

# 2024 DOWNTOWN VISITOR'S GUIDE

DOWNTOWN  
**RACINE**  
CORPORATION

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

NON-MEMBER DRC MEMBER

### Premium Positions (5 available)

• Inside Covers and Back Cover ..... \$400 ..... \$350

### Inside Pages

• Full Page ..... \$300 ..... \$250

• 1/2 Page ..... \$225 ..... \$175

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

## AD SIZES

### Full Pages

- Safe Zone\*
- Trim Size
- Bleed Size

WIDTH

HEIGHT

3"

8"

3.5"

8.5"

3.75"

8.75"

\*all critical elements must be inside Safe Zone

### Half Pages

1/2 pg Vertical

3"

3.875"

BLEED

TRIM

SAFE ZONE

Full pg

1/2 pg



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

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