

# 2019 JACVB Visitor Guide

## Media Requirements

### Ad Submission

Please submit your ad as a press quality PDF. The ad should be created in CMYK. (Spot colors and RGB will not be accepted.) All images contained within the ad should be high resolutions 300 dpi (either tiff or EPS) images. All fonts should be embedded. Ads will not be accepted that do not meet these requirements.

All ads should be submitted via email to [meetings@janesvillecvb.com](mailto:meetings@janesvillecvb.com).

Materials submitted will not be returned unless return envelope with postage paid is submitted with original art.

### Ad Dimensions

Full Page 4 Color – 7.5 W x 10 H

Full Page 4 Color With Bleeds –

8.75 W x 11.25 H Bleed

8.5 W x 11 H Trim

*Keep live matter 1/2" from final trim size*

½ Page 4 Color Horizontal – 7.5 W x 4.875 H

¼ Page 4 Color - 3.625 W x 4.875 H

### Distribution

Print Quantity - 25,000

(Quantity may increase as needed but will not decrease)

JACVB Visitor Guide distribution includes:

- Leisure travelers who specifically request information about Janesville businesses & attractions
- 139/90 Travel Information Centers
- JACVB Visitor Information Center in Palmer Park
- Area businesses including hotels, attractions and gas stations
- Fulfill requests from media, press & travel writers
- Special events
- Business travelers including thousands of meeting/conference attendees
- JACVB's main downtown business office
- Other visitors including group tour visitors

Guides may also be directly downloaded from our website at [janesvillecvb.com](http://janesvillecvb.com).

### Design Assistance

Do you need help designing an ad? Do you have other questions?

Call (608) 757-3171/(800) 487-2757  
or email [marketing@janesvillecvb.com](mailto:marketing@janesvillecvb.com)



Convention & Visitors Bureau

20 S. Main Street, Suite # 11, Janesville, WI 53545  
(608) 757-3171 [janesvillecvb.com](http://janesvillecvb.com)

Wisconsin's Great Outside