Ask WRA:
• DOL proposed rule changes for sidework and tip pools
• New overtime rules
• Parents picking up paychecks

Sustain to Maintain
Salute to Excellence

The Magazine of the Wisconsin Restaurant Association

Advertise in a Wisconsin-Focused Foodservice Publication

WR Media Kit 2020
**Wisconsin Restaurateur (WR) is a high-quality, quarterly business publication that targets foodservice professionals in Wisconsin. With its forward-thinking approach to Wisconsin’s industry news, information and trends, WR is the go-to resource for what’s happening in this state.**

**Content Focused on the Wisconsin Market**

WR presents a unique blend of articles that key in on the business climate in Wisconsin. Readers rely on content that typically includes:

- Food and menu trends
- Management concepts
- Sharing of best practices
- Practical tips and tangible ideas
- Day-to-day business operations
- Social media advice
- Marketing successes
- Legislative developments
- Technology advances

**A Trusted Source of Information**

- Published by a top trade organization since 1933 – the Wisconsin Restaurant Association
- One of the largest state restaurant associations in the United States
- Membership includes all key segments of the foodservice industry

WR brings expertise to foodservice through its region-specific editorial, longevity and a direct connection to the industry.

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**Dear WRA Staff:**

I want to tell you how much we enjoy your magazine. It’s the best association magazine in the industry. We find useful nuggets of information in every single issue. Items that help us to educate our operators or best practices that we may explore. Great job and keep up the wonderful work.

Travis Doster
Sr. Director of Public and Government Relations
Texas Roadhouse
The Best Audience for Your Message

Frequency: Printed two times per year  
Mid February  Mid August

Format: Print; direct mail (4-color) and Electronic

Publisher: Wisconsin Restaurant Association

Access Top Execs

WR gets in front of key decision makers in the Wisconsin market.

- Owners
- Food and beverage directors
- Executives in foodservice
- GMs and other highly placed managers
- Chefs and decision-making back of house staff

Broad Distribution

Strengthen your brand by advertising in a magazine that hits all segments of the foodservice industry.

- Restaurants
- Bars/Taverns/Lounges
- Casinos
- Institutional Cafeterias
- Country Clubs
- Meeting Facilities
- Coffee Shops
- Caterers
- Bowling Centers
- Banquet Rooms
- Hotels/Motels/Resorts

Reaching Beyond

With an industry standard average pass-along rate of over 2 additional readers per issue, WR reaches thousands of foodservice professionals beyond our base circulation.

Winter/Spring– Increased Circulation!

Audience:
Sent to foodservice licensees in Wisconsin, including those that are not members of WRA.

Circulation:
Over 12,000 foodservice professionals.

Bonus Distribution!
Distributed at the Midwest Foodservice Expo in March and other events throughout the year.

Summer/Fall Issue

Audience:
WRA members plus additional subscribers. Many recipients manage multiple locations and have extended buying power.

Circulation:
3,500 qualified industry professionals at both chain and independent operations.
Extra Value Included 
with Ad Space

WR makes your advertising dollars count! Check out our advertising packages to see which level is your best fit.

Ad Tip: Engage the readers

Place a QR code in your ad to drive traffic to something special on your website or to your social media outlet.

Print + Digital + Social = The Right Investment

<table>
<thead>
<tr>
<th></th>
<th>Single Issue Advertisers</th>
<th>Annual Advertisers</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1/2 page</td>
<td>Full Page</td>
</tr>
<tr>
<td>Listed in WR Advertiser Index</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Ad appears in both print and digital editions</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Direct link to your website from your ad in digital version of WR</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>“Thank You” webpage on <a href="http://www.wirestaurant.org">www.wirestaurant.org</a> acknowledging that quarter's advertisers. Weblink provided to your site.</td>
<td>Text</td>
<td>Text</td>
</tr>
<tr>
<td>E-Notification sent to subscribers announcing magazine will soon be hitting their mailboxes. Link provided to digital edition and thank you to that issue's advertisers. Weblink provided to your site.</td>
<td>Text</td>
<td>Text</td>
</tr>
<tr>
<td>Email sent to subscribers each issue highlighting a feature article. Thank you to that issue's advertisers included.</td>
<td>Text</td>
<td>Text</td>
</tr>
<tr>
<td>Receive special thanks in ad placed in the Midwest Foodservice Expo’s “Program and Exhibits Directory”.</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Provide content suggestions on your company for a post on one of WRA's social media channels each quarter.</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>One time/year 25% discount off custom eblast sent to Wisconsin Restaurant Association members. Limited spots available.</td>
<td>✔</td>
<td>✔</td>
</tr>
</tbody>
</table>
**2020 Advertising Details**

Wisconsin Restaurant Association • 2801 Fish Hatchery Road • Madison, WI 53713
608.270.9950 • 800.589.3211 • wirestaurant.org/wrmagazine

**Contact for ad space reservations:**
Alex Liautaud • 608.216.2821 or aliautaud@wirestaurant.org

**Direct all questions regarding ad creation or submission to:**
Ryan Pettersen, Advertising Director • rpettersen@wirestaurant.org

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**Payment and Billing**

Payment is not expected with order. Invoices are sent with a tear sheet after the issue is printed. Annual contracts may pay in installments. Billing is net 30 days.

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**Rates and Dimensions**

<table>
<thead>
<tr>
<th>Ad Space</th>
<th>Dimensions* (width x depth)</th>
<th>Winter/Spring Issue (1-time placement)</th>
<th>Summer/Fall Issue (1-time placement)</th>
<th>Annual (2-time placement)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>8.375” x 10.875”</td>
<td>$2,645</td>
<td>$1,660</td>
<td>$3,865</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>W/S issue: $2,645</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>S/F issue: $1,220</td>
</tr>
<tr>
<td>Half page</td>
<td>7.5” x 4.875”</td>
<td>$1,505</td>
<td>$945</td>
<td>$2,200</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>W/S issue: $1,505</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>S/F issue: $695</td>
</tr>
<tr>
<td>Inside front cover**</td>
<td>8.375” x 10.875”</td>
<td>$3,235</td>
<td>$1,995</td>
<td>$3,065</td>
</tr>
<tr>
<td>Page 1**</td>
<td>8.375” x 10.875”</td>
<td>$3,065</td>
<td>$1,890</td>
<td>$1,890</td>
</tr>
<tr>
<td>Inside back cover**</td>
<td>8.375” x 10.875”</td>
<td>$2,885</td>
<td>$1,780</td>
<td>$1,780</td>
</tr>
<tr>
<td>Outside back cover**</td>
<td>8.375” x 10.875”</td>
<td>$3,235</td>
<td>$1,995</td>
<td>$1,995</td>
</tr>
<tr>
<td>2-page spread**</td>
<td>16.75” x 10.875”</td>
<td>$4,550</td>
<td>$2,805</td>
<td>$2,805</td>
</tr>
<tr>
<td>Special placement</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Full page sizes shown above are trim size dimensions. Add 1/8” (.125”) to all borders for the required bleed dimensions of 8.625” x 11.125".
When designing full page ads with bleeds, place crop marks at the trim size so we will know exactly how to center your ad on the page.

**Denotes premium space. All premium space rates are priced “per issue” and positions are non-cancelable.

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**Deadlines**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space Requests</th>
<th>Ads Due</th>
<th>Mails</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter/Spring</td>
<td>January 9</td>
<td>January 16</td>
<td>Mid February</td>
</tr>
<tr>
<td>Summer/Fall</td>
<td>July 7</td>
<td>July 14</td>
<td>Mid August</td>
</tr>
</tbody>
</table>

Artwork submission deadlines are firm; no exceptions.

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**Ad Tip: Design effective artwork**

Use photos – twice as many readers will look at a picture vs. read a headline. Remember to use strong words that generate an emotional response.
ADVERTISING CONTRACT

Advertiser Information

Firm Name: ____________________________
Contact Person: ________________________
Address: ______________________________
City: _________________________________
State: __________________ Zip: __________
Phone: ________________________________
E-mail: ________________________________

Agency Information (if applicable)

Responsible for receiving invoices: ☐ Yes ☐ No
Firm Name: ____________________________
Contact Person: ________________________
Address: ______________________________
City: _________________________________
State: __________________ Zip: __________
Phone: ________________________________
E-mail: ________________________________

Frequency: Indicate the frequency you are contracting for: ☐ 1x ☐ 2x

Placement: In the check boxes below, indicate the desired space and issue(s) in which your ad(s) will run.

<table>
<thead>
<tr>
<th>Ad Space</th>
<th>Winter/Spring Issue in 2020</th>
<th>Summer/Fall Issue in 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Half Page</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Page 1</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>2-Page Spread</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Inserts (available by request)</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Special placement</td>
<td>☐ Request: (add 10% to space rate)</td>
<td></td>
</tr>
</tbody>
</table>

Rate: Enter total annual advertising rate in this section.

☐ 1-time Ad = $ ________________
- or -
☐ Full year (2 issues) Winter/Spring $ ________________ + Summer/Fall $ ________________ = $ ________________

• Invoices are mailed with a tear sheet after each issue prints. Billing is subject to net 30 days.
• This contract does still allow you to change your ad to a larger size from issue to issue. However, you are not able to go smaller than the size you have indicated for any given issue.
• As a 2X contracted advertiser, all ads must be placed in consecutive issues within the twelve month period from the time this contract is signed.
• All first-time advertisers are subject to a credit check and may be required to submit full payment for entire contract price before any ad is printed.
• All new advertisements must be pre-approved by WRA before placement and printing.
• Advertiser and/or advertising agency assumes liability for 100% of contract price. Liability continues to accrue for any ads pulled under contract, as specified in Media Kit.
• Please be aware, if your contract extends into a new year, there may be a slight rate increase.

My signature below indicates that I have read and agree to abide by all terms and conditions stated on this advertising contract as well as those stated in the Wisconsin Restaurateur media kit (seen separately).

Authorized Signature: ____________________________
Title: __________________________________________
Date: ________________

Return completed contract to: Ryan Pettersen at rpettersen@wirestaurant.org, or fax to (608) 270-9960
Wisconsin Restaurateur is published by the Wisconsin Restaurant Association • 2801 Fish Hatchery Road, Madison, WI 53713
If you have any questions, please contact Ryan Pettersen by phone at (800) 589-3211 or visit our website at wirestaurant.org/wrmagazine

For internal use only
WRA ID # ___________ Accepted by: ____________________________ Date: ________________  ☐ 1 ☐ 2 ☐ 3 ☐ 4
Contract/Insertion Order Policy
The publisher (WRA) will allow no ads to be placed for print without a signed Wisconsin Restaurateur advertising contract and/or an advertising agency insertion order.

All advertisers (including any agency or a client thereof) are required to complete, and submit to the WRA, a signed Wisconsin Restaurateur advertising contract in order to receive multi-issue discounted rates; no exceptions. Agency insertion orders do not qualify the advertiser for multi-issue discounted rates unless accompanied by a signed Wisconsin Restaurateur advertising contract. All printed rates are subject to change before a signed contract and/or insertion order is received by publisher.

Non-Payment Penalty
Advertiser and/or advertising agency assumes liability for 100% of contract price. Liability continues to accrue for any ads pulled under contract.

If payment on a specific issue is not made within 60 days of the invoice date, the remaining ads under contract may be pulled until full payment is received for ads run and ads pulled. Once full payment is received, ads will be reinstated in the next issue under contract. At no time may contract terms be extended.

Cancellation Policy
Cancellation of advertising space reservations will not be accepted after the space closing date for a given issue. Premium space reservations are non-cancelable.

One-time advertisers must advertise in the issue indicated on their contract. Two-time advertisers must place ads in consecutive issues within the twelve month period from the time the contract is signed.

When copy or ad changes are not received at the WRA by the date all ads are due and reasonable attempts have been made by WRA staff to contact the advertiser, the last ad that was placed will be repeated (provided it is not dated in any way).

Billing Policy
Agency commission of 15% of gross billing is allowed only to recognized advertising agencies, provided the account is paid net 30 days.

The publisher reserves the right to hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are payable to the publisher.

Design Service
WRA staff is available to help advertisers design ads. The advertiser must provide a thorough mock layout and any logos, images, etc.

There is a $75.00 minimum charge for any ad design work. Major changes to existing ads may also be subject to additional charges.

Digital Edition
Advertisers submitting artwork containing a website address will benefit from an active link to that address in the digital edition. In addition, an email is sent to subscribers featuring the digital edition and a listing of advertisers, where each advertiser’s listed name will link directly to the web address provided in the ad artwork.

Printing & Binding
WR is printed on a web offset press and saddle stitched.

Print Specifications
WR is printed using CTP (Computer To Plate) technology. Ads should be submitted digitally as PDF files. Please be sure all images in your ad are of a high enough resolution (over 300 dpi is strongly preferred). All elements included in the finished PDF file should use the four color process/CMYK color model. It is very important to note that any ad containing RGB color will not work with our printer’s requirements. All fonts must be embedded or converted to outlines. All drop-shadows and/or transparencies must be properly flattened.

Ad files submitted via email should not exceed 10MB. All larger files should be sent via your preferred file sharing method. Ads may also be burned onto a CD-R and shipped/mailed. Ads submitted via CD should be accompanied by a color proof.

WRA cannot be held responsible for any design discrepancies when no printed proof is provided (including any files submitted via email or FTP).

Contact Ryan Pettersen at rpettersen@wirestaurant.org or 800.589.3211 with any questions on ad creation, print specifications or artwork submission.

Rules and Regulations