

WisconsinGolf

THE VOICE OF GOLF IN WISCONSIN



2020 Media Kit

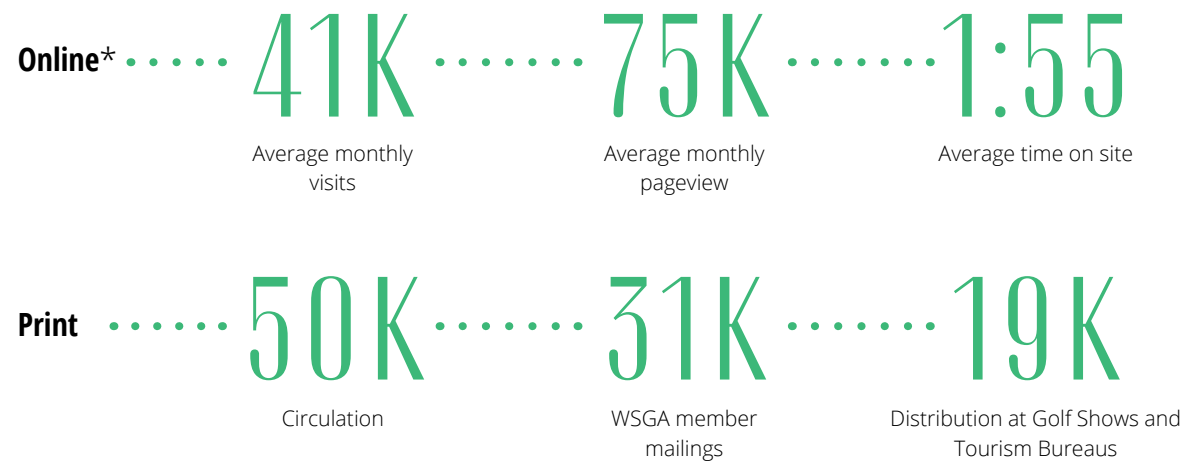
INTRODUCTION

The breathtaking beauty of Wisconsin's landscape cannot easily be summed up with words. A round of golf, however, does the job quite nicely. For those craving the latest golf news and course details in this picturesque state, we present Wisconsin.Golf.

Wisconsin.Golf is **the voice of golf in Wisconsin**, with daily coverage of local tournaments, stories of hometown heroes, and results of tournaments of all levels, from juniors to the PGA Tour. It also serves as a travel resource, with detailed directories of all courses in Wisconsin. Both entertaining and informative, Wisconsin.Golf engages the hearts and minds of passionate golfers, serving as an all-access pass to golf in their home state.

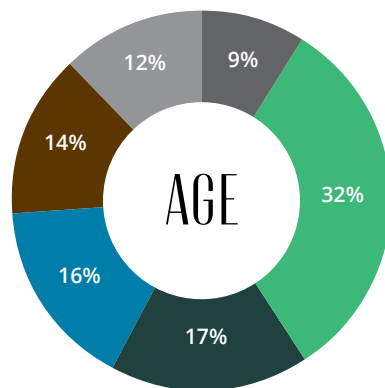
AT A GLANCE

Distribution Numbers



*YTD through August, 2019

Audience Profile



Men	67%
Women	33%
Married	55%
College degree or beyond	45%
Employed	69%
Average household income over 100k	44%

*Audience View 21 Weeks, ending on: July, 2019

PRINT OPPORTUNITIES

Print Insertions and Pricing Breakdowns

All prices are per insertion.

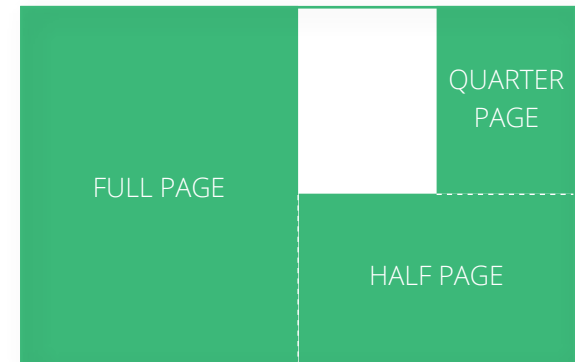
DISPLAY AD SIZE	RATE
Back Cover	\$3,150
Inside Front Cover	\$2,800
Inside Back Cover	\$2,660
Full Page	\$2,100
Half Page	\$1,155
Quarter Page	\$635
Basic Listing	FREE

Close Dates

ISSUE	RESERVE	MATERIALS	AVAILABLE
Annual	12-18-19	12-27-19	February 2020

Ad Specifications and Production Requirements

DISPLAY AD SIZE	TRIM	BLEED
Full Page	8 3/8" x 10 7/8"	8 5/8" x 11 1/8"
Half Page	7 1/4" x 4 7/8"	N/A
Quarter	3 1/2" x 4 7/8"	N/A



All Display ad submissions must be a high resolution PDF.

- All fonts must be embedded
- Color space must be CMYK or grayscale only (No RGB, PMS)
- All images must be EPS or TIFF format at a minimum of 300dpi

Submit artwork under 10mb to ali@orangewhipdesign.com.

For files over 10mb, upload to a file hosting service such as Dropbox or Google Drive and provide a link.

DIGITAL OPPORTUNITIES

Digital Insertions, Pricing Breakdowns and Specifications

ONLINE AND EMAIL

Digital Display

Web banner ads are run of site (ROS). Prices are monthly.

- Accepted formats: jpeg, gif, HTML5

960x90 **\$300**

728x90 **\$250**

300x250 **\$150**

Featured Partner Course Listing - Online and Email

As a featured partner, your course will stand apart with your unique visual and description. It will be listed first in our comprehensive directory of Wisconsin on Wisconsin.golf and will be featured in our monthly E-Newsletter.

- Photo: 410px x 210px
- Copy: Name of Course and 105 character max description
- Click-thru URL

Dedicated Email Blast

Our dedicated email gives you the opportunity to speak directly to our engaged Wisconsin.golf subscribers, giving you 100% share of voice. All dedicated emails are subject to publisher's approval.

- Accepted formats: HTML, jpeg
- 600 px wide, customizable height
- Subject line: max 100 characters

E-Newsletter

Your brand message will be featured prominently alongside the top news articles in our quarterly e-newsletter.

- Accepted formats: static jpeg, png, gif
- 560px x120px

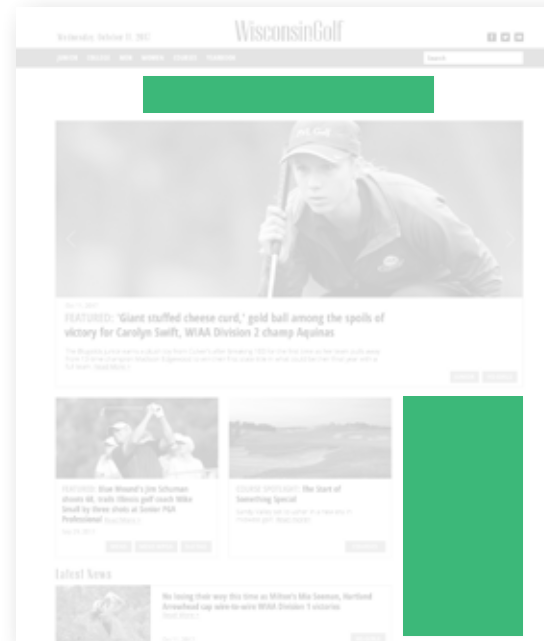
PRICE

By Request

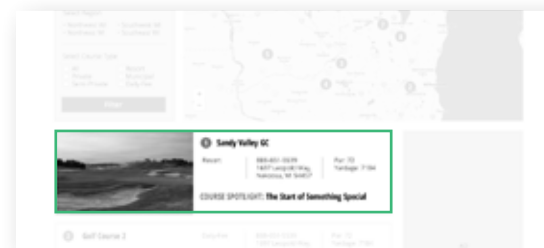
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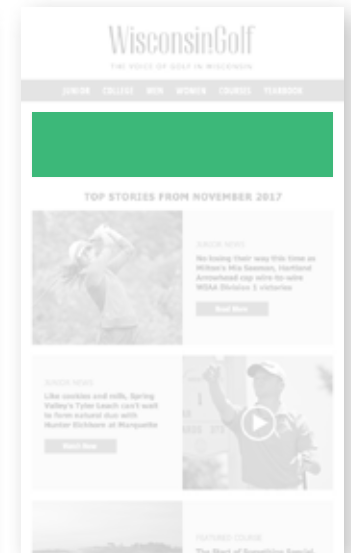
DISPLAY



FEATURED PARTNER COURSE



E-NEWSLETTER



Submit zipped artwork to Sarah Starmar at sarah@killarneygolfmedia.com.