

**Finding Wisconsin's  
Business & Travel  
Guide is published  
annually putting  
your name in the  
hands of up to  
30,000 potential  
customers.**

Copies are distributed at  
Wisconsin Welcome Centers,  
Central Wisconsin and  
Wisconsin State Fairs as well  
as local business partners  
throughout the state.

*Finding Wisconsin*

### **New Features for 2025**

- **Searchable Web Based Guide**
- **Mobile Apps**
- **Social Marketing**
- **SMS Notifications**
- **Regional Guides**
- **Direct to Customer Marketing**

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## **2025 Business & Travel Guide**

Partners Marketing

## Partner your Business with Finding Wisconsin

Publication	Ad Close*	Materials Due*	Publication Date*
<b>2025 Annual Guide</b>	<b>1/17/2025</b>	<b>2/21/2025</b>	<b>4/18/2025</b>
<b>2024 Winter Flipbook</b>	<b>10/25/2024</b>	<b>11/22/2024</b>	<b>12/21/2024</b>
<b>2025 Summer Flipbook</b>	<b>1/17/2025</b>	<b>2/21/2025</b>	<b>3/20/2025</b>
<b>Regional Guides</b>	<b>Varies by region.</b>		

\* Dates subject to change – Close and material dates are the same for Subscription and Large Format Positions.

Large Format Options	Rate
<b>2025 Annual Guide - 1/4 Page</b>	<b>\$800</b>
<b>2025 Annual Guide - 1/2 Page</b>	<b>\$1200</b>
<b>2025 Annual Guide - Full Page</b>	<b>\$1600</b>

<b>1/8 PAGE LISTING</b> Horizontal or Vertical 2 x 2.625" 192 x 252 px 150 dpi Minimum Grouped with "like" businesses	<b>1/4 PAGE LISTING</b> Vertical 4 x 5.25 384 x 504 px 150 dpi Minimum Grouped with "like" businesses
<b>FULL PAGE LISTING</b> Horizontal 8 x 10.5 768 x 1008 150 dpi Minimum Grouped with "like" businesses	
<b>1/2 PAGE LISTING</b> Horizontal 4 x 10.5 384 x 1008 150 dpi Minimum Grouped with "like" businesses	

After years of launching successful email marketing campaigns as MyWisconsinLife.com we are rebranding as Finding Wisconsin.

Our new website will function as a searchable directory of Wisconsin businesses and organizations. We will continue to publish our annual Business & Travel Guide, which in addition to our distribution locations, customers may request a guide mailed directly to them.

We are collaborating with our business partners to develop market segment specific marketing campaigns. Think Brewery Crawls, CSA Farm Tours, Antiquing Directory, Snowmobile/Side-by-Side/Bicycle maps etc.

We have also added many new media channels to effectively communicate with each generation.

You will be able to enter your business information in our directory and your message will be broadcast across all channels.

### Regional Contact:

Included with Business Subscription:

- Digital Listing - Web & Flipbook
- 1/8 Page Listing – Annual Guide
- 1/4 Page Listing – Regional Guide & Flipbook
- Mobile App with Push Notifications
- Social Media Marketing

*Finding Wisconsin*