

ALL NEW  
LOWER  
PRICING  
FOR 2026!!

# On Premise

The Official Publication of the Tavern League of Wisconsin

## 2026 Media Planner & Pricing



### ABOUT THE TLW ON PREMISE MAGAZINE

On Premise is the official publication of the Tavern League of Wisconsin (TLW), which is the largest trade association in the world that exclusively represents the interests of the licensed beverage industry. Reach Tavern Owners and Managers with Direct Purchasing Power. Your ad is reaching the right people; bar owners and managers who have the direct purchasing power to buy your products or services. The magazine is a valuable resource for tavern owners and managers who rely on the critical information it provides, giving you the best chance to get in front of the right people and stay in front of them. On Premise offers a wide range of ad sizes and packages that work with virtually any budget, along with discounts if you run in all six issues.

### DISTRIBUTION

is published bi-monthly throughout the year. Each edition is distributed and sent to around 5,000 members of the Tavern League of Wisconsin. Additionally, the print version is available in a digital and interactive format on the Tavern League of Wisconsin website (tlw.org) for at least two months.

### 2026 ARTWORK / CONTENT DEADLINES & TENTATIVE MAGAZINE MAILING DATES

Bi-Monthly Issue	Artwork Deadline	Theme	Mag Print Release
January/February:	January 9th	Buyer's Guide/ Convention	February 1st -7th
March/April:	March 6th	Mid-Winter /Early Spring	April 1st - 7th
May/June:	May 8th	Spring /Convention Recap	June 1st -7th
July/August:	July 9th	Summer - League Leader's Day	August 1st - 7th
September/October:	Sep 4th	Autumn / Fall Convention	October 1st - 7th
November/December	November 6th	Holidays / 2026 & Fall Conv. Recap	December 1st- 7th

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# On Premise

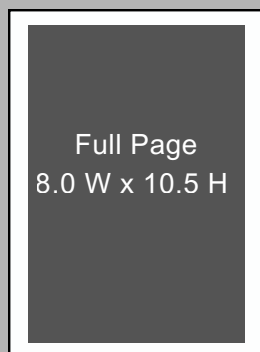
The Official Publication of the Tavern League of Wisconsin

**ADVERTISING PRICING - JANUARY THROUGH DECEMBER 2026**

Page Size & Position	1x EACH PAGE COST	3x EACH PAGE COST <b>5% Disc.</b>	6x EACH PAGE COST <b>15% Disc.</b>
One Full Page	\$1986	\$1887	<b>\$1689</b>
$\frac{2}{3}$ Page	\$1376	\$1308	<b>\$1170</b>
$\frac{1}{2}$ Page	\$1170	\$1112	<b>\$995</b>
$\frac{1}{3}$ Page	\$788	\$749	<b>\$670</b>
$\frac{1}{4}$ Page	\$626	\$595	<b>\$533</b>
$\frac{1}{6}$ Page	\$486	\$462	<b>\$414</b>
$\frac{1}{8}$ Page	\$398	\$379	<b>\$339</b>
Back Cover 8" x 8" horizontal	\$1672	\$1589	<b>\$1422</b>
Back Cover 10.5" x 4" vertical	\$1535	\$1459	<b>\$1305</b>
Inside Front Cover	\$2200	\$2090	<b>\$1870</b>
Inside Back Cover	\$2200	\$2090	<b>\$1870</b>
Centerfold	\$3625	\$3444	<b>\$3082</b>
Two Full Pages (facing or random)	\$3492	\$3318	<b>\$2969</b>

# On Premise 2026 ADVERTISING SPECS

## AD SIZES

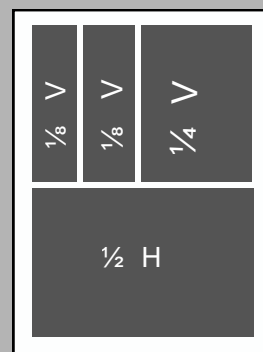


Full page

1/2 Horizontal

1/4 Vertical

1/8 Vertical

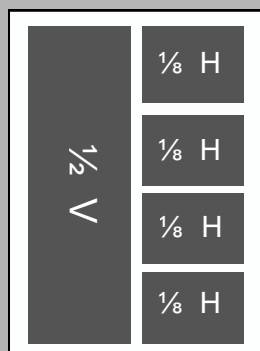


8.0" W x 10.5"H

8.0" W x 5.2"H

4.0" W x 5.2"H

2.0" W x 5.2"H

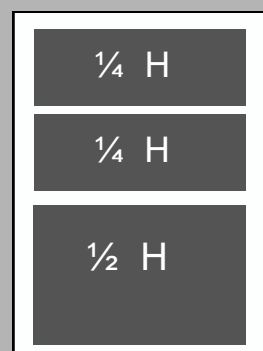


1/2 Vertical

1/2 Horizontal

1/4 Horizontal

1/8 Horizontal

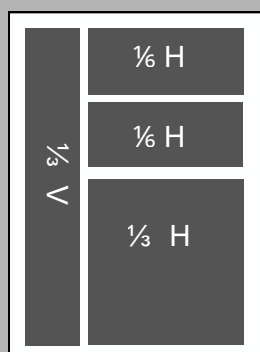


4.0" W x 10.5"H

8.0" W x 5.2" H

8.0" W x 2.6" H

3.7" W x 2.6" H

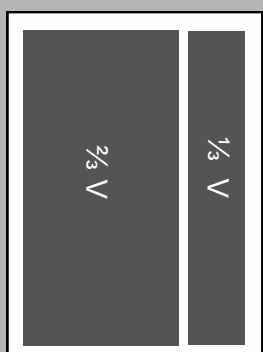


1/3 Vertical

2/3 Vertical

1/6 Horizontal

1/3 Horizontal



2.5" W x 10.5" H

5.3" W x 10.5" H

5.3" W x 2.6" H

5.3" W x 5.2" H

## AD REQUEST FORM

email

OnPremiseMag@gmail.com  
to request the Advertising  
Form, Online

## AD SUBMISSION

If your ad does not meet our specifications, you will be asked to correct and resubmit, or our design department can recreate your ad for you.

## DESIGN SERVICES

If you do not have an existing ad that meets our specifications, our design department can create original artwork for you. One hour of design time is included with each advertisement at no charge. Additional time is billed at \$50 per hour, charged in 15 min. increments at \$12.50

## ACCEPTED MEDIA

**PNG or JPG Format**

Via email

OnPremiseMag@gmail.com

## LOGOS

Submit logo in PNG or JPG format via email or upload within the online form

## PHOTOS & CONTENT

Copyrighted Photos and Advertorials are not accepted without written consent from the photographer and / or author

## ADVERTORIALS

Advertorial text must be sent via email or as a PNG or JPG, separate from the ad that will be accompanying it.

## BILLING TERMS

Advertising is invoiced upon each publication. Payment is due within 30 days of invoice date. All accounts not paid in full within 30 days of invoice date are subject to 1.5% service charge per month (18% annually) on the net amount due, from the invoice date until paid in full. In the event the advertiser and/or agency defaults in payment of bills, such bills are turned over for collection. Advertiser and agency shall be totally liable for all fees and sums incurred by the publisher in the collection of delinquent accounts.

## ONLINE PAYMENTS

Before making a payment online, you must notify On premise so that the 3% online payment fee may be added to the invoice

## CONTRACTS

No cancellations are accepted within one week prior to ad due date and must be in writing via email to On Premise at:  
onpremisemag@gmail.com  
VERBAL, ONLINE, & EMAIL  
ORDERS ARE BINDING.

**Keep all content 1/4" inch from final trim on all sides.  
With bleed spreads, keep content 1/2" from the trim.**

# On Premise ADVERTORIALS

## WHAT IS AN ADVERTORIAL?

An advertorial refers to an advertisement presented as editorial content. The word "advertorial" combines "advertisement" and "editorial". In print media, these advertisements are crafted to mimic objective articles, making them appear as authentic and independent news stories. Magazines that include quotes, brand mentions, and promotional enhancements are intended to subtly and more economically support a company or individual's brand, yielding considerably better outcomes than a traditional press release. Today, advertorials, also referred to as sponsored content, are extensively utilized and regarded as highly effective.

## AN ADVERTORIAL ENHANCES YOUR MARKETING MESSAGE

Advertorials allow you to enhance your marketing message by combining editorial content with advertising in a dedicated section that highlights industry trends. This area features new recipes, technologies, techniques, products, and equipment tailored for taverns. By placing your sponsored content in this unique section, you can capture the interest of bar owners who are actively seeking the latest innovations and services in the industry.

## LET ON PREMISE HELP YOU DESIGN THE PERFECT ADVERTORIAL FOR YOUR BUSINESS - NO EXTRA FEES

### SAMPLES OF FULL PAGE PAID ADVERTORIAL

1/3 V Ad

**1/3 V Content**

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1/3 V Ad

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### FULL PAGE ADVERTORIAL CONTENT

Full-Page Article (600 words)

### HALF PAGE ADVERTORIAL CONTENT

Half-Page Article (300 words)

### 1/3 PAGE ADVERTORIAL CONTENT

### TWO FULL PAGE ADVERTORIAL SAMPLE

1/4 H Ad

**1/4 H Content**

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### TWO FULL PAGE ADVERTORIAL SAMPLE

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**1/2 H Content**

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1/4 H Ad

**1/4 H Content**

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### FOLLOW US ON FACEBOOK

The logo is circular with a black border. Inside the circle, at the top, is the Tavern League of Wisconsin seal. Below the seal, the text "On Premise" is written in a large, bold, serif font. Underneath "On Premise" is the text "The Official Publication of the Tavern League of Wisconsin" in a smaller, sans-serif font. At the bottom of the circle, the email address "OnPremiseMag@gmail.com" is written in a bold, sans-serif font.

### CONTACT INFORMATION

**Brian (Spyder) Schowalter**  
**On Premise**  
General Manager / Sales  
onpremisemag@gmail.com  
920.449.2007

**Hours of Availability**  
Monday-Friday 10am-11pm  
Saturday- 10am-3pm