



La Crosse Visitor - Print & Web Rate Card - 2017
Effective Date: June 1, 2017

The La Crosse Visitor Magazine is published quarterly both online and a printed version. The print version is available at no charge from area businesses.

Print Publication Rates

Ad Size	Dimensions (inches)	1x Rate*	4x Rate*
2-page Spread	10.75" x 8.375" (Live area: 9.875" x 7.25") (Bleed on all sides of 0.125". Bleed size: 11" x 8.625")	\$900	\$855
Full page	4.5" x 7.25"	\$500	\$475
Half page (horizontal)	4.5" x 3.5"	\$445	\$423
Half page (vertical)	2.125" x 7.25"	\$445	\$423
Quarter page (horizontal)	4.5" x 1.625"	\$310	\$295
Quarter page (vertical)	2.125" x 3.5"	\$310	\$295
Eighth page	2.125" x 1.625"	\$210	\$200

Magazine size is 5.5" x 8.5". All ads are full color. Bleeds are ONLY available on 2-page spread.

Printing method: web offset

Binding method: saddle stitch

Art requirements: All ads, images and materials must be provided at high resolution of 300 dpi minimum. Black text must be set to 100% black. File types accepted are: JPG, TIF, PDF or EPS.

Ad set up with artwork provided by advertiser is free and includes a maximum of 2 proofs. We reserve the right to charge advertiser for image sourcing, typesetting and additional proofs.

Web site/Online Rates

Ad Size	Dimensions (pixels)	Max File Size	1x Rate*	4x Rate*
Large Leaderboard	728 x 210	50 KB	\$240	\$228
Leaderboard	728 x 100 (or 90, your choice)	50 KB	\$200	\$190
Fat Skyscraper	240 x 400	50 KB	\$155	\$148
Business Listing (annual only)	N/A	N/A	N/A	\$60

Art requirements: All ads, images and materials must be provided at resolution of 144 dpi minimum. File types accepted are: JPG, PNG, GIF or animated GIF.

Ad set up with artwork provided by advertiser is free and includes a maximum of 2 proofs. We reserve the right to charge advertiser for image sourcing, typesetting and additional proofs.

Bundled Rates (Print and Online)

Bundle	1x Rate*	4x Rate*
Full page & Large Leaderboard	\$666	\$633
Half page & Leaderboard	\$580	\$550
Quarter page & Fat Skyscraper	\$420	\$400
Quarter page & Fat Skyscraper	\$330	\$310

Event Listing

Event submission is self-service and free. Please visit "insert link here" to submit. Event will not be live until it has been approved. Approval may take up to 5 business days.

*All print and online paid advertisers receive a business listing on the web site. Business Listing are self service. You must visit "insert link here" to register your business.