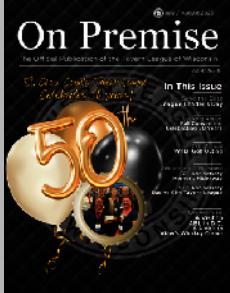
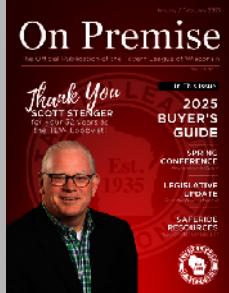


ALL NEW
LOWER
PRICING
FOR 2026!!

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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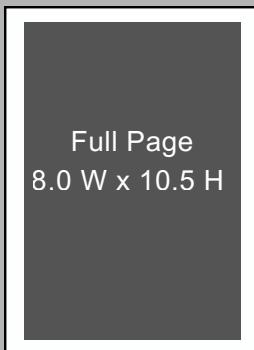
The Official Publication of the Tavern League of Wisconsin

ADVERTISING PRICING - JANUARY THROUGH DECEMBER 2026

Page Size & Position	1x EACH PAGE COST	3x EACH PAGE COST 5% Disc.	6x EACH PAGE COST 15% Disc.
One Full Page	\$1986	\$1887	\$1689
⅔ Page	\$1376	\$1308	\$1170
½ Page	\$1170	\$1112	\$995
⅓ Page	\$788	\$749	\$670
¼ Page	\$626	\$595	\$533
⅕ Page	\$486	\$462	\$414
⅛ Page	\$398	\$379	\$339
Back Cover 8" x 8" horizontal	\$1672	\$1589	\$1422
Back Cover 10.5" x 4" vertical	\$1535	\$1459	\$1305
Inside Front Cover	\$2200	\$2090	\$1870
Inside Back Cover	\$2200	\$2090	\$1870
Centerfold	\$3625	\$3444	\$3082
Two Full Pages (facing or random)	\$3492	\$3318	\$2969

On Premise 2026 ADVERTISING SPECS

AD SIZES

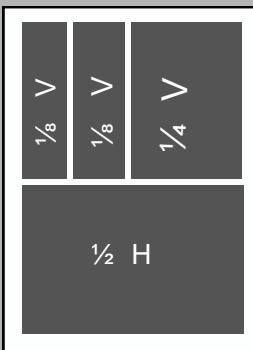


Full page

1/2 Horizontal

1/4 Vertical

1/8 Vertical

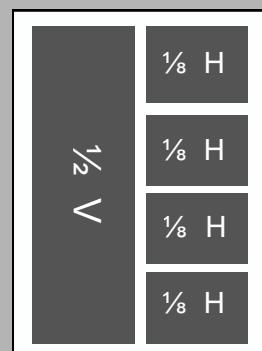


8.0" W x 10.5"H

8.0" W x 5.2"H

4.0" W x 5.2"H

2.0" W x 5.2"H

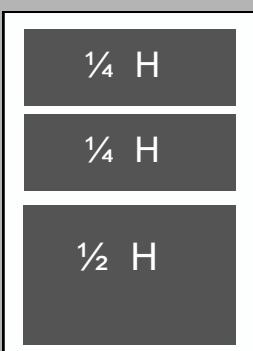


1/2 Vertical

1/2 Horizontal

1/4 Horizontal

1/8 Horizontal

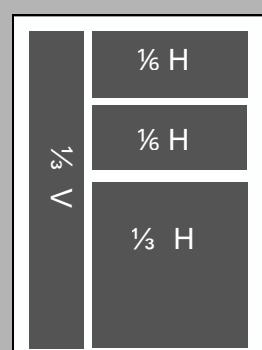


4.0" W x 10.5"H

8.0" W x 5.2" H

8.0" W x 2.6" H

3.7" W x 2.6" H

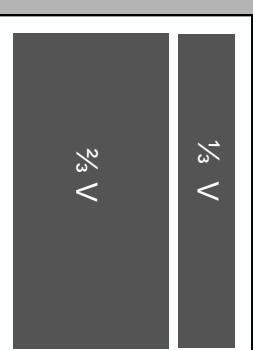


1/3 Vertical

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
Advertisorials are not accepted
without written consent from
the photographer and / or
author

ADVERTORIALS

Advertisorial 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?

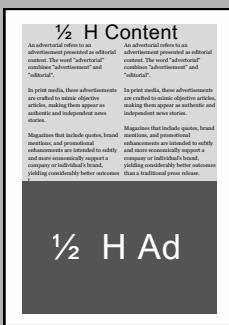
An advertorial refers to an advertisement presented as editorial content. The word "advertorial" combines "advertisement" and "editorial". In print media, these advertisements are crafted to mimic objective articles, making them appear as authentic and independent news stories. Magazines that include 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 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

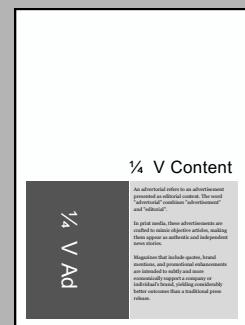
SAMPLES OF FULL PAGE PAID ADVERTORAIL



FULL PAGE ADVERTORIAL CONTENT

Full-Page Article (600 words)

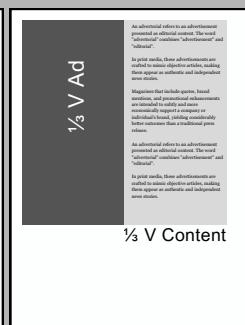
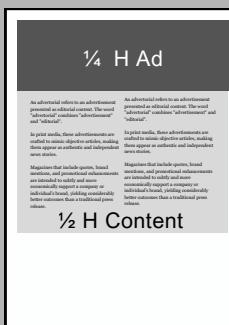
SAMPLES OF 1/2 PAGE PAID ADVERTORAIL



HALF PAGE ADVERTORIAL CONTENT

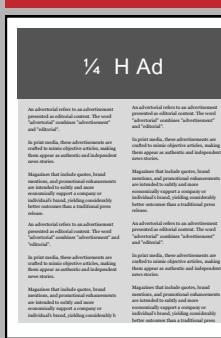
Half-Page Article (300 words)

SAMPLES OF 1/3 PAGE PAID ADVERTORAIL



1/3 PAGE ADVERTORIAL CONTENT

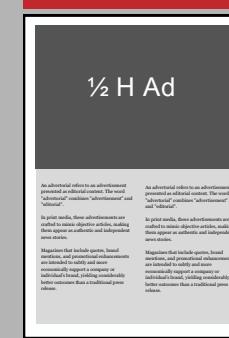
TWO FULL PAGE ADVERTORIAL SAMPLE



FOLLOW US ON FACEBOOK



TWO FULL PAGE ADVERTORIAL SAMPLE



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