

PLACE YOUR AD IN THE 2014 Minnesota Travel Guide

Invite more than 600,000 travelers to visit YOUR destination.

Published by Explore Minnesota Tourism, State of Minnesota



**Early Bird Discount
Deadline: July 24, 2013**

**Ad Sales Close:
August 30, 2013**

**Target audience:
Travelers who are planning
Minnesota getaways.**

**Primarily Minnesota and
Midwest markets, but also
other states and Canada.**

**Typical demographics:
Ages 30-60+, \$50,000-100,000
income, one-third traveling
with children under age 18.**

YOUR Minnesota Travel Guide ad:

- Is a very cost-effective way to reach 300,000 households, with approximately 600,000 potential customers.
- Reaches a highly qualified, target audience of travelers interested in Minnesota.
- Puts your community or business in the hands of consumers as they plan their trip.
- Makes you part of the only official statewide travel guide to Minnesota.
- Places you in a travel guide rated highly by consumers.
- Can drive consumers to your website.

Distribution (300,000 press run):

- Primary response piece distributed by Explore Minnesota Tourism
- Promoted online through our website, banner ads and e-mail blasts
- Fulfillment piece for advertising and special promotions
- Thousands are ordered from exploreminnesota.com
- Distributed at 10 official Minnesota Travel Information Centers and at 40+ affiliated visitor information centers
- Available at Mall of America & Minneapolis-St. Paul International Airport, and other select outlets

Minnesota Travel Guide highlights:

- Statewide information on destinations, places to stay and things to do
- Display advertising by Minnesota tourism businesses and organizations
- Free lodging/camping listings in grid format; advertisers' listings note page # of display ad.
- Reader Service Card and online brochure listings at no extra fee to advertisers
- Approximately 160 pages; 8.5 X 11; glossy, 4-color format

Don't miss this chance to reach new customers!

Consumers today are looking for good values in their travel choices, and Minnesota adds up to an affordable getaway. Now, more than ever, it's important to reach out to consumers, as they look for opportunities to get away from it all for a while.

Top 5 reasons to get your ad in the 2014 Travel Guide:

- ◆ The Travel Guide reaches a **very qualified audience** of people as they plan Minnesota trips. Research found that people who get the Travel Guide use it to choose destinations and lodging, and find the ads helpful in their trip planning.
- ◆ For planning travel, **consumers use both print brochures and websites**. Often, they go online only after getting ideas from a travel brochure. It's still very important to reach consumers through print ads.
- ◆ **Low ad rates**. Our ad rates are lower than comparable publications.
- ◆ User-friendly **online edition**, with links to advertisers' websites. Exploreminnesota.com draws over 3.6 million visits a year.
- ◆ Readers can **request information** from Travel Guide advertisers from Exploreminnesota.com. (Sign up for Reader Service option.)



AD SPECIFICATIONS

Please provide these to your graphic designer.

AD SIZES (W X H):

1/12 pg 3.625 X 1.5625

1/6 pg 3.625 X 3.25

1/3 pg 7.5 X 3.25

1/2 pg 7.5 X 4.875

2/3 pg 7.5 X 6.625

Full pg 7.5 X 10 (No bleeds)

Premium full pages only:

8.25 X 10.75 w/ .125 bleed all sides

MECHANICAL REQUIREMENTS

All ads must be submitted in a digital format. The Travel Guide is printed 4-color, perfect bound.

- We prefer **hi-res, press-ready PDFs**. We can also accept "packaged" files from Adobe InDesign, Photoshop, or Illustrator. We do not accept PDFs or files from Pagemaker, Microsoft Publisher, Word, or PowerPoint.
- All fonts must be outlined in Adobe Illustrator files.
- All graphics and images in ads must be CMYK hi-res 300 dpi at actual size.
- All Pantone colors must be converted to CMYK.
- Provide a hard color copy of the ad, so we can check that the digital files of the ad have transmitted correctly.
- Make sure the "packaged" folders include all fonts (screen and printer) and that linked hi-res graphics and logos are 300 dpi CMYK.

SUBMITTING ADS

BY FTP:

Internet Explorer upload site: <ftp://exploremn@ftp.nextcom.com>

OR

FTP application site: <ftp.nextcom.com>

User: [exploremn](#)

Password: [nextcom](#)

- **Files must be compressed**
- **File name should be Advertiser name**
- **E-mail Terri Radmann once ad is uploaded**

BY E-MAIL: terrir@nextcom.com

- **Files must be compressed**
- **File name should be Advertiser name**
- **Designate for 2014 Travel Guide**
- **Provide contact name and phone number**

BY DISK: Label disk with complete name of advertiser; provide contact name, phone number and e-mail address; and include color proof.

Mail or deliver disks and color print-outs of ads to:

Next Communications
Attn: Terri Radmann
10249 Yellow Circle Drive
Minnetonka, MN 55343

QUESTIONS? Call Terri Radmann, Next Communications
952-934-8220 or e-mail terrir@nextcom.com

TERMS AND CONDITIONS

This is a legally binding contract between Explore Minnesota Tourism (Publisher) and the individual or organization (Advertiser) represented in this ad contract. By submitting an ad contract to place an ad in the **2014 Minnesota Travel Guide**, the Advertiser agrees to be bound by all of the following terms and conditions.

ADVERTISING POLICY: All advertising is subject to the publisher's approval. The focus on advertising in the *Minnesota Travel Guide* is Minnesota travel destinations and Minnesota tourism-related businesses. The publisher reserves the right to exclude advertisements that are not in the best interests of the State of Minnesota or the Minnesota tourism industry.

PAYMENT DEADLINES: The advertiser will **pay** the amount listed in this contract, **in full, on or before Sept. 13, 2013**. To qualify for the **Early Bird Discount**, a fully **completed contract and full payment** must be postmarked no later than 11:59 pm **July 24, 2013**.

AD MATERIALS: The advertiser will provide the ad in **final digital format** as specified by the publisher by **Sept. 13, 2013**. The publisher does not provide ad design services. No ad preparation fee shall be charged to advertisers for ads that meet required digital specifications. Ad materials will not be returned to the advertiser. The publisher assumes no liability for loss or damage to materials provided by the advertiser.

AD PROOFS: To ensure that digital ad files will print as designed, the advertiser must provide a printed color copy of the ad. The publisher will not provide ad proofs to advertisers.

AD PLACEMENT: Final ad placement and positioning is at the sole discretion of the publisher and specific placement is not guaranteed. Premium advertisers may select a premium ad position (as identified) on a "first come" basis. The purchase of advertising space does not guarantee editorial coverage in this publication.

AD SPACE LIMITATIONS: Display advertising space is limited, so **advertising sales may close earlier than August 30, 2013**. Early closing of advertising sales may apply to the entire publication or to specific regional sections.

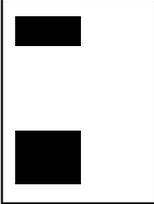
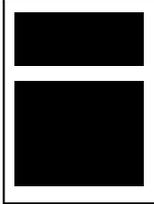
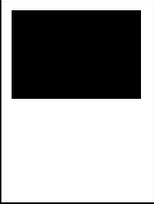
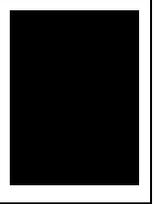
CANCELLATION: Cancellation of reserved ad space by the advertiser must be in writing and received by the publisher by August 30, 2013. Failure by the advertiser to supply needed advertising materials by Sept. 13, 2013 or failure by the advertiser to make full payment by Sept. 13, 2013 may constitute cancellation of this advertisement if the publisher so determines, and advertiser forfeits any payments made.

PUBLISHER'S PROTECTION: The advertiser agrees to indemnify the publisher against any liability, loss or expense as a result of claims or suits based on publication of advertising furnished by the advertiser.

TERMS: This agreement is between the publisher and advertiser, who understands and agrees to the terms of this contract. The terms of this written agreement are the only conditions agreed to, and no other understanding or agreements should be implied or inferred, unless executed in writing by the publisher.

Advertiser _____ Contact _____ Address _____ City _____ State _____ Zip _____ Phone _____ Fax _____ E-mail _____	Ad Agency _____ Contact _____ Address _____ City _____ State _____ Zip _____ Phone _____ Fax _____ E-mail _____
Check One: <input type="checkbox"/> New ad supplied by Sept. 13 <input type="checkbox"/> Repeat 2013 ad with no changes <small>Ad design & revision services not provided.</small>	Bill: <input type="checkbox"/> Advertiser <input type="checkbox"/> Agency [For Office use only:]

Ad Rates & Sizes

1/12 or 1/6	1/3 or 2/3	1/2	Full Page
			
		Early Bird Pay by 7/24/13	Full Rate After 7/24/13
Check size ordered:			
<input type="checkbox"/> 1/12 (3.625 x 1.5625)	<input type="checkbox"/> \$540	<input type="checkbox"/> \$570	
<input type="checkbox"/> 1/6 (3.625 x 3.25)	<input type="checkbox"/> \$1,090	<input type="checkbox"/> \$1,145	
<input type="checkbox"/> 1/3 (7.5 x 3.25)	<input type="checkbox"/> \$2,175	<input type="checkbox"/> \$2,290	
<input type="checkbox"/> 1/2 (7.5 x 4.875)	<input type="checkbox"/> \$3,270	<input type="checkbox"/> \$3,440	
<input type="checkbox"/> 2/3 (7.5 x 6.625)	<input type="checkbox"/> \$4,355	<input type="checkbox"/> \$4,585	
<input type="checkbox"/> Full (7.5 x 10) no bleeds	<input type="checkbox"/> \$6,535	<input type="checkbox"/> \$6,880	
<input type="checkbox"/> Premium Full Page <small>(8.25 x 10 w/.125 bleed all sides)</small>	<input type="checkbox"/> \$9,360	<input type="checkbox"/> \$9,850	

READER SERVICE OPTION: As an extra service to our advertisers, advertisers can also be listed on a reader service card. Readers can use this card or go online to request brochures/information from the advertiser. There is no fee to be included. Inclusion on the reader service option entails a commitment to respond to all resulting requests for information.

 **TO BE INCLUDED on the READER SERVICE OPTION you must check the box below.**

Please include our organization/business on the reader service card.

PREMIUM POSITIONS: Contact Tim Campbell (e-mail and phone # below) regarding available positions (including inside front cover, inside back cover and back cover).

AD SPECIFICATIONS: Ads must be submitted as final digital files. See previous page for detailed information to provide to your graphic designer. Note: No clip-out coupons permitted.

TERMS & CONDITIONS: See previous page for terms and conditions of this contract. By submitting this ad contract to place an ad in the *2014 Minnesota Travel Guide*, the advertiser agrees to all of these terms and conditions.

<p>Important Deadlines:</p> <p>July 24, 2013 - For Early Bird Discount (contract and full payment due).</p> <p>August 30, 2013 - Contracts are due.</p> <p>Sept. 13, 2013 - Payment and ad materials must be received.</p> <p>Contract & Payment to:</p> <p>Tammi Wilhelmy Explore Minnesota Tourism 121 7th Place E., Ste. 100 St. Paul, MN 55101</p> <p style="text-align: right;">See previous page for info on how to submit ads.</p> <p>If you have any questions regarding...</p> <p>Ad sales: Tim Campbell, 888-876-6784 - tim.campbell@state.mn.us David Bergman, 888-563-7777 - david.bergman@state.mn.us</p> <p>Ad materials: Terri Radmann, 952-934-8220 - terrir@nextcom.com</p>	<p>Total Due: \$ _____</p> <p><input type="checkbox"/> Check (Payable to Explore Minnesota Tourism)</p> <p><input type="checkbox"/> Credit Card: _____ Mastercard _____ Visa</p> <p>Card Number: _____</p> <p>Expiration Date: _____</p> <p>3 Digit Code on back of card: _____</p> <p>Advertiser's Signature _____ Date _____</p> <p>Printed Name _____</p> <p style="text-align: center;">This is a legally binding contract. Signer accepts terms & conditions listed on previous page.</p>
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Explore Minnesota Tourism
121 7th Place East, Suite 100
St. Paul, MN 55101-2146

PRESORTED
FIRST-CLASS MAIL
U.S. POSTAGE PAID
TWIN CITIES, MN
PERMIT NO.171

Reserve your ad space now in the OFFICIAL
2014 Minnesota Travel Guide

HIGHLIGHTS:

- ✓ Ad rates a great value
- ✓ Distributed to a highly targeted audience
- ✓ Main fulfillment piece for Explore Minnesota advertising
- ✓ Online edition links to advertisers

Early bird discount: Ad contract and payment due by July 24, 2013
Final space reservation deadline: August 30, 2013.