25"



REGIONAL ARTICLE HIGHLIGHT \$170

Ensure readers remember your property by reserving a Regional Article Highlight. Each regional spread will feature an article painting a picture of traveling in the area. By investing in a Regional Article Highlight, you are able to work with WHLA to include a three to four sentence highlight of your property and what makes it unique.

WISCONSIN GEOGRAPHICAL REGIONS

- Northwest
- Northeast
- Central
- East Central
- Door County
- Southwest
- The Dells
- South Central
- Southeast

ENHANCED LISTINGS

This professionally designed template saves you time and money—just send us the photos and text, and we'll do the rest!



1/2 PAGE \$2,245

Make a statement about your work in your region with a half page ad! These larger format ads will be prominently placed on pages in the appropriate regional section.

Included in your Ad:

- 100 words of text
- Two photos
- Your logo

1/6 PAGE \$675

Promote your Chamber or CVB with an ad in the 2024 Wisconsin Lodging Directory. 1/6 page ads will be featured in the regional section associated with your organization, along with listings of properties in that area.

Included in your Ad:

- 50 words of text
- One photo
- Your logo



DISPLAY ADVERTISING

1/6 PAGE \$1,120

Specs: 3.75" x 3.166"

1/4 PAGE \$1,685

Specs: Vertical - 3.75" x 4.813"

Horizontal - 7.625" x 2.345"



1/2 PAGE \$2,580

Specs: 7.625" x 4.813"

FULL PAGE \$3,930

Specs: 8.375" x 10.875"

Include 1/8" bleed on all sides

PRICING & DEADLINES

LISTING ENHANCEMENTS

Second Listing in Alternate Location	\$115
Color Photo with Listing.....	\$345

REGIONAL FEATURES

Regional Article Highlight	\$170
Featured Region Page Photo.....	\$840

ENHANCED LISTINGS

1/6 Page Enhanced Listing	\$675
1/2 Page Enhanced Listing.....	\$2,245

DISPLAY ADVERTISEMENTS

1/6 Page.....	\$1,120
1/4 Page.....	\$1,685
1/2 Page.....	\$2,580
Full Page.....	\$3,930

PREMIUM POSITIONS

Facing Inside Back Cover	\$5,385
Facing Inside Front Cover	\$6,170
Inside Back Cover.....	\$6,505
Inside Front Cover SOLD to Delavan Lake Mgt.	\$7,295
Back Cover SOLD to Choice Hotels	\$8,190

DEADLINES

ORDER DEADLINE

January 10, 2024

ARTWORK TO WHLA

January 17, 2024

PUBLICATION DATE

Late February/Early March 2024



Contact: Matthew Wells
matt@wisconsinlodging.org
(262) 782-2851 ext. 14

ADVERTISING SPECS

LISTING ENHANCEMENTS

Color Photo with Listing

Specs: 1.8125" x 1.5"

REGIONAL FEATURES

Featured Region Photo

Specs: 8.375" x 6.25"

DISPLAY ADS

1/6 Page

Specs: 3.75" x 3.166"

1/2 Page

Specs: 7.625" x 4.813"

1/4 Page

Specs:
Vertical - 3.75" x 4.813"
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Full Page

Specs: 8.375" x 10.875"
Include 1/8" bleed
on all sides

PREMIUM POSITIONS

Full Page Ad

Specs: 8.375" x 10.875"
Include 1/8" bleed on all sides

DIGITAL REQUIREMENTS

Graphics & Images

All graphics and images must have a resolution of 300 dpi and be the specified size of the ad space. Any ads or listing photos sent in the wrong size will be cropped.

Color Mode

All colors must be converted to CMYK.

Finishing Touches

To reduce the chance of error, convert all fonts to outlines and embed all photos and graphics within the artwork. Export images as JPGs or PNGs & artwork as high-resolution PDFs.

WHLA reserves the right to decline any ad deemed unsuitable. Advertising that simulates content must carry the word "Advertisement" in no less than 10 point type at the top of the copy. WHLA does not accept liability for errors in any published advertisement.

The advertiser assumes all liability for claims and/or expenses resulting from unauthorized or improper use of names, photos, illustrations or statements made in connection with the ad. WHLA will not accept any advertising known to be inaccurate. WHLA reserves the right to determine final placement of ads, but preferred placement can be guaranteed for a 15% fee. Ad content is the sole liability of the advertiser. Contact WHLA for more details.

WHLA cannot assume any liability beyond the cost of the ad or design fee for any related errors, omissions or exclusions from the publication.