

explore LA CROSSE .com

PROMOTE AND HIGHLIGHT
YOUR BUSINESS IN PRINT AND DIGITAL.



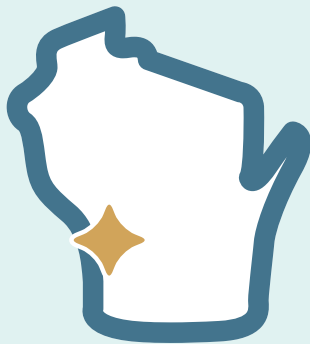
The La Crosse County prints **90,000 Visitors Guides** to be dispersed throughout Wisconsin's Interstate highway system. Additionally, guides and maps are mailed by request throughout the United States and Canada and distributed at trade shows in Madison, Milwaukee, Minneapolis, Duluth, and Cedar Falls. The festival handout is a full calendar year of festivals and major events and is inserted in major publications in Minnesota and Wisconsin.

Locally, the visitors guide, map, and festival insert can be found at many of our membership businesses including area hotels, motels, and campgrounds and many other satellite locations throughout La Crosse County and surrounding communities.

Visitors Guide 2019

Complete guide to accommodations,
dining, arts, entertainment, and other
events in La Crosse County.

ECONOMIC IMPACT OF TOURISM IN LA CROSSE COUNTY



In 2017
La Crosse County Ranked

9th

in visitor spending

with

\$263.8 Million Spent

Contract Information

This is an agreement between the La Crosse County Convention and Visitors Bureau (LCCVB), publisher of the La Crosse County Visitors Guide, and the entity to be billed ("Advertiser").

Space cancellations must be received, in writing, prior to the space closing date.

Advertiser agrees to pay for the insertion if it cancels late, does not cancel at all, or submits materials too late to be used.

Advertising materials must conform to current LCCVB specifications and reserves the right to reject advertising. LCCVB shall refund the amount paid by the Advertiser for a rejected advertisement. Advertiser assumes any and all liability that may arise out of ad content, whether images or text.

This contract constitutes the entire agreement between the parties. All prior or contemporaneous discussions and agreements are superseded by this written contract.



Receive additional 250 x 250 **digital ad** to be placed at explorelacrosse.com with any print purchase.

2019 Advertising Deadlines

Early Bird Deadline:
Now - July 31, 2018

Advertising Deadline:
August 17, 2018

Artwork Deadline:
August 20, 2018

Publication Date:
January 2019

Advertising Agreement

Business Name _____

Date _____

Contact Name _____

Billing Address _____

City _____

State _____

Zip _____ Phone _____

Email _____

Total Amount Due:

Checks payable to:

La Crosse County Convention and Visitors Bureau

Payment is enclosed

Please bill

Please Submit contract (email or direct mail) and artwork (by email) to:

La Crosse County Convention and Visitors Bureau
Attn: Brent Hanifl
410 Veterans Memorial Drive La Crosse, WI 54601

hanifl@explorelacrosse.com

Visitors Guide - 90,000 Printed

Artwork Deadline: August 20, 2018

Ad Size	Specs (Inches)	Early Bird	Regular Rate	New Ad or Pick Up?
Back Cover (Sold)	Full Page	\$4,127	\$4,231	New / PU
Inside Front Cover (Sold)	Full Page	\$3,780	\$3,874	New / PU
Inside Back Cover (Sold)	Full Page	\$3,780	\$3,874	New / PU
Full Page with Bleed	8.875 x 11.375, Text Area 8 x 10.5	\$3,077	\$3,155	New / PU
2/3 Page Vertical	4.8 x 9.525	\$2,268	\$2,325	New / PU
1/2 Page Horizontal	7.276 x 4.6075	\$1,811	\$1,828	New / PU
1/3 Page Horizontal	7.276 x 3	\$1,234	\$1,265	New / PU
1/3 Page Vertical	2.3072 x 9.525	\$1,234	\$1,265	New / PU
1/6 Page Vertical	2.3072 x 4.595	\$855	\$876	New / PU
1/4 Festivals Only	7.276 x 2.3072	\$703	\$719	New / PU
1/12 Page	2.3072 x 2.2075	\$441	\$451	New / PU
Expanded Text Directory (without additional ad)	90 Words Max	\$210	\$215	New / PU
Expanded Text Directory (with additional ad)	90 Words Max	\$147	\$152	New / PU
Full Page Business Association	8.875 x 11.375 Text Area 8 x 10.5	Contact for details	Contact for details	New / PU

Visitors Map - 20,000 Printed

Limited Space Available Artwork Deadline: August 20, 2018

Ad Size	Specs (Inches)	Early Bird	Regular Rate	New Ad or Pick Up?
City Page Side	5.5 x 2.8	\$500	\$525	New / PU
County Map Side	4 x 2	\$500	\$525	New / PU

Festival Insert / Handout - 50,000 Printed

Limited Space Available Artwork Deadline: August 20, 2018

Ad Size	Specs (Inches)	Early Bird	Regular Rate	New Ad or Pick Up?
Festival Only	3.9 x 1.5	\$500	\$525	New / PU



Rates listed are for full-color, camera-ready ads.

If you need an ad designed, please contact **Terry Tobin** at 608-487-1682 or ttobindesign@charter.net for a quote.

Visitor Guide Ad Sizes:

Full Page with Bleed

(ad will bleed off the edge of paper)

8.875 x 11.375 inches

(safe area for all text should be within 8 x 10.5 inches)

Full Page No Bleed

8 x 10.5 inches

1/3 Page - Horizontal

7.276 x 3 inches

1/2 Page - Horizontal

7.276 x 4.6075 inches

Festival Ad - Horizontal

7.276 x 2.3072 inches

Visitor Guide Ad Sizes:

1/3 Page - Vertical

2.3072 x 9.525 inches

1/6 Page - Vertical

2.3072 x 4.595 inches

1/12 Page - Vertical

2.3072 x 2.2075 inches

2/3 Page - Vertical

4.8 x 9.525 inches

Print Ready Ad Submission Preparation Requirements:

- Bleed only on full page advertisements
- Printing Process: web offset
- Bindery: perfect bind
- Publication trim size: 8.375" x 10.875"

PDF Files must be:

- 300 dpi resolution, fonts embedded, CMYK (no spot colors)
- Built to EXACT AD DIMENSIONS
(no crop marks, info slugs)
- Ad design costs will be billed
at \$55.00 per hour

La Crosse Advertisers:

Send complete ad or ad changes to Brent Hanifl at
hanifl@explorelacrosse.com and include in the subject line:
2019 Visitors Guide Ad

Map Ad Size:

City Page Ad 5.5" X 2.8"

explore LACROSSE COUNTY | WISCONSIN

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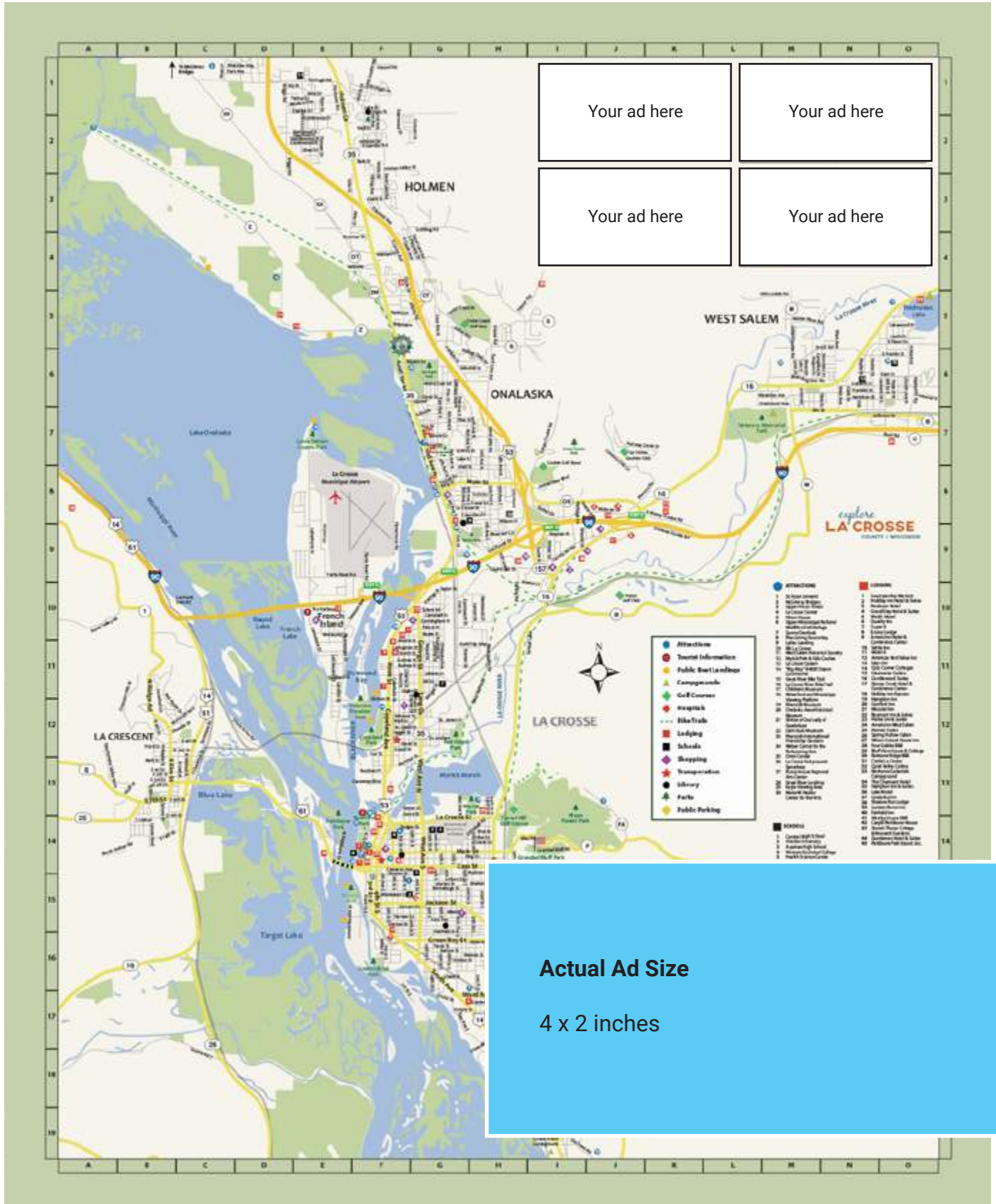
Your ad here

Actual Ad Size

5.5 x 2.8 inches

Map Ad Size:

County Map Page Ad 4" x 2"



Your ad here

Your ad here

Your ad here

Your ad here

Actual Ad Size
4 x 2 inches

Festival Handout Ad Size:

3.9" x 1.5"

FESTIVALS AND EVENTS

January

Oudaska Show Choir Classic
Jan. 12-13
Oudaska High School
oudaska22.com

AMV Ski Race | Jan. 20-21
Mt. La Crosse
mlcra.com

Great 16-Team Ball Game | Jan. 27
La Crosse Center
4009audaskafest.com

Azards Ice Fishing Tournament
Jan. 27
Island Outdoors
islandoutdoors.com

February

Goodfella Ski Jump | Feb. 2-3
Wisconsin, WI
www.goodfellas.com

State Dance Championships | Feb. 3
La Crosse Center
www.lcc.com

River Prairie Conservation Association Fishing Derby
Feb. 3
La Crosse
riverprairieconservation.org

ML La Crosse Cup High School Invitational | Feb. 3
Mt. La Crosse
mlcra.com

Traverse River Film Festival | Feb. 7-11
Wisconsin, MN
traversefilm.com

Winter Ball | Feb. 9-10
Prairie Street Brewery
prairiestreetbrewery.com

State High School Ski & Snowboard Championships
Feb. 17-19
Mt. La Crosse
mlcra.com

SKI FIS Race | Feb. 24-25
Mt. La Crosse
mlcra.com

Family Fest | Feb. 25
La Crosse Center
mlcra.com

March

International Festival of Ouths
March 2-4
Houston, MN
internationalfestivalofouths.com

Polar Plunge | March 3
Polar Plunge
polarplunge.com

Dr. Parvish's Day Parade | March 17
Downtown La Crosse
mlcra.com

3 Rivers Model Railroad Show
March 17-18
Oudaska Ouths Center
Audaskafest.com

La Crosse Home & Builder Show
March 23-24
La Crosse Center
mlcra.com

April

Family Fun Expo | April 8
Oudaska Ouths Center
ofcra.com

Mid West Music Fest | April 13-14
La Crosse, WI
midwestmusicfest.org

Spring 18th and Craft Show
April 14-15
Oudaska Ouths Center
ofcra.com

AMU Basketball Showcase | April 14-17
TW-La Crosse
audaskafest.com

Restaurant Week | April 20-29
La Crosse County
la-crosse.com

Stiff Country Studio Art Tour
Apr 27-29
Maplewood, WI
stiffcountrystudioart.com

Between the Bluffs, Beer, Wine & Cheese Festival | April 28
Southside Inn Grande
stiffcountrystudioart.com

Bacon Bloody Branch | April 29
Southside Inn Grande
stiffcountrystudioart.com

May

Festival Foods Granddaddy Half Marathon | May 5
La Crosse, WI
festivalfoodsgranddaddy.com

British Sports Convergence | May 19
Oudaska Ouths Center
ofcra.com

Kayak Race Fishing Trail | May 19
La Crosse, WI
kayakracefishing.com

June

Tour de Pearl | June 1-Sept.
La Crosse, WI
pearl.com

Moos Tunes | June - Aug.
Riverside Park
moostunes.com

River City Water Ski Show
June - August
French Island
www.rivercitywater.com

WAAA (State) Triak & Field Championships | June 1-2
TW-La Crosse
waaa.com

June Dairy Days | June 1-3
West Salem, WI
www.june-dairy.com

Wisconsin Free Fun Weekend
June 2-3
Riverside
www.wisconsinfreefun.com

Artspire | June 8-9
Pump House
artspire.com

Oudaska Community Days
June 15-16
Oudaska Legion
oudaska22.com

Laborfest | June 17
French Island, WI
laborfest.com

Winefest Landing Day | June 16
Delos, WI
www.winefest.com

Neukaledalen Mittsommer Fest
June 18
Nordkalidalen
neukaledalen.com

Neukaledalen Elite | June 21-24
La Crosse, WI
neukaledalen.com

Great River Shakespeare Festival
June 22 - July 11
Tarpun, MN
pr.org

Rotary Rock n' Roll | June 22-23
La Crosse, WI
rotaryrocknroll.com

La Crosse Area Day | June
Miller Park
la-crosse.com

Celebrate Oudaska | June
Oudaska Ouths Center
ofcra.com

Fireworks Display - Oudaska
Oudaska Ouths Center
ofcra.com

July

Streetfest | July 4-7
Riverside Park
streetfest.com

Fireworks Display - La Crosse
Riverside Park
streetfest.com

Country Boats | July 11-13
West Salem, WI
www.countryboats.com

Virginia Bluegrass Gospel Music Festival | July 11-13
Viroqua, WI
virginiabluegrass.org

Three Rivers Hotel | July
Oudaska Waterfront
three-rivers.com

Delibes Music Festival | Viroqua, WI
delibesmusicfestival.com

La Crosse Interstate Fair
West Salem, WI
www.la-crosseinterstatefair.com

Big Blue Dragon Boat Races
July 20-21
Lapland Park
bigblueboat.com

Kayak Race Fishing Open | July 21-23
La Crosse, WI
kayakracefishing.com

People Dog Show Festival
July 27-28
Prairie du Chiou, WI
people-dog-show.com

River Bluff Race | July 28
Troyville, WI
riverbluff.com

AU/IB Art Fair on the Green
July 28-29
UW-La Crosse
www.aui-ib.com

August

Rock'n the Docks | Aug. 4
Jack Finn's, La Crosse
jazz.com

Blufffest | Aug. 10-12
Southside Inn Grande
blufffest.com

Aggie Boussier Bicycle Tour | Aug. 11
La Crosse, MN
aggieboussier.com

Lili Fest | Aug. 11
La Crosse, MN
lili-fest.com

Kumbhat | Aug. 17-19
Holmen, WI
www.kumbhat.com

Great River Falls Festival | Aug. 24-26
Riverside Park
greatriverfalls.com

Coaster Con | Aug. 27-27
La Crosse Center
coastercon.com

La Crosse Area Bicycle Festival
Aug. 31-sept. 3
Riverside Park
bicycletour.com

October

Octoberfest Race Weekend | Oct. 4-7
La Crosse Fairgrounds Speedway
la-crosse.com

Full Girth & Craft Fair | Oct. 13-14
Oudaska Ouths Center
ofcra.com

Chill War Beerfest | Oct. 12-14
Neukaledalen
neukaledalen.com

Historic Downtown Day | Oct. 15
Downtown La Crosse
la-crosse.com

Sports Fall Fest | Oct. 15
Sports, WI
bikesports.com

Oudaska Cup Soccer Tournament | Oct. 20-21
Pulsis Ice Rink
mlcra.com

October

Ghost
La Crosse
ghost.com

Track V
La Crosse
trackv.com

Holiday
La Crosse
holiday.com

Rotary
Riverside
rotary.com

December

Dayton
Pleasant
dayton.com

December
Crosby
crosby.com

Learn more at ExploreLaCrosse.com/Festivals

Actual Ad Size
3.9 x 1.5 inches