

TASTE of ONEIDA COUNTY DINING & COMMUNITY GUIDE

HERE'S YOUR CHANCE TO APPEAR IN OUR 2022 DINING & COMMUNITY GUIDE!

Oneida County Tourism is producing a brand-new dining & community guide this year, and we want you to be a part of it! The guide will highlight some of the Northwoods' best restaurants, and you can get a full-page menu ad in the new publication—which will be distributed to visitors and potential visitors throughout Oneida County and Wisconsin—for as little as \$450!

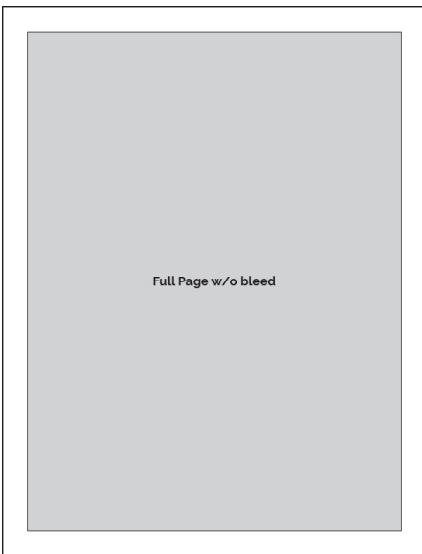
**DEADLINE:
FEBRUARY 22**

Complete this form by **February 22, 2022** to have your business in print and online.

Ad Size	Width	Height
<u>Premium Menus</u> *includes 1/8 bleeds		
Back Cover	8.625"	11.125"
Inside Front Cover	8.625"	11.125"
Inside Back Cover	8.625"	11.125"
<u>Standard Menus</u>		
Full Page	8.375	10.875"

For more information, contact the sales team at PILCH & BARNET

Pilch & Barnet, experts in travel marketing, have been contracted to help us create an informative and effective dining & community guide for Oneida County.



HOW TO PARTICIPATE

- Add or update your FREE restaurant listing, which will appear on oneidacountywi.com and in the 2022 printed dining & community guide
- For as little as \$450, you can add a full-page menu
- Update your business listing and choose menu options below

ART STANDARDS & SPECIFICATIONS

- PDF/X1a is the preferred file format for file submission. Pay careful attention to the proper creation of PDF/X1a files to ensure that the file will reproduce correctly.
- All High-resolution images and fonts must be included when the PDF/X1a file is saved
- Only use Type 1 Fonts - No TrueType fonts or Font Substitutions
- Please do not stylize fonts. If you need bold or italicized type, use the actual font
- Images must be 300 dpi
- Images should be CMYK or grayscale only, no RGB
- Please do not nest EPS files into other EPS files
- Right Reading, 100% Size, No Rotations
- No marks included in the "live" image area

RETURN COMPLETED FORM TO:

Oneida County Tourism
P.O. Box 1006, 8216 Hwy 51 S, Minocqua, WI 54548
Phone: (800) 236-3006
Email: alyson@pilchbarnet.com

2022 DINING & COMMUNITY GUIDE MENU FORM

Please complete this form by **February 22, 2022**, to ensure that your restaurant listing and/or menu will appear in the 2022 Oneida County Dining & Community Guide. To complete this form online go to oneidacountywi.com/dining-guide

STEP 1: BUSINESS INFORMATION

Business Name					
Mailing Address					
City		State		Zip	
Business Phone			Business Email		
Website			Facebook URL		
Twitter URL			Instagram URL		
Pinterest URL			YouTube URL		
Contact Name					
Contact Phone			Contact Email		

How would you like to be contacted: Email Phone

STEP 2: ADDITIONAL INFORMATION

General information <i>(select all that apply)</i>	Type of restaurant/cuisine <i>(select all that apply)</i>	Amenities <i>(select all that apply)</i>
<input type="checkbox"/> Handicap accessible	<input type="checkbox"/> Bar & grill	<input type="checkbox"/> Accessible by boat
<input type="checkbox"/> Meeting facilities	<input type="checkbox"/> Casual/family dining	<input type="checkbox"/> Carry-out
<input type="checkbox"/> On snowmobile trail	<input type="checkbox"/> Coffee shop	<input type="checkbox"/> Delivery
<input type="checkbox"/> On the water	<input type="checkbox"/> Fast food	<input type="checkbox"/> Online ordering
<input type="checkbox"/> Open year-round	<input type="checkbox"/> Fish fry	<input type="checkbox"/> Outdoor seating
<input type="checkbox"/> Pet-friendly	<input type="checkbox"/> Ice cream & sweets	
<input type="checkbox"/> WiFi	<input type="checkbox"/> Pizza	
	<input type="checkbox"/> Supper club	

STEP 3: MENU INFORMATION

All menus are full color and must be prepaid.
Please indicate your preferred ad size:

Premium Menus **includes 1/8 bleeds*

<input type="checkbox"/> Back Cover	\$1,000
<input type="checkbox"/> Inside Front Cover	\$800
<input type="checkbox"/> Inside Back Cover	\$600

Standard Menus

<input type="checkbox"/> Full Page	\$450
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MENU INSTRUCTIONS

- Provide a print-ready copy of my restaurant's menu for either a standard full-page ad or premium ad placement
- Pay an additional design fee of \$100 to have a new menu designed by Pilch & Barnet (*Pilch & Barnet will follow up to discuss design*)

All menu materials due by Feb 22, 2022

Please send all menu files to alyson@pilchbarnet.com

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