

ON PREMISE — THE OFFICIAL PUBLICATION OF THE TAVERN LEAGUE OF WISCONSIN 2022 MEDIA PLANNER

On Premise

ABOUT THE MAGAZINE

On Premise is the official publication of the Tavern League of Wisconsin (TLW), which is the largest trade association in the world that exclusively represents the interests of the licensed beverage industry.

The magazine serves up bite-size information on critical legislative updates that affect tavern businesses, happenings in the association and around the state, and general business advice that bar owners rely on.

DISTRIBUTION

On Premise is mailed six times per year to all 5,000 members and is available online.

IN EVERY ISSUE, YOU'LL FIND ...

- **Legislative Notes** – A report from the vantage point of the state Capitol on topics imperative to members, such as elections, state regulations, the SafeRide Program and more.
- **ABL Dispatch** – Updates from the American Beverage Licensees trade association on such issues as impaired driving, blood alcohol concentration, music licensing and more.
- **Accounting on Tap** – Shedding light on general accounting practices, but with a particular focus on those specific to members.
- **Industry Trends** – A showcase of new products, recipes, technologies, techniques and equipment in a trends roundup for the on-premise industry. To submit editorial, please send press releases to cmantey@ntmediagroup.com.
- **Charity Spotlight** – How and why many leagues and members contribute to pet projects or charities.

2022 EDITORIAL CONTENT CALENDAR

- **January/February:** Membership & Buyers Guide (with critical information on TLW membership benefits)
- **March/April:** Spring Conference Preview and Payment Systems
- **May/June:** Gaming Equipment, Tavern Month, Charity Contributions and Spring Conference Summary
- **July/August:** How to Raise the Bar on Safety and Building Maintenance Checklist
- **September/October:** Fall Convention Preview, and Bar and Restaurant Equipment
- **November/December:** Tax Advice, SafeRide Program and Fall Convention Summary

For editorial coverage or inquiries, contact cmantey@ntmediagroup.com.



ADVERTISING OPPORTUNITIES

A HIGHLY TARGETED AUDIENCE

Reach Tavern Owners and Managers with Direct Purchasing Power

Your ad is reaching the right people — bar owners and managers who have the direct purchasing power to buy your products or services. The magazine is a valuable resource for tavern owners and managers who rely on the critical information it provides, giving you the best chance to get in front of the right people and stay in front of them. On Premise offers a wide range of ad sizes and packages that work with virtually any budget, along with discounts if you run in all six issues.

SPONSORED CONTENT

SPONSORED CONTENT IS EFFECTIVE.

In fact, a study by IPG Media Lab reports that advertorial-style ads receive 52% more visual focus and contribute to greater brand awareness than display ads.

Sponsored content (or advertorials) lets you maximize your marketing message by using one part editorial and one part advertisement in a targeted section focused on industry trends. This section showcases new recipes, technologies, techniques, products and equipment for taverns. You can place your sponsored content within this special section to grab the attention of bar owners who are already on the lookout for the latest and greatest innovations and services in the industry.

**Sponsored content requires a minimum of a three-issue commitment; additional discounts may be available with longer term contracts. Ask for a custom quote.*

WAMO PARTNERS - IN PROGRESS
Hosts of the World's Largest Draft Tournament & the Nation's Largest Pool Tournament

TAVERN LEAGUE OF WISCONSIN
- Co-Sponsor of TLT's Lagerfest Day
- Co-Sponsor of TLT's Summer Draft and Beer Festival
- Co-Sponsor of TLT's Summer Draft and Beer Festival
- Co-Sponsor of TLT's Summer Draft and Beer Festival
- Co-Sponsor of TLT's Summer Draft and Beer Festival

LOCAL TAVERN LEAGUE PROGRAMS
- Milwaukee's largest beer league with over 1000 members
- Madison's largest beer league with over 1000 members
- Green Bay's largest beer league with over 1000 members
- Appleton's largest beer league with over 1000 members
- Oshkosh's largest beer league with over 1000 members

Visit www.wamo.net for more information.

TWO-PAGE SPREAD: \$3,510 PER ISSUE

- + Full-Page Article (600 words)
- + Full-Page Display Ad
- + Guaranteed Positioning in Industry Trends Section
- + Facebook Post on TLW Facebook Page

INDUSTRY TRENDS
SUMMER SIPPING FROM COAST TO COAST: ANALYTICS ON THE TOP SPIKED SELTZERS

BRAKEBUSH BROTHERS
MAKE IT WITH CHICKEN

Chicken Sausage Burger
800-933-3121
www.brakebush.com

FULL-PAGE AD: \$1,950 PER ISSUE

- + ½-Page Article (300 words)
- + ½-Page Display Ad and/or Photos
- + Guaranteed Positioning in Industry Trends Section
- + Facebook Post on TLW Facebook Page

OLD FASHIONED
Meetings Made Easy

For companies, seminars, conventions, corporate events, and more, Old Fashioned provides the perfect solution. Our award-winning, easy-to-use online platform allows you to create and manage your event in minutes. With our intuitive interface, you can quickly add or remove attendees, create custom agendas, and more. Old Fashioned is the only solution that offers a truly seamless experience for both organizers and attendees.

HALF-PAGE AD: \$1,150 PER ISSUE

- + ¼-Page Article (150 Words)
- + ¼-Page Ad
- + Include Photo, Logo and Contact Information
- + Facebook Post on TLW Facebook Page

FOR ADVERTISING INQUIRIES, CONTACT:



DANIELLE LETENYEI

400 Broad Street, Unit D
Lake Geneva, WI 53147

P: (608) 438-6996
E: danielle@ntmediagroup.com

ADVERTISING CONTRACT

On Premise

THE OFFICIAL PUBLICATION OF THE TAVERN LEAGUE OF WISCONSIN

2022 ADVERTISING RATES

BLACK AND WHITE ADVERTISING

	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE	1/4 PAGE	1/6 PAGE	1/8 PAGE
1X	<input type="checkbox"/> \$1,135	<input type="checkbox"/> \$845	<input type="checkbox"/> \$740	<input type="checkbox"/> \$535	<input type="checkbox"/> \$420	<input type="checkbox"/> \$290	<input type="checkbox"/> \$220
3X	<input type="checkbox"/> \$1,080	<input type="checkbox"/> \$805	<input type="checkbox"/> \$715	<input type="checkbox"/> \$515	<input type="checkbox"/> \$405	<input type="checkbox"/> \$280	<input type="checkbox"/> \$210
6X	<input type="checkbox"/> \$1,025	<input type="checkbox"/> \$760	<input type="checkbox"/> \$680	<input type="checkbox"/> \$475	<input type="checkbox"/> \$380	<input type="checkbox"/> \$265	<input type="checkbox"/> \$205

FOUR-COLOR ADVERTISING

	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE	1/4 PAGE	1/6 PAGE	1/8 PAGE
1X	<input type="checkbox"/> \$1,805	<input type="checkbox"/> \$1,285	<input type="checkbox"/> \$1,070	<input type="checkbox"/> \$760	<input type="checkbox"/> \$580	<input type="checkbox"/> \$465	<input type="checkbox"/> \$385
3X	<input type="checkbox"/> \$1,755	<input type="checkbox"/> \$1,245	<input type="checkbox"/> \$1,050	<input type="checkbox"/> \$740	<input type="checkbox"/> \$565	<input type="checkbox"/> \$455	<input type="checkbox"/> \$380
6X	<input type="checkbox"/> \$1,685	<input type="checkbox"/> \$1,205	<input type="checkbox"/> \$1,010	<input type="checkbox"/> \$700	<input type="checkbox"/> \$540	<input type="checkbox"/> \$430	<input type="checkbox"/> \$370

BACK COVER	<input type="checkbox"/> \$1,905
INSIDE FRONT COVER	<input type="checkbox"/> \$1,860
INSIDE BACK COVER	<input type="checkbox"/> \$1,795

CLASSIFIED ADS	<input type="checkbox"/> \$40 minimum up to eight lines \$5 per additional line
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SPECIAL OFFER: Any advertiser with a 3x or more contract will receive a 10% discount on a TLW trade show booth.

Insert Rates: Available upon request.

All rates are net. Add 10% for guaranteed positions.

AD ORIENTATION

HORIZONTAL VERTICAL

COPY INSTRUCTIONS

- Providing a new press-ready digital ad
- Please help me design an ad
- Please pick up my ad

AD RESERVATION AND MATERIALS DEADLINES

	Ad Reservations	Materials
Jan./Feb. (Buyer's Guide)	Dec. 23	Dec. 30
March/April	Feb. 11	Feb. 18
May/June	April 14	April 21
July/Aug.	June 7	June 14
Sept./Oct.	Aug. 8	Aug. 15
Nov./Dec.	Oct. 11	Oct. 18

SEND AGREEMENT TO:

DANIELLE LETENYEI
MARKETING CONSULTANT
P: (608) 438-6996
EMAIL: danielle@ntmediagroup.com
NEI-TURNER MEDIA GROUP INC.
 400 BROAD ST., UNIT D
 LAKE GENEVA, WI 53147

CONTACT INFORMATION FOR ADVERTISING/BILLING

CONTACT NAME: _____

*AUTHORIZED SIGNATURE: _____ DATE: _____
* Signature denotes acceptance of terms stated on reverse side of the agreement.

BUSINESS NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ FAX: _____ EMAIL: _____

CONTACT INFORMATION FOR AD MATERIALS

AGENCY NAME: _____

CONTACT NAME: _____

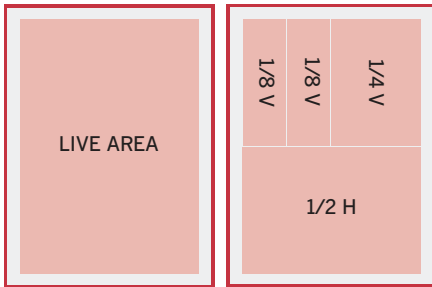
ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

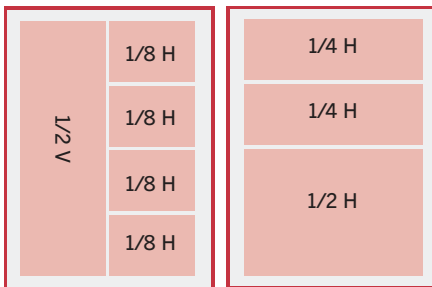
PHONE: _____ FAX: _____ EMAIL: _____

ADVERTISING MECHANICALS / TERMS AND CONDITIONS

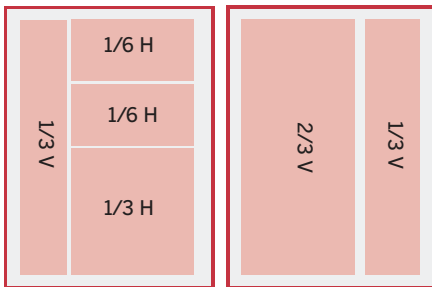
AD SIZES



- TRIM OF MAGAZINE: 8" x 10.875"
 FULL-PAGE BLEED
 (ADD 0.125" AROUND TRIM): 8.25" x 11.125"
 FULL PAGE (NO BLEED): 7" x 9.9375"
 1/2 (H) AD: 6.875" x 4.875"
 1/4 (V) AD: 3.343" x 4.875"
 1/8 (V) AD: 1.577" x 4.875"



- 1/2 (V) AD: 3.343" x 9.9375"
 1/4 (H) AD: 6.875" x 2.3444"
 1/8 (H) AD: 3.343" x 2.3444"



- 2/3 (V) AD: 4.5215" x 9.9375"
 1/3 (H) AD: 4.5215" x 4.875"
 1/3 (V) AD: 2.167" x 9.9375"
 1/6 (H) AD: 4.5215" x 2.3444"

*Keep live matter 0.375" from final trim on all sides.
 With bleed spreads, keep live matter 0.125" from the gutter.

DESIGN SERVICES

If you do not have an existing ad that meets our specifications, our design department can create original artwork for you. **One hour of design time is included with your advertisement at no charge.** Additional time is billed at the following rates:

- Design and layout services: . . . \$75 per hour
 Color scans: \$50 per scan
 Black and white scans: . . . \$35 per scan

PLEASE NOTE: Any design/revision time required after ad approval deadline will be invoiced at the standard hourly rate, regardless of prior complimentary time.

LOGOS

Submit original logo in digital format. Anything submitted at a lesser quality will need to be recreated; business cards are not acceptable. Resolution must be CMYK (no RGB/Pantone) and more than 300 DPI. All fonts must be outlined.

ELECTRONIC ADS

Please submit your ad as a press-quality PDF created in CMYK and containing high-resolution (300-DPI) images. Ads containing spot colors or RGB images will not be accepted. All fonts must be embedded. If your ad does not meet our specifications, you will be asked to correct and resubmit, or our design department can recreate your ad for you at \$75 per hour.

PUBLISHING TERMS

All orders are subject to publisher's acceptance. Publisher reserves the right to reject or cancel advertising for any reason, including any advertising which in the opinion of the publisher does not conform to the standards of the publication. All advertisements are accepted and published by the publisher upon the presentation that the agency and advertiser are authorized to publish the entire contents and subject matter thereof. When advertisements containing the names, pictures and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be warranty by the advertiser and agency that they have obtained the written consent for the use in the advertisement of the name, picture and/or testimonial of any living person which is contained therein.

In consideration of publisher's acceptance of such advertisements for publication, the agency and advertiser shall, jointly and severally, indemnify and hold the publisher harmless from and against any loss or expense, including without limitation reasonable attorney's fees, resulting from claims or suits based upon the contents or subject matter of such advertisements, including without limitation claims or suits for libel, violation of right of privacy, plagiarism and copyright infringement.

No condition, oral or printed in the contract, insertion order, copy instructions or elsewhere, which conflict with the publisher's policies as set forth in or incorporated by reference into this rate card, will be binding on the publisher unless agreed to in writing and signed by the publisher. It is understood that all terms and conditions set forth in this rate card shall form a part of the contract and shall have a binding effect equal to those set forth in the contract.

Nei-Turner Media Group Inc. and Tavern League of Wisconsin are not liable for any damages, including consequential damages, if for any reason the publisher fails to publish an advertisement.

ACCEPTED MEDIA

CD • DVD • Email (ads@ntmediagroup.com)

PHOTOGRAPHY

Resolution must be at least 300 DPI and CMYK (no RGB/spot colors). Save all images embedded as TIF. Images downloaded from the internet are not acceptable. Scans are acceptable at a high resolution and may be also provided by us for an additional charge.

BILLING TERMS

Advertising is invoiced upon publication. Payment is due within 30 days of invoice date. All accounts not paid in full within 30 days of invoice date are subject to 1.5% service charge per month (18% annually) on the net amount due, from the invoice date until paid in full. In the event the advertiser and/or agency defaults in payment of bills, such bills are turned over for collection. Advertiser and agency shall be totally liable for all fees and sums incurred by the publisher in the collection of delinquent accounts.

CONTRACTS

No cancellations are accepted after the ad reservation deadline. Cancellations prior to this date must be delivered to Nei-Turner Media Group in writing.

NO CANCELLATIONS ACCEPTED AFTER THE CLOSING DATE. VERBAL ORDERS ARE BINDING.