



LA CROSSE MENU GUIDE MEDIA KIT



LA CROSSE MENU GUIDE - 2019



**LA CROSSE COUNTY SEES
OVER \$263 MILLION IN
VISITOR SPENDING EACH YEAR!
ADVERTISING IN THE LA CROSSE
MENU GUIDE MEANS REACHING
AREA VISITORS. LA CROSSE AREA
DISTRIBUTION INCLUDES LODGING
LOCATIONS, THE I-90 WI WELCOME
CENTER, AND MUCH MORE.**

**Receive 10% off when you purchase a two
page spread.**





RIVER TRAVEL MEDIA CONNECTS TRAVELERS TO YOUR BUSINESS THROUGH DIGITAL AND PRINT MEDIA.

Space reservation is first come first serve.

ADDED VALUE FREE WITH AD PURCHASE

1 DISTRIBUTION

- 10,000 guides at La Crosse area lodging and attraction sites.

2 PAGE DESIGN

- River Travel will connect you to our designer to create your menu page.

3 DIGITAL ISSUE

- Hyperlinked to your homepage or url of your choice.

4 WEBSITE CONTENT

- Inclusion in the online La Crosse Menus Directory.
- Restaurant name, description, address, phone number and links to your website and/or social media. Plus send your photography or videos to strengthen the appeal of your page!

5 SOCIAL MEDIA CAMPAIGN

- Facebook Postings highlighting your restaurant. **Including a Facebook Live** which will be part of a paid Facebook promotion to drive viewing traffic.





LA CROSSE MENU GUIDE AD SPECS

FULL PAGE

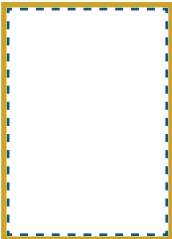
\$840 NET



2 PAGE SPREAD

\$1,512 NET





FULL PAGE AD
 Bleed: 8.125" W x 10.125" H
 Trim: 8" W x 10" H
 Live Area: 7.50" W x 9.50" H



TWO PAGE SPREAD AD
 Bleed: 16.250" W x 10.125" H
 Trim: 16" W x 10" H
 Live Area: 15.50" W x 9.50" H

REQUIRED FILE FORMAT
 PDF, 300 dpi, fonts embedded, CMYK.
 No low-resolution or RGB files will be accepted.
 All ad orders are subject to the publisher's acceptance.
 Terms and Conditions apply.

LA CROSSE MENU GUIDE CONTRACT

I WOULD LIKE TO PURCHASE A FULL PAGE AD AND DIGITAL COMPONENT- \$840

I WOULD LIKE TO PURCHASE A TWO PAGE SPREAD AND DIGITAL COMPONENT - \$1512

I WOULD LIKE TO TAKE ADVANTAGE OF THE FREE DESIGN

I WILL BE SENDING MY OWN AD

GUIDELINES

- The La Crosse Menu Guide is made up of full page or two page spread menus. Straight ads without menus may not be accepted.
- Restaurants/breweries and others may or may not list the prices of their offerings. It is up to you!
- It's a good idea to include a disclaimer: pricing or items are subject to change.
- Payment due net 30 days from invoice. Invoices will be sent via email. A 5% charge will be added to late payments.
- Returned checks will incur bank fees.

deadline: February 15, 2019

Name of Business: _____

Contact Person: _____

Phone Number: _____

Email Address: _____

Signature: _____

Please direct all ad sales materials to ►

AMY@RIVERTRAVEL.ORG

River Travel Media
PO Box 1712
La Crosse, WI 54602

Have questions? Call Amy Gabay at 608-799-5334



MEDIA KIT