

# 2020 Bayfield County Visitor Guide Contract

(If you advertised in the 2019 Visitor Guide, it's enclosed for reference.)

**Deadline: October 11, 2019**

**Please complete both pages (front and back) including this contact information:**

Business Name\*

Contact Person (Office use only)

Email (Office use only)

Business Address\*

Mailing Address (if different)

Business City\*

State\*

Zip\*

Business Phone\*

Business Email\*

Website\*

\*As it will appear in Visitor Guide

## DISPLAY ADS:

**ALL ADS 1/2 PAGE OR LARGER RECEIVE 2 FREE DIRECTORY LISTINGS\***

- |   |        |
|---|--------|
| <input type="checkbox"/> Full Page (7.5x10" or full bleed 8.75x11.25) | \$1450 |
| <input type="checkbox"/> 3/4 Page (7.5x7.437")                        | \$1200 |
| <input type="checkbox"/> 1/2 Page Horizontal (7.5x4.875")             | \$825  |
| <input type="checkbox"/> 1/2 Page Vertical (3.625x10")                | \$825  |

**ALL ADS UP TO 1/4 PAGE RECEIVE 1 FREE DIRECTORY LISTING\***

- |   |       |
|---|-------|
| <input type="checkbox"/> 1/4 Page Horizontal (7.5x2.312") | \$550 |
| <input type="checkbox"/> 1/4 Page Vertical (3.625x4.875") | \$550 |
| <input type="checkbox"/> 1/8 Page (3.625x2.312")          | \$325 |
| <input type="checkbox"/> 1/16 Page (3.625x1.031")         | \$200 |

## PLEASE CHECK ONE OF THE FOLLOWING OPTIONS FOR DISPLAY ADS ONLY:

- Run same ad as last year with no changes (no proof).
- Run same info as last year, freshen up with new look (proof will be sent).
- Run same ad as last year, with the changes I have enclosed (proof will be sent).
- I am enclosing new ad materials (proof will be sent).
- I am submitting camera ready, press-quality PDF (no proof). (300 dpi, CMYK all fonts and artwork embedded)

**Amount Due for Display Ad(s):** \$ \_\_\_\_\_

- Each ad receives at least one complimentary directory listing that includes a 20-word description and contact information (see page 3). Additional listings may be purchased at a reduced rate.
- Display ad design is included in the ad rate. Ads 1/2 page or larger or ads requiring extensive design work may require an additional cost. Please call for pricing questions/information.
- All display ads are 4-color, CMYK.

**Please email all ad materials to:** whitespacewi@gmail.com

## DIRECTORY LISTINGS:

**Please check the Directory Listing that applies to you.** \*All ads include Directory Listing with a 20-word description (page 3), plus complete contact info (from above).

- Free Directory Listing with paid ad \$0
- Directory Listing Only \$50
- Addl. Directory Listing(s) # \_\_\_\_\_ \$35/each = \$ \_\_\_\_\_

**Amount Due for Directory Listings:** \$ \_\_\_\_\_

**TOTAL AMOUNT DUE:** \$ \_\_\_\_\_

("Display Ad" Total + "Directory Listing" Total)

**Please send check to:** Bayfield County Tourism  
PO Box 832  
Washburn, WI 54891

**COMPLETE FORM ON BACK for your directory listing(s)**

**OVER →**

Please complete the information below for your directory listing(s).

# LISTING 1

**BUSINESS CATEGORY:**  
(Choose only one)

- Activity/Adventure
- Art Gallery
- Boat Tour/Charter
- Campground
- Education
- Entertainment
- Event
- Food/Drink
- Lodging
- Marina/Boat Repair
- Museum/Historical Attraction
- Orchard/Farm
- Professional Service\*
- Retail/Specialty Shop
- Visitor Information

**SYMBOLS TO INCLUDE:**  
(Check **all** that apply)

- Credit Cards Accepted
- Facebook
- Handicap Access
- Live Music
- Open All Year
- Pet Friendly
- Travel Green Certified
- Wi-Fi

**LODGING ONLY:**  
(Check **maximum of 3**)

- Air Conditioned
- Family Friendly
- Restaurant on-site
- Restaurant within walking distance
- Swimming Pool

**RESTAURANTS & BAR/PUB/TAVERNS ONLY:**

- Beer/Wine Only
- Liquor Served
- No Alcohol Served

**and**

Entrée Price (check **ALL** that apply):

- \$ \$10 or less
- \$\$ \$10-20
- \$\$\$ \$20-30
- \$\$\$\$ \$30 or over

**20-WORD DESCRIPTION:** (please print clearly)  
NOTE: In addition to the description, your address, phone, email or website from page 1 will be listed.

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\_\_\_\_\_

\*May be edited\*

Other: \_\_\_\_\_

\*If Professional Service, list type: \_\_\_\_\_

## ADDITIONAL DIRECTORY LISTING – if applicable

**BUSINESS CATEGORY:**  
(Choose only one)

- Activity/Adventure
- Art Gallery
- Boat Tour/Charter
- Campground
- Education
- Entertainment
- Event
- Food/Drink
- Lodging
- Marina/Boat Repair
- Museum/Historical Attraction
- Orchard/Farm
- Professional Service\*
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(Check **all** that apply)

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**20-WORD DESCRIPTION:** (please print clearly)  
NOTE: In addition to the description, your address, phone, email or website from page 1 will be listed.

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\*May be edited\*

Other: \_\_\_\_\_

\*If Professional Service, list type: \_\_\_\_\_

**AUTHORIZATION:**  
By signing this agreement, you are verifying that your business has all up to date permits and licenses required for legal operation.

**Signed:** \_\_\_\_\_

**Printed Name:** \_\_\_\_\_

**Date:** \_\_\_\_\_