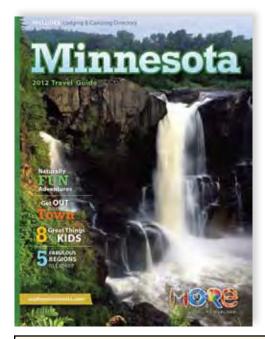
### PLACE YOUR AD IN THE

# 2013 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 31, 2012

Ad Sales Close: August 31, 2012

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.

#### Don't miss this chance to reach news 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 2013 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. Ad rates are the same as last year; our ad rates are lower than comparable publications.
- ◆ User-friendly **online edition**, with links to advertisers' websites. Exploreminnesota.com draws over 2.5 million users a year.
- ◆ Readers can **request information** from Travel Guide advertisers from Exploreminnesota.com. (Sign up for Reader Service option.)

# Minnesola

#### **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
- 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

#### 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 2013 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 2013 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. 14, 2012. To qualify for the Early Bird Discount, a fully completed contract and full payment must be postmarked no later than 11:59 pm July 31, 2012.

AD MATERIALS: The advertiser will provide the ad in final digital format as specified by the publisher by Sept. 14, 2012. 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 31, 2012.** 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 31, 2012. Failure by the advertiser to supply needed advertising materials by Sept. 14, 2012 or failure by the advertiser to make full payment by Sept. 14, 2012 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.



Ad materials:Terri Radmann @952-934-8220 - terrir@nextcom.com

# Commit by July 31 for Early Bird Discount

This is a legally binding contract. Signer accepts terms & conditions listed on previous page.

# 2013 Minnesota Travel Guide Advertising Contract

				0
AdvertiserContactAddressCityPhoneE-mailCheck One:  □New ad supplied by Setart Repeat 2012 ad with nead design & revision services not provided.	State Fax ept. 14	Zip	Ad Agency	ite Zip
Ad Rates & Sizes  1/12 or 1/6	1/2  Pay by 7/31/12  \$530  \$1,070  \$2,140  \$3,210  \$4,280  \$4,280  \$6,425  \$9,205	After 7/31/12 \$555 \$1,110 \$2,220 \$3,340 \$4,450 \$6,680 \$9,565	READER SERVICE OPTION: As an exadvertisers, advertisers can also be lists service card. Readers can use this card request brochures/information from the no fee to be included. Inclusion on their entails a commitment to respond to all rinformation.  TO BE INCLUDED on the READE you must check the box below.  Please include our organization/breader service card.  PREMIUM POSITIONS: Contact Tim Cophone # below) regarding available positions front cover, inside back cover and back.  AD SPECIFICATIONS: Ads must be sufiles. See previous page for detailed information your graphic designer. Note: No clip-out to place an ad in the 2013 Minnesota Tradvertiser agrees to all of these terms and advertiser agrees to all of these terms as	ed on a reader d or go online to advertiser. There is reader service option resulting requests for  R SERVICE OPTION  Dusiness on the  Campbell (e-mail and sitions (including inside acover).  Lubmitted as final digital formation to provide to at coupons permitted.  It is page for terms and any this ad contract travel Guide, the
Important Deadlines:  July 31, 2012 - For Early Bird Discount (contract and full payment due).  August 31, 2012 - Contracts are due.  Sept. 14, 2012 - Payment and ad materials must be received.  Contract & Payment to:  Tammi Wilhelmy  Explore Minnesota Tourism 121 7th Place E., Ste. 100  See previous page for info on how to submit ads.			Total Due: \$  □ Check (Payable to Explore Minnesota Tourism) □ Credit Card: MastercardVisa  Card Number:  Expiration Date: 3 Digit Code on back of card:	
St. Paul, MN 55101  If you have any questions regarding  Ad sales: Tim Campbell @ 888-876-6784 - tim.campbell@state.mn.us  David Bergman @888-563-7777 - david.bergman@state.mn.us			Advertiser's Signature  Printed Name	Date

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



Explore Minnesota Tourism 121 7th Place East, Suite 100 St. Paul, MN 55101-2146

# Reserve your ad space now in the OFFICIAL 2013 Minnesota Travel Guide

## **HIGHLIGHTS**:

✓ Same ad rates as last year

✓ 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 31, 2012 Final space reservation deadline: August 31, 2012.



TO **EXPLORE**