

AN AD IN THIS BOOK GOES A LONG WAY!

Get noticed and increase traffic to your booth!

The 2012 Wisconsin Restaurant Expo Program & Exhibit Directory is free to every attendee. It's an essential planning tool covering everything the Expo has to offer. Placing an ad in this book is an excellent way to catch the eye of every attendee!



ADVERTISING RATES

PREMIUM SPACES..... \$1000

4-color ads only. Available spaces include Inside Front Cover, Pages 1 and 2, Inside Back Cover and Outside Back Cover.

INTERIOR COLOR SPACES... \$925

4-color ads only.

INTERIOR B/W SPACES..... \$725

Black & white ads only.

AD SIZE

All ads will occupy one full page.
Trim size: 5 1/2" x 8 1/2"

DEADLINES

SPACE RESERVATION DUE

February 7, 2012

MATERIALS DUE

February 10, 2012

CONTRACT ON FOLLOWING PAGE

**ADVERTISING SPACE IS LIMITED SO RESERVE YOUR SPACE EARLY
ADS WILL BE ACCEPTED ON A FIRST-COME, FIRST-SERVED BASIS**

DON'T MISS THIS GREAT OPPORTUNITY!

SEND FORM WITH PAYMENT TO:

Ryan Pettersen
Wisconsin Restaurant Association
2801 Fish Hatchery Road, Madison, WI 53713
Fax: 608.270.9960
Email: rpettersen@wirerestaurant.org

QUESTIONS?

Contact Ryan Pettersen
Phone: 800.589.3211 or 608.270.9950
Email: rpettersen@wirerestaurant.org

ADVERTISER INFORMATION

Company Name: _____
Contact Person: _____
Address: _____
City: _____
State: _____ Zip: _____
Phone: _____
Fax: _____
Email: _____

AGENCY INFORMATION

Are you responsible for receiving the invoices? Yes No
Firm Name: _____
Contact Person: _____
Address: _____
City: _____
State: _____ Zip: _____
Phone: _____
Fax: _____
Email: _____

Please check ad type desired below

- Premium Space(s); 4-color
- Interior Color Space(s)
- Interior B/W Space(s)

Note: WRA will contact you to discuss available positions

I understand that I will be advertising in the 2012 Wisconsin Restaurant Expo Program, not the "Expo Issue" of Wisconsin Restaurateur magazine. My signature below indicates that I have read and agree to abide by all terms and conditions stated on this contract.

Authorized Signature: _____
Title: _____

RATES & DETAILS

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PLEASE NOTE

- Advertising space is limited to 22 ads and is only offered to exhibitors at the 2012 Wisconsin Restaurant Expo.
- Payment is due 30 days from the date of invoice.
- No agency discounts will apply to Expo Program advertising.
- Advertiser or agency assumes liability for 100% of contract price.
- All advertisements must be pre-approved by WRA before placement and printing.
- Ads must be submitted digitally via CD, email or a FTP program. Ads submitted on a CD should be accompanied by a laser proof. WRA will not be held responsible for design discrepancies when no printed proof is provided (including files submitted via email or FTP program).

Space Reservations Due:

FEBRUARY 7, 2012

All Ad Materials Due:

FEBRUARY 10, 2012

Date: _____

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Ryan Pettersen
Wisconsin Restaurant Association
2801 Fish Hatchery Road, Madison, WI 53713
Fax: 608.270.9960
Email: rpetersen@wirerestaurant.org

FOR INTERNAL USE ONLY

WRA ID #: _____
Accepted by: _____
Date: _____