



August 1, 2017

Greetings!

Here is your chance to participate in the **20th edition of the Memorial Medical Center WhistleStop Event Guide**. The Memorial Medical Center WhistleStop Marathon and Half-Marathon will be held October 13 and 14. 6,500 copies of the event guide are circulated. The event guide will be distributed to our runners who look forward each year to receiving the WhistleStop Event Guide. We also distribute it to both local and out-of-town customers. We do this by inserting the guide in the Ashland Daily Press and sending it to any visitor who requests information for that time of the year. This is a great way to promote your business as well as *Welcome, Thank and Congratulate the participants of the 20th annual Memorial Medical Center WhistleStop*.

Enclosed is a 2017 Advertising Contract (*Rates have been the same since 2013*). If you would like to see a 2016 WhistleStop Event Guide, please call our office. If you would like to place an ad this year, we would like your ad copy by August 25, 2017.

This year marks the 20th anniversary for the WhistleStop Festival and Memorial Medical Center WhistleStop Marathon and Half-Marathon. Thank you for your support of this event.

We look forward to speaking with you soon!

Sincerely,

Mary McPhetridge  
Executive Director, Ashland Area Chamber of Commerce

Ashland Area Chamber of Commerce  
P O Box 746, Ashland, WI 54806  
715-682-2500

*Find yourself next to the water.*  
**ASHLAND**  
*visitashland.com* WISCONSIN

# Memorial Medical Center WhistleStop 2017 Event Guide Contract

- 6,500 tab size copies will be printed
- Distributed:
  - Insert Ashland Daily Press
  - Local Distribution Centers
  - All runners will receive advance copy

## Ad Rates & Sizes

1/16 page	2 1/2" w x 4" h	\$64.00
1/8 page	5.175" w x 4" h	\$79.00
1/4 page	5.175" w x 8" h	\$149.00
1/2 page	10 1/2" w x 8" h	\$279.00 (Includes free spot color) vertical
1/2 page	5.175" w x 16" h	\$279.00 (Includes free spot color) horizontal
Full Page	10 1/2" w x 16" h	\$489.00 (Includes free spot color)

Any ad Full color ad \$50.00

## Memorial Medical Center WhistleStop Event Guide Advertising Contract

Business Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email address \_\_\_\_\_

Ad Size Selected:

1/16 page     1/8 page     1/4 page     1/2 page     Full Page

Logo Attached?

Ad Copy Attached?

Proof Required?

Total Amount Due: \$ \_\_\_\_\_

Paid: Check No. \_\_\_\_\_

Bill Me (Sign Below)

**Authorized Signature:** \_\_\_\_\_

Please return by August 25, 2017