



Adams County Chamber of Commerce & Tourism
 c/o Kathy Kuss Creative
 937 Czech Avenue
 Friendship, WI 53934



The Wisconsin Dept. of Tourism recently reported travelers spent an estimated \$163 million in Adams County in 2007, an increase of 51%! Out of 72 counties statewide, Adams County is now ranked No. 19 in tourism in 2007 – up from 33rd in 2006. This and more information is available at agency.travelwisconsin.com. We encourage you to check this out and see for yourself the economic impact tourism has on our community.

We hope this has been a successful year for you. It is our mission to promote Adams County for the economic growth and prosperity of our area businesses and communities. Together we can continue to make Adams County a great place to do business.

To continue the success, we invite you to take this opportunity to advertise in the Adams County Visitor Guide – our area’s official tourism and relocation guide. Only Chamber members and non-profit organizations are eligible to advertise in this publication. New this year, the guide will be complemented with a large full color fold-out map inserted inside. Lodging facilities that participate in the room tax funding will be listed on the map. Our hats go off to these establishments for all of their effort in assisting our tourism program!

In order to meet our production schedule and have the books ready for the 2009 tradeshow season, we need the support of its sponsors advertising their business or organization by our deadline. Commitment to advertise along with payment is due by September 22nd, 2008. We look forward to helping you promote your business and thank you for making Adams County a great place to do business!

Sincerely,
 Adams County Chamber of Commerce & Tourism
 & Kathy Kuss Creative

- **A total of 40,000 guides will be distributed throughout the 2009 season – that’s less than 1¢ per ad for a quarter page!**
- **The convenient digest size make it a handy resource to leave near your phone or place in your glove compartment.**
- **Visitor Guides are available year round at state and out of state tourism info centers, local area businesses, resorts, motels, high traffic areas, and mailed to tourism inquiries daily...**
- **In addition, our guides are available at tourism, sports, vacation, and recreation shows in Wisconsin, Illinois, Iowa, and Minnesota, and at the Chamber office (252 S. Main St.-Adams)!**
- **Most people traveling in Wisconsin during 2007 were enjoying leisure time, according to the Wisconsin Dept. of Tourism. You can be part of the guide that promotes leisure time in Adams County from our sporting events and festivals to local attractions and other recreational opportunities.**

2009 VISITOR GUIDE HIGHLIGHTS

- Area Attractions • Things to do •
- NEW: Large County Fold-out Map Insert!**
- Parks and Recreation • Community Info
- History • Arts • Calendar of Events
- Area Churches • Emergency & Gov’t. Info
- Chamber Connection • Advertisers Directory

ADVERTISING DEADLINE: SEPT 22, 2008
PUBLICATION DATE: JANUARY 2009

Below is the info for my Adams County Visitor Guide ad.

This ad size will be: Eighth Page Quarter Page Half Page Full Page 2-Page Spread

PRODUCTION OF YOUR AD?

Communicate ad placement, layout and proof approval to Kathy Kuss Creative:
937 Czech Avenue / Friendship, WI 53934
608.339.9244 office / 608.339.9205 fax
or email: kkc@mwwb.net / kathykusscreative.com

ADVERTISING DEADLINE: September 22, 2008

Kathy Kuss Creative (KKC) will be providing your ad for you and your organization or business. The expertise of her firm will allow you to enjoy the many benefits that advertising at this level can bring. Already have a professionally designed ad? Please submit your file to KKC by email or for large files, send it to KKC's file transfer site. Site info and file requirements are available upon request. You must submit your ad insertion order to reserve a display ad space or directory listing. See form included.

The Adams County Visitor Guide marketing tool is greatly respected and is well distributed. The ongoing deadlines of this project are critical in communicating back your approval to your ad. Please submit your ad insertion at your earliest convenience.

CHAMBER MEMBERSHIP?

Communicate membership or renewal directly to Adams County Chamber of Commerce & Tourism:
252 S Main St / PO Box 576 / Adams, WI 53910
608.339.6997 office / 608.339.8079 fax
or email: adamsccc@maqs.net / visitadamscountywi.com

2009 ADAMS COUNTY VISITOR GUIDE - AD INSERTION

- Please duplicate the info from my previous display ad and/or advertisers directory.
 Yes, I want to advertise in the 2009 Visitor Guide please use the new info I am providing.

DISPLAY AD RATES

| | | | |
|---------------------|--|--------------------------|--------|
| Full Page | 5.5 x 8.5 includes bleed | <input type="checkbox"/> | \$1075 |
| Half Page | 4.75 x 3.63 (horizontal) or 2.31 x 7.63 (vertical) | <input type="checkbox"/> | \$635 |
| Quarter Page | 4.75 x 1.75 (horizontal) or 2.31 x 3.63 (vertical) | <input type="checkbox"/> | \$385 |
| Eighth Page | 2.31 x 1.75 | <input type="checkbox"/> | \$245 |

You must be an Adams County Chamber of Commerce & Tourism member to advertise. Membership applications are available at VisitAdamsCountyWI.com or call the Chamber at 339-6997. Membership is encouraged but not required for non-profit organizations or churches.

ADVERTISERS DIRECTORY

Includes company name, address, one phone number and a web address.

- One free listing with any size Display Ad. Select a category below..... Free
 One listing only (no Display Ad). Select a category below..... \$55
 For additional categories that apply to your business, add \$10 per listing (\$10 x ____ =).....\$ _____

CATEGORIES FOR ADVERTISERS DIRECTORY

- | | | | |
|--|---|---|---|
| <input type="checkbox"/> Accommodations/Restaurants/Taverns* | <input type="checkbox"/> Automotive | <input type="checkbox"/> Attractions/Recreation | <input type="checkbox"/> Churches |
| <input type="checkbox"/> Contractors | <input type="checkbox"/> Education | <input type="checkbox"/> Financial/Investments | <input type="checkbox"/> Health/Medical/Fitness |
| <input type="checkbox"/> Real Estate | <input type="checkbox"/> Rentals (Recreation) | <input type="checkbox"/> Retail | <input type="checkbox"/> Insurance |
| | | <input type="checkbox"/> Services | |

*For Accommodations (B&B's/Camping/Motels/Resorts), Restaurants, and Taverns only

Select all that apply to your establishment (no additional cost):

- | | | | |
|--|--|---|--|
| <input type="checkbox"/> Handicap Access | <input type="checkbox"/> Open Year Round | <input type="checkbox"/> Hotel/Motel | <input type="checkbox"/> Cabins/Cottages/Homes |
| <input type="checkbox"/> Pool and/or Hot Tub | <input type="checkbox"/> Playground | <input type="checkbox"/> Beach/Lake/Boats | |
| <input type="checkbox"/> Camping - Primitive | <input type="checkbox"/> Camping w/ Hook-ups | <input type="checkbox"/> Game Room | |
| <input type="checkbox"/> Breakfast | <input type="checkbox"/> Lunch | <input type="checkbox"/> Dinner | <input type="checkbox"/> Tavern/Beer |

ADVERTISER PAYMENT OPTIONS

Make check payable to:

**Kathy Kuss Creative
 937 Czech Avenue
 Friendship, WI 53934**

Select one:

- Full Payment Enclosed
 50% Enclosed **and** 50% Due September 22, 2008
 Full Due September 22, 2008

Total Due: \$

Company Name _____ Contact Name _____ Signature _____

Address (include P.O. Box, Street, Suite No.) _____

City _____ State _____ Zip _____ web address _____

Phone _____ Fax _____ e-mail (for proofing purposes only) _____

Kathy Kuss Creative (KKC) will be providing services to put together the next beautiful Adams County Visitor Guide with Fold-out Map for the Adams County Chamber of Commerce & Tourism. Call (608) 339-9244 for ad reservations or fax (608) 339-9205 or email kkc@mwwb.net. Professional design services are available to advertisers at no additional charge (some exceptions may apply). Electronic files totalling 3MB or less can be sent via email to: kkc@mwwb.net. For larger files, request FTP instructions. Specifications are available at VisitAdamsCountyWI.com or KathyKussCreative.com.

Advertising deadline: September 22, 2008

Publication date: January 2009