



MANITOWOC TWO RIVERS

2012 Discovery Guide

The official publication and Website of Manitowoc Area Visitor & Convention Bureau

Get ready for tourism 2012! It's time to prepare the 2012 Manitowoc-Two Rivers Discovery Guide — the exclusive lure piece that promotes tourism — the third largest industry in Manitowoc County valued at \$120 million. This is the “official” Manitowoc County Visitor Guide and the response piece to all MAVCB advertising and visitor information requests. 55,000 full color guides will be printed with stunning photos of our great destination to encourage visitors to come visit, work, live or play.

USAGE

We expand your message through an extensive distribution network:

- Manitowoc Visitor Information Center — the VIC has greeted more than 750,000 visitors since 1993
- On board the S. S. Badger and the Manitowoc and Ludington ticket offices
- CVB and Chamber Visitor Centers throughout the state and at the major gateway entrances to Wisconsin
- Travel agencies throughout the Midwest
- Welcome Packets to visiting groups, tradeshows, and conventions
- Manitowoc County Airport
- Area attractions, hotels and restaurants
- Major employers and other high-traffic locations throughout Manitowoc County
- Those requesting relocation information
- School children who are doing a report on Manitowoc County

The **Discovery Guide** is interactive online and available as a PDF download www.manitowoc.info. All websites listed in the Discovery Guide are linked to your Website.

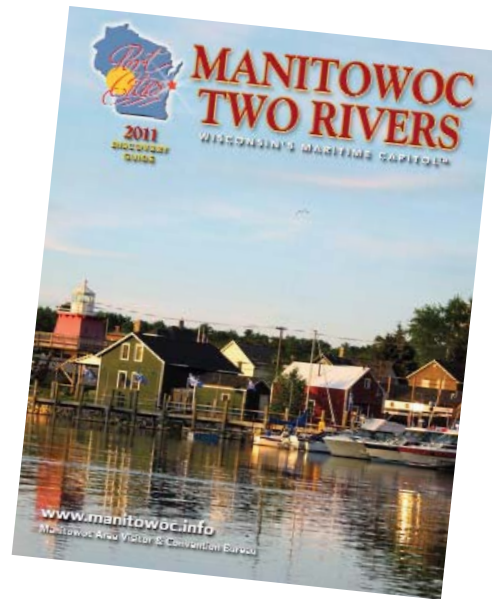
Our advertising works and yours will too! Please join us in our efforts as we continue to market and promote the Manitowoc County Area.

MISSION STATEMENT

The mission of the Manitowoc Area Visitor & Convention Bureau is to promote, support and encourage development and implementation of tourism in the Greater Manitowoc Area.

MANITOWOC AREA VISITOR & CONVENTION BUREAU

Jason Ring, President



DISPLAY ADVERTISING RATES

Premium Positions	Early Bird*	MP**	Non-MP***
■ 2-Page Facing Spread	\$3,320	\$3,390	\$3,700
■ Back Cover	\$2,745	\$2,799	n/a
■ Inside Cover Pages (four available)	\$2,065	\$2,105	\$2,805

Inside Pages

■ Full Page	\$1,640	\$1,670	\$2,245
■ 1/2 Page	\$1,035	\$1,055	\$1,460
■ 1/3 Page	\$ 825	\$ 840	\$1,280
■ 1/6 Page	\$ 495	\$ 505	\$ 840

Options

- Horizontal ■ Vertical
- Full color included on all ads

Professional design services will be available to all advertisers for their ad in this publication at no charge.

Space and materials deadline: Nov. 1, 2011

Publication Date: January 2012

Rates are net by Jan. 15, 2012.

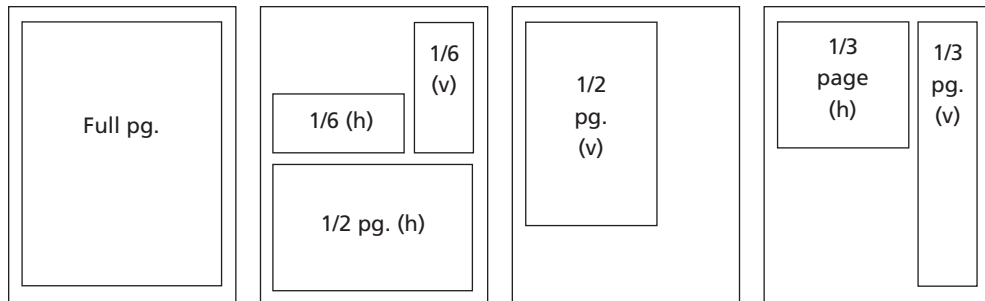
* By Oct. 3.

** MAVCB Marketing Partner.

*** Non-Marketing Partner.

AD SIZES

	WIDTH	HEIGHT
Full Pages		
■ Live area	7.375"	9.875"
■ Trim size	8.375"	10.875"
■ Bleed size	8.625"	11.125"
Inside Pages		
1/2 Horizontal	7.375"	4.75"
1/2 Vertical	4.861"	7.375"
1/3 Vertical (Sidebar)	2.347"	9.75"
1/3 Horizontal (NEW)	4.861"	4.75"
1/6 Vertical	2.347"	4.75"
1/6 Horizontal (NEW)	4.861"	2.25"



2-page spread trim size and bleed size available upon request.

MECHANICAL SPECIFICATIONS

- Bleed available only on full page ads.
- Allow .125" trim on all bleed edges.
- Publication trim size 8.375" x 10.875".
- Printing process: Web offset.
- Bindery: saddle stitch.
- All type and other live matter not intended to bleed must be held .5" from trim. Live area is 7.375" x 9.875."

FILE REQUIREMENTS

- NO spot colors. **All colors must be CMYK.**
- Files names **MUST CONTAIN ADVERTISER NAME OR ABBREVIATION** (i.e. **funhut_qtr.qxd**). NO generic file names (i.e. **visitors_guide_ad.qxd**). This assures there are no naming conflicts and the proper ad is run.
- Please use three-letter extension on all file names.
- High-resolution means photos originate at least 266 dpi and line art bitmaps at at least 600-1200 dpi. This also applies to raster effects such as transparency and shadows which must be set at 300 dpi.

PDF FILES PREFERRED

- **PDF files** must be **high resolution, fonts embedded, CMYK** and **built to the exact ad dimensions** (no registration marks, info slugs, white space or other extraneous non-ad material). **Full page bleed PDF files** should be built to the **exact bleed size of 8.625" x 11.125"** — PDF documents may be converted to Photoshop TIFF or EPS files.

NATIVE FILES

- **QuarkXPress v4.11 through v8.5** with **EPS/TIFF support files** and **Adobe Type 1 Postscript fonts**. Macintosh format preferred.
- **Adobe Illustrator (any v6.0 through CS5).**
- **InDesign (CS5)** files are supported. Native InDesign files require **all linked files** and **OFT** or **Adobe Type 1 Postscript fonts** for Macintosh. Finished files will be distilled into **PDFX/1a** compliant files.
- Pagemaker files are no longer supported.
- Word and MS Publisher files **NOT** accepted or supported.

WE WILL BUILD YOUR AD

- You provide the elements and we'll build your ad for free. Advertisers provide logos and graphic elements as TIFF, JPEG, EPS or Illustrator files, and copy. Please inquire.

ACCEPTABLE MEDIA

Please provide electronic materials: (with hard copy printouts) on:

- CD-ROM(s)
- Materials sent via email must be compressed as **Stuffit** or **Zip** archives. Maximum email attachment 30 MB.
- Larger files may be sent via FTP transfer. Contact **hoot@hootcom.com** for FTP upload instructions, login and password.
- Ad materials may be mailed directly to:
Hoot Communications
6902 Aldo Leopold Way
Middleton, WI 53562

Files not meeting publications specifications may require modification at the advertiser's expense. Advertising production is billed at \$75/hour.

POLICIES

Guaranteed Position

Every effort will be made to accommodate an advertiser's placement preference. However, no guarantee for exclusive placement can be offered.

Copy Acceptance

All copy subject to publisher's approval. Acceptance of advertising does not imply endorsement or approval by Manitowoc Area VCB of the advertisement, the advertiser or any claims made. The Manitowoc Area Visitor & Convention Bureau reserves the right to creative design, which includes but is not limited to, size, and placement of photos, copy and advertising.

Manitowoc Area VCB reserves the right to refuse advertisements on the basis of content or quality of production, and assumes no liability of statements or claims made in advertising copy.

Manitowoc Area VCB also reserves the right to refuse advertisements that contain what is considered to be false, illegal or libelous information or material that gratuitously offends members of the general public.

Terms

Payment for advertising (other than cash-in-advance) is due by Jan. 15, 2012, balance will be subject to a 1.5 percent per month (18 percent per annum) service charge. Unpaid past balance on any account may result in cancellation of pending advertising without prior notice.

INFORMATION FOR PUBLICATION (If you have multiple listings, please make a copy of page three for each listing and return with contract)

Business Name _____
 Name _____
 Address _____
 City, State, Zip _____
 Phone _____ Fax _____
 Website _____ Email _____
 Authorized Signature _____

PREMIUM POSITIONS	Early Bird* by Oct. 3	MP**	Non-MP***
<input type="checkbox"/> 2-Page Facing Spread	\$3,320	\$3,390	\$3,700
<input type="checkbox"/> Back Cover	\$2,745	\$2,799	n/a
<input type="checkbox"/> Inside Cover Pages (four available)	\$2,065	\$2,105	\$2,805


INSIDE PAGES			
<input type="checkbox"/> Full Page	\$1,640	\$1,670	\$2,245
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PHOTO AD			
<input type="checkbox"/> 35-word description and one photo	\$ 465	\$ 470	\$ 720
<input type="checkbox"/> MAVCB MP Hotels — 35-word description and one photo	\$ 80	\$ 85	n/a
<input type="checkbox"/> Additional photo	\$ 80	\$ 85	\$ 160

MAP LOCATION Available for additional \$35

OPTIONS

- Horizontal Vertical
 Full color included on all ads

 will designate All DISPLAY ADVERTISERS in their listing and advertisers are located on the guide map.

Early Bird deadline: Oct. 3, 2011
 After Oct. 3, standard ad rates apply.
Space and materials deadline: Nov. 1, 2011
Publication Date: January 2012

Rates are net by Jan. 15, 2012.
 * By Oct. 3, 2011
 ** MAVCB Marketing Partner.
 *** Non-Marketing Partner.

PICK-UP ADS

- Pick-up **with changes**
 Pick-up **with no changes**

NEW ADS

- Ad will be provided to specifications
 (see page 2 of the rate card for technical specifications)
 I would like to use the professional design services available
 to all advertisers for their ad in this publication at no charge.

Advertising materials should be sent to Bob Hoot at:

Hoot Communications
6902 Aldo Leopold Way
Middleton, WI 53562
608-824-9969
608-695-5575 – Cell
Fax 608-824-9877

MARKETING PARTNER FREE LISTING

35-word description (does not include business information from above). Space is limited, please keep hours of operation brief.

- Pick-up listing from 2011 **with changes**
 Pick-up listing from 2011 **with no changes**

PAYMENT IN FULL DUE BY JAN. 15, 2012

Payments may be accepted by Credit Card. If interested, check this box and we will contact you. Interest will be charged to any outstanding balance after 30 days.

I understand the following terms.

 Signature Date

**Return by Oct. 3, 2011
 to receive early-bird rates.**

Manitowoc Area Visitor & Convention Bureau
PO Box 966 • Manitowoc, WI 54221-0966
Phone: 920-686-3070 • Fax: 920-683-4876
Email: karenvcb@manitowoc.info