

# 2024 WISCONSIN TRAVEL GUIDE

## Formatted Ads

### FULL:

1. Images: Please send 2-3 digital images. All digital images can be accepted in TIFF, JPEG, or PDFs. Images must be large in size and at a resolution of 300dpi.
2. 200 words of copy
3. Contact Information
  - Company name
  - Address
  - Phone number(s)
  - Website URL

### HALF:

1. Images: Please send 1-2 digital image. All digital images can be accepted in TIFF, JPEG, or PDFs. Images must be large in size and at a resolution of 300dpi.
2. 100 words of copy
3. Contact Information
  - Company name
  - Address
  - Phone number(s)
  - Website URL

### QUARTER:

1. Images: Please send 1 digital image. All digital images can be accepted in TIFF, JPEG, or PDFs. Images must be large in size and at a resolution of 300dpi.
2. 25 words of copy
3. Contact Information
  - Company name
  - Address
  - Phone number(s)
  - Website URL

## Editorial Sidebar

### THIRD:

150 words

QR code to the advertiser's website provided



**MADDEN**  
CONNECT PEOPLE TO PLACES