

THE GUIDE IS THE BEST WAY TO HELP VISITORS AND GUESTS NAVIGATE THROUGH ALL THE CULTURE, CREATIVITY AND CUISINE OPTIONS IN THE NEIGHBORHOOD. THIS EXTERNAL-FACING GUIDE IS PUBLISHED BI-ANNUALLY (NEARLY 50,000 TOTAL COPIES) AND DISTRIBUTED TO NEIGHBORHOOD RESTAURANT AND RETAIL LOCATIONS, AS WELL AS VISITOR-CENTRIC LOCATIONS THROUGHOUT MILWAUKEE. PLUS, AN ONLINE INTERACTIVE MAP WILL ALSO ENHANCE THIS PUBLICATION'S REACH AND ACCURACY.

NET AD RATES

BACK COVER	\$1,500		5.375 W X 8.375" H
FULL PAGE	\$1,210		4.91 W X 7.91" H
1/2 PAGE	\$910		4.91 W X 3.797" H

AVAILABLE DISCOUNTS

- 10% OFF OF BOTH ISSUES
 - 10% OFF FOR HISTORIC THIRD WARD ASSOCIATION MEMBERS
 - 10% OFF OF THREE AND THE GUIDE
- Discounts cannot be combined*
- Not a Member? You can sign up TODAY for membership at historicthirdward.org*



2023 SCHEDULE

PLEASE EMAIL YOUR AD TO [JPLAIDST@HISTORICTHIRDWARD.ORG](mailto:jplaidst@historicthirdward.org)

SPRING/SUMMER

AD RESERVATION DUE
03/01/2023

AD CREATIVE DUE
03/22/2023

IN HOME
SPRING 2023

FALL/WINTER

AD RESERVATION DUE
08/30/2023

AD CREATIVE DUE
09/20/2022

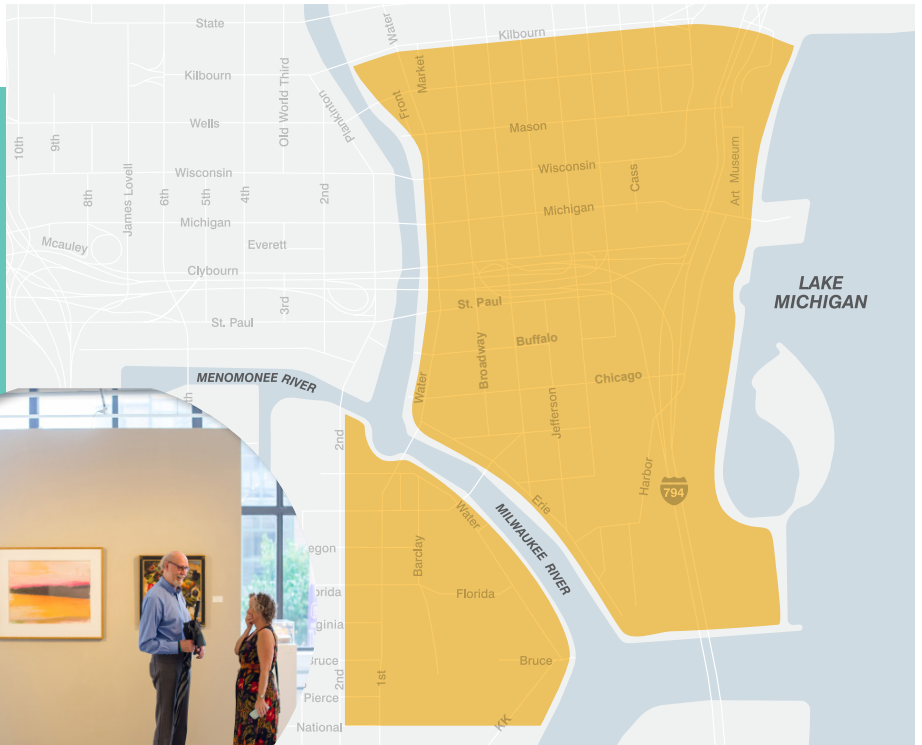
IN HOME
FALL 2023



THREE MAILING & DISTRIBUTION AREA

THIS MAP IS GENERALLY REPRESENTATIVE OF THE MAILING AREA FOR THE PUBLICATION.

THREE is mailed to 4,500 Milwaukee addresses. This includes every Historic Third Ward business and resident, as well as residents north in Downtown and south in Walker's Point.



HISTORIC THIRD WARD

34.1

MEDIAN AGE

\$98,302

MEDIAN HOUSEHOLD INCOME

\$131,287

AVERAGE HOUSEHOLD INCOME

WALKER'S POINT

34.1

MEDIAN AGE

\$79,196

MEDIAN HOUSEHOLD INCOME

\$113,504

AVERAGE HOUSEHOLD INCOME

DOWNTOWN

32

MEDIAN AGE

\$52,567

MEDIAN HOUSEHOLD INCOME

\$79,722

AVERAGE HOUSEHOLD INCOME

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2023 THE GUIDE BUSINESS DISPLAY ADVERTISING AGREEMENT

(Must be completed and submitted prior to any ad being run.)

Advertiser/Business name _____

Address _____ Phone _____

City, state, zip _____

Email _____

I would like to reserve space in the following 2023 issue of the The Guide:

Spring Winter Both issues

SIZE OF AD

Back Cover \$1,500 | 5.375 W x 8.375" H

Full Page \$1,210 | 4.91 W x 7.91" H

1/2 Page \$910 | 4.91 W x 3.797" H

Total number of insertions _____

Total investment _____

AD SPECIFICATIONS

All ads to be submitted camera-ready as high-res for print PDFs.

PAYMENT

Ads will be invoiced each time before The Guide is printed, and all invoices are payable within 30 days.

All ads must be paid in full before the ad runs. Decision on advertising display content are subject to policy.

Checks should be written to:
Historic Third Ward Association
525 E. Chicago St. Milwaukee, WI 53202

Online payment by credit card is available.
Contact: Jim Plaisted at jplaisted@historicthirdward.org

Advertiser signature _____

Print name and title _____ Date _____

Please email this form to jplaisted@historicthirdward.org
or mail to Historic Third Ward Association, 525 E. Chicago St. Milwaukee, WI 53202

