

VISIT MILWAUKEE ADVERTISING SPECIFICATIONS

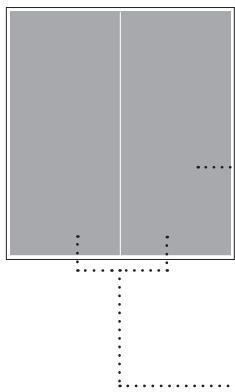


GROUP TOUR BROCHURE

HIGHLIGHT YOUR BUSINESS TO GROUP TOUR OPERATORS.

Distributed to tour operators across the country.

The Group Tour Brochure is a must-have resource for tour operators filled with sample Milwaukee itineraries and tips on bringing groups to the region. 32,000 copies of the brochure are printed and distributed to national group tour operators, and the brochure is also available for download online. Purchase an ad to showcase how your business caters to group travel.

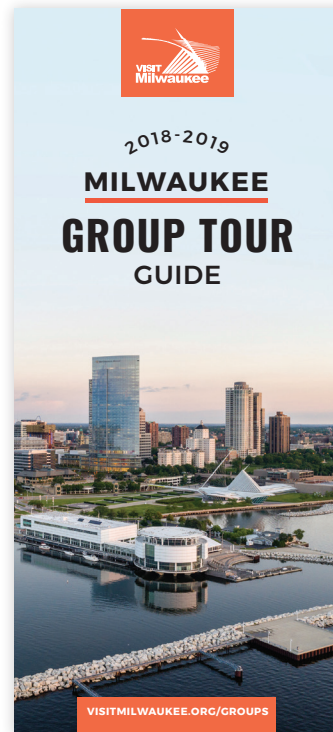


FULL PAGE AD

Bleed: 4.25" x 9.125"
Trim: 4" x 8.875"
Live Area: 3.75" x 8.625"

DOUBLE PAGE AD

Bleed: 8.5" x 9.125"
Trim: 8" x 8.875"
Live Area: 7.5" x 8.625"



PLEASE SEND AD MATERIALS

TO BILL PRANGE:

bprange@milwaukee.org

PRINT SPECIFICATIONS

Please provide press quality PDF files (PDF/X-1A is preferred). PDF files should contain only 4-color process images (CMYK), RGB or spot colors will not be accepted. All images should be at or above minimum resolutions of 266 dpi.