

WISCONSIN 2024 LODGING

Where to stay

ADVERTISING RATES



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

SECOND LISTING IN ALTERNATE LOCATION \$115

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

All WHLA lodging members receive a free property listing in the 2024 Lodging Directory. Make your listing stand out with these enhancement options!



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"

LISTING PHOTO & DESCRIPTION \$560

Enhance your listing with a photo and a brief 25 word description highlighting your property. The photo will appear at the top of your listing, and the text will be directly below your amenities.
Specs: 1.8125" x 1.5"

DOOR COUNTY SHOWCASE \$755

Highlight your property & ensure readers remember the importance of your Door County location by participating in the popular Door County Co-op. Open to Door County properties only – includes a colored photo and listing information.
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

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

PREMIUM POSITIONS



FACING INSIDE BACK COVER \$5,385
Specs: 8.375" x 10.875"
Include 1/8" bleed on all sides

INSIDE BACK COVER \$6,505
Specs: 8.375" x 10.875"
Include 1/8" bleed on all sides

FACING INSIDE FRONT COVER \$6,170
Specs: 8.375" x 10.875"
Include 1/8" bleed on all sides

INSIDE FRONT COVER ~~\$7,295~~
Specs: 8.375" x 10.875"
Include 1/8" bleed on all sides
SOLD to Delavan Lake Mgt.

BACK COVER ~~\$8,190~~
Specs: 8.375" x 10.875"
Include 1/8" bleed on all sides

SOLD to Choice Hotels



PRICING & DEADLINES

LISTING ENHANCEMENTS

Second Listing in Alternate Location	\$115
Color Photo with Listing.....	\$345
Listing Photo & Description.....	\$560
Door County Showcase.....	\$755

REGIONAL FEATURES

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

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.....	\$7,295
Back Cover.....	\$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"

Door County Showcase

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"
Horizontal - 7.625" x 2.345"

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.