2024 DOWNTOWN VISITOR'S GUIDE



Explore the best of Downtown Racine with our 2024 Visitor's Guide, jointly created by the DRC and BID #1. This vibrant guide features attractions, events, shopping, dining, and more, perfect for locals and visitors alike. We're distributing 10,000 copies across key locations from Milwaukee to Chicago, including Racine County spots, Wisconsin Visitor Centers, and hotels. Available before Memorial Day, it's your essential guide to our dynamic downtown. Don't miss out on the adventure!



AD RATES

12 117 11 20		
	NON-MEMBER	
Premium Positions (5 available Inside Covers and Back Cover.	•	\$350
nside Pages Full Page1/2 Page		

- Premium positions will be filled on a first-come, first-serve basis.
- Full color included on all ads.

AD SIZES

Full Pages	WIDTH	HEIGHT	
Safe Zone*	3"	8"	
Trim Size	3.5"	8.5"	
Bleed Size	3.75"	8.75"	
*all critical elements must be inside	e Safe Zone		
Half Pages			
1/2 pg Vertical	3"	3.875"	

BLEED



1/2 pg



Deadline: Friday, April 5 - Ad reservations due. **Friday, April 12** - Final art due.

DOWNTOWN RACINE'S VISITOR'S GUIDE

INSERTION ORDER



INFORMATION FOR P	UBLICATION		
Business Name			
Address		City	
Phone ()	Hours of Operation ————————————————————————————————————		
Premium Positions (5 available) Inside Covers and Back Cover Inside Pages Full Page	\$400 \$350 \$300 \$250	Milwaukee to Ch	000 copies across key locations from icago, including Racine County spots, Visconsin Visitor Centers, and hotels.
□ PREMIUM POSITIONS	: Inside & Back Covers	\$	DRC members get
□ INSIDE PAGES:	Full Page 1/2 Page	\$ \$	\$50 OFF &
	Total Insertion Cost	\$	Free ad design!!
☐ Ad materials will be provide			s and acceptable media).
PLEASE SIGN AND R	ETURN TO:		
Kelly Kruse or Lisa Shock kkruse@racinedowntown lshockley@racinedownto or drop off at the DRC Office (425 Main S	n.com own.com		

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