

2023 DOWNTOWN VISITOR'S GUIDE

DOWNTOWN
RACINE
CORPORATION

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 \$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

	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

	WIDTH	HEIGHT
1/2 pg Vertical	3"	3.875"

BLEED

TRIM

SAFE ZONE

Full pg

1/2 pg



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

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