



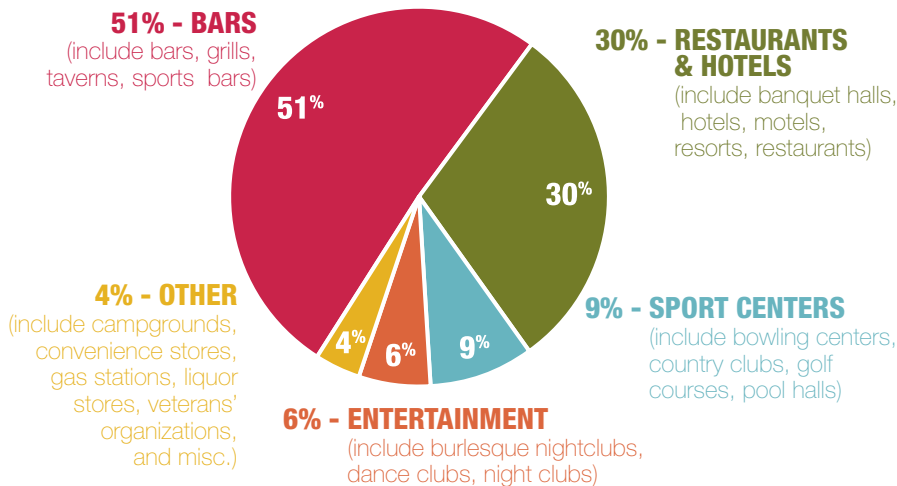
**On Premise** Official Publication of the  
Tavern League of Wisconsin

# Media Kit

## 2010

The success of the Tavern League of Wisconsin has been astonishing. Founded in 1935, our organization has grown to include over 5,000 members actively involved in the hospitality industry—and we continue to grow! *On Premise* magazine, our flagship publication since 1991, reaches out to our industry with important, relevant, and timely information.

### Membership Composition



### Markets Served

*On Premise* magazine is a bi-monthly publication for owners, managers, and employees of taverns, restaurants, resorts, hotel/motel lounges and nightclubs. *On Premise* magazine provides a unique mixture of articles dealing with relevant topics in the industry. Features include information about on premise laws, marketing and promotions, profiles of successful operations, and people within the hospitality industry.

For advertising information contact:

Heidi Koch • Slack Attack • 608-222-7630 • heidi@slackattack.com



There is no better tool available to communicate directly with our industry. Six informative, full color, bi-monthly issues, targeted readership, including the Annual TLW Membership Directory and Buyer's Guide.

**Put your advertising dollars to work.**

**Tavern League of Wisconsin has over 5,000 members and a 35,000 readership.**

# Advertising Rates

## EFFECTIVE JANUARY 2010

	Full page	2/3 page	1/2 page	1/3 page	1/4 page	1/6 page	1/8 page
1x	\$1,020	\$760	\$660	\$480	\$370	\$260	\$195
3x	970	720	635	460	355	250	185
6x	915	680	600	420	335	235	180
Color*	600	400	300	200	150	150	150

\*Additional charge for full color, 4/c process ads

Premium Positions: IFC-\$1,660; BC-\$1,710; IBC-\$1,610

**SPECIAL OFFER:** Any advertiser with a **3X** or more contract will receive a **10% DISCOUNT** on a TLW trade show booth.

**Front Cover Position Available:** (including Feature Story) \$3,000

**Insert Rates:** Available upon request.

**Agency Commissions:** An agency commission of 15% is allowed to publisher recognized agencies on space only.

**Reprints:** *On Premise* magazine offers a reprint service on any article or advertisement published. These can be used as mailers to vendors or customers, enclosures with sales literature or annual reports, or as hand-outs at trade conventions.

**Classified Ads:** \$40 minimum up to 8 lines. Additional lines \$5 per line.

*Note: Unpaid accounts subject to 1.5% interest charged per month.*

# Mechanical Requirements

## AD DIMENSIONS (WIDTH BY HEIGHT)

FULL PAGE (live print area).....	7-3/8 w x 9-7/8 h
2/3 PAGE.....	Vertical 4-7/8 w x 9-7/8 h
1/2 PAGE.....	Horizontal 7-3/8 w x 4-7/8 h, Vertical 3-5/8 w x 9-7/8 h
1/3 PAGE.....	Horizontal 4-7/8 w x 4-7/8 h, Vertical 2-3/8 w x 9-7/8 h
1/4 PAGE.....	Horizontal 7-3/8 w x 2-3/8 h, Vertical 3-5/8 w x 4-7/8 h
1/6 PAGE.....	Horizontal 4-7/8 w x 2-3/8 h, Vertical 2-3/8 w x 4-7/8 h
1/8 PAGE.....	Horizontal 3-5/8 w x 2-3/8 h, Vertical 1-3/4 w x 4-7/8 h

Trim size: 8-1/2" x 11" Bleed: 8-3/4" x 11-1/4"

# Submission Requirements

**File Format:** QuarkXPress (.qxd) or InDesign (.indd), (all fonts and support files supplied), Illustrator (.ai or .eps), (all fonts converted to outlines or supplied), Photoshop (.psd), (all fonts embedded or supplied) or a pdf file.

**Electronic Ad Submission Checklist:** Verify ad dimensions. Don't use color if ad is black-only. Make sure color mode for ads are converted to CMYK (no RGB). Copy all materials to disk (include all placed graphics, scans, logos, fonts and layouts). **LASER OR INK JET PRINTER PROOF REQUIRED FOR ALL ADS.**

*NOTE: Any ads not supplied properly could incur additional charges. Slack Attack Communications will gladly design your ad. Please call for cost estimates.*

For advertising information contact:

**SlackAttack**  
COMMUNICATIONS

Attn: Heidi Koch

5113 Monona Drive • P.O. Box 6096 • Madison, WI 53716

Phone: 608-222-7630 • Fax: 608-222-0262

E-mail: heidi@slackattack.com

# Editorial Features

## 2010

### January / February

#### 2010 TLW Membership Directory & Buyer's Guide

*(Special 75th Anniversary Edition)*

### March / April

#### Spring Conference Issue

\* Preparing for The Smoking Ban

### May / June

#### May is Tavern Month

\* Security Systems – Keeping an Eye on your Business

\* Promoting your Tavern Online

### July / August

#### Pre-Convention Issue

\* Cut Costs with Energy Efficiency

\* When Disaster Strikes....Dealing with Insurance Claims & More

### September / October

#### Fall Convention Issue

\* 75th Anniversary Celebration

\* Legislative Update

### November / December

\* Spruce Up Your Tavern for the Holidays

\* After The Smoking Ban

# Ad Space Reservation & Materials Deadlines

## 2010

January/February - November 23

March/April - January 1

May/June - April 1

July/August - June 1

September/October - August 1

November/December - October 1

Tavern League of Wisconsin, Inc.

2817 Fish Hatchery Rd.

Fitchburg, WI 53713

Phone: 608-270-8591

Fax: 608-270-8595

IN WISCONSIN DIAL:

800-445-9221

E-MAIL: info@tlw.org

