

**Get Between
Our Pages!**



Advertise in a Publication the Industry Depends On

Wisconsin Restaurateur (WR) is a high-quality magazine serving foodservice professionals throughout Wisconsin. With an exclusive focus on the foodservice industry, WR offers an excellent mix of industry news and foodservice features. WR points out trends headed toward Wisconsin and gets the word out on those that start here.

Longevity

Wisconsin Restaurateur is the official publication of the Wisconsin Restaurant Association, one of the largest state restaurant associations in the U.S. It has been published since 1933.

Circulation

A select audience of nearly 3,500 foodservice professionals receives every issue of Wisconsin Restaurateur and our annual “Expo Issue” (the First Quarter issue) is mailed to nearly every foodservice licensee in Wisconsin... a circulation of approximately 14,000!

Reach the people who make a difference

As the only publication in Wisconsin with an exclusive focus on the foodservice industry, we reach an estimated 80% of the foodservice buying power in the state. Readers include owners, managers, chefs, F&B directors, foodservice executives and more – from all segments of the industry. Let WR be your direct link to prospective buyers and increased business in Wisconsin.

2012 Advertising Rates

Ad Space	1st Qtr. Issue (Increased circulation!)	1 ad in 2nd, 3rd or 4th Qtr.	2nd or 3rd ad in 2nd, 3rd or 4th Qtr.	Full Year (4 issues)
Full Page	\$2,495	\$1,610	\$1,285/issue	\$5,555 [1st Qtr: \$2,495 3 add'l: \$1020/issue
Half Page	\$1,420	\$915	\$730/issue	\$3,160 [1st Qtr: \$1,420 3 add'l: \$580/issue
Inside Front Cover . . .	\$2,990	\$2,235		
Page 1	\$2,880	\$2,150		
Inside Back Cover . . .	\$2,850	\$2,130		
Outside Back Cover . .	\$2,990	\$2,235		
2-Page Spread	\$4,285	\$3,200		

Pricing Examples:

Example 1: Full page ad to be placed in the 1st, 2nd and 3rd Qtr. issues.
Pricing = \$2,495 (1st Qtr.) \$1,285 (2nd Qtr.) \$1,285 (3rd Qtr.)

Example 2: Full page ad to be placed in the 2nd, 3rd and 4th Qtr. issues.
Pricing = \$1,610 (2nd Qtr.) \$1,285 (3rd Qtr.) \$1,285 (4th Qtr.)

Example 3: Half page ad to be placed in the 1st and 2nd Qtr. issues.
Pricing = \$1,420 (1st Qtr.) \$730 (2nd Qtr.)

- Inserts available upon request.
- Special Placement available - Add 15% to space rate.

**2012
Advertising
Deadlines**

	Reservations Due	Ads Due	Issue Mails
1st Quarter (Expo Issue)	01/17/12	01/20/12	Mid February
2nd Quarter	04/17/12	04/20/12	Mid May
3rd Quarter	07/17/12	07/20/12	Mid August
4th Quarter	10/16/12	10/19/12	Mid November

**For more information on advertising, contact Ryan Pettersen
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