2023 DOWNTOWN VISITOR'S GUIDE



The Downtown Racine Corporation and the Business Improvement District #1 are working together to produce the 2023 Downtown Racine Visitor's Guide. This collaborative marketing tool highlights Downtown Racine's attractions, events. shopping, dining, lodging, health and beauty and other great Downtown businesses and services. This year we plan to print 10,000 copies of this guide that will be distributed along the I-94 corridor from Milwaukee to Chicago at over 200 locations, to Downtown businesses, key locations throughout Racine County, Wisconsin Visitor Centers and area hotels and motels. We will have this publication completed before Memorial Day.



AD RATES

	NON-MEMBER	DRC MEMBER
Premium Positions (5 available Inside Covers and Back Cover	•	\$350
Inside Pages Full Page 1/2 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	Safe Zone	
Half Pages		
1/2 ng Vertical	3"	3 875"

BLEED



1/2 pg



Deadline: Friday, April 7 - Ad reservations due. **Friday, April 14** - Final art due.

DOWNTOWN RACINE'S VISITOR'S GUIDE

INSERTION ORDER

DRC Office (425 Main St.)



INFORMATION FOR PUBLI	CATION		
Business Name			
		City	
Phone ()		—— Hours of Operation ————————————————————————————————————	
Descriptive Copy of Enhanced Listing (m	naximum 50 words)		
□ PREMIUM POSITIONS: Ins	ide & Back Covers	\$	
□ INSIDE PAGES:	Full Page	\$	
	1/2 Page	\$	
То	otal Insertion Cost	\$	
□ Finished ad will be provided (see th□ Ad materials will be provided for de		Sheet for file requirements and acceptable media).	
Additional instructions			
PLEASE SIGN AND RETUR	N TO:		
Kelly Kruse or Lisa Shockley		Authorized by:	
kkruse@racinedowntown.com		Title:	
lshockley@racinedowntown.co	om		

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