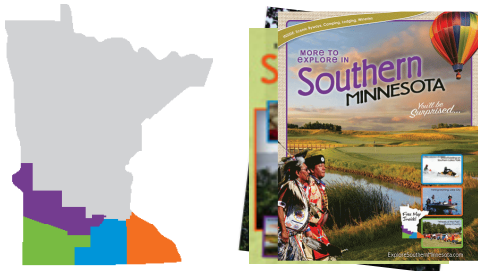


# 2012 Explore Southern Minnesota Visitors Guide

Southern Minnesota's Premier Travel & Tourism Guide

The premier annual visitors guide for travel in southern Minnesota invites you to join in with other destination partners in attracting local & Midwest travelers to southern Minnesota - and to you!

This creative guide is filled with fun information, rich editorial, numerous travel ideas, and helpful tools for travel planning. Our attractive guide invites visitors from all over the region to discover the delightful travel opportunities found throughout southern Minnesota.



## BE SEEN BY THOUSANDS OF POTENTIAL TRAVELERS

### 155,000 GUARANTEED DISTRIBUTION

The 155,000 2012 Explore Southern Minnesota Visitors Guides will be distributed in a variety of ways:

#### NEWSPAPER INSERTIONS (100,000)

Affluent households will receive the guide in carefully selected regional newspapers:

##### IOWA

Ames, Waterloo, Cedar Falls, Cedar Rapids, Des Moines

##### SOUTH DAKOTA

Brookings, Sioux Falls

##### WISCONSIN

La Crosse, Madison

##### TWIN CITIES, MN

## IF YOU'RE ONE OF THESE, YOU NEED TO BE IN THIS GUIDE!

Each of the following 4 southern MN regions (*Mississippi River Valley, Historic Bluff Country, Southern Lakes, Minnesota River Valley, and Prairie Land*) have their own section in the guide, where you can highlight your own travel opportunities, including:

- Heritage & Historic Sites
- Festivals & Events
- Theater & Pageants
- Galleries & Art Crawls
- Attractions & Museums
- Accommodations & Dining
- Shopping & Antiquing
- Resorts & Bed and Breakfasts
- Scenic Byways & Historic Highways
- State Parks & Hiking/Biking Trails
- Wine Trails

## OUR GUIDE IS GOING ONLINE AT NO ADDED CHARGE TO YOU!

2012 Explore Southern Minnesota Visitors Guide will be online in a fresh, new, and easy-to-read digital format. It will drive potential visitors to your website by hyperlinking your display ad right to your website. All of this at no added charge!

#### EXPLORE MINNESOTA TOURISM (55,000)

The 2012 guide will be distributed at:

- State and affiliated **Travel Information Centers** in Minnesota
- **The Mall of America's Explore Minnesota Store**
- **Sports & Travel Shows** throughout the Midwest
- Mailed by EMT in response to **direct requests** generated by the guide from **Explore Minnesota Tourism** marketing

#### SOUTHERN MINNESOTA TOURISM ASSOCIATION MARKETING

SMTA's 2012 campaign will utilize print and broadcast media throughout Minnesota and border states to promote Southern Minnesota tourism.



# Advertising Agreement



**Southern Minnesota**  
Tourism Association

[www.ExploreSouthernMinnesota.com](http://www.ExploreSouthernMinnesota.com)

## CONTRACT INFO

Organization Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

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

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

Email \_\_\_\_\_ Website \_\_\_\_\_

## INDICATE THE DISPLAY AD YOU ARE PURCHASING:

- |  |          |
|--|----------|
| <input type="checkbox"/> Full page (bleed or non-bleed)                            | \$4,800  |
| <input type="checkbox"/> 2/3 page (vertical only)                                  | \$3,659  |
| <input type="checkbox"/> 1/2 page (vertical or horizontal)                         | \$2,935  |
| <input type="checkbox"/> 1/3 page (vertical or square)                             | \$2,050  |
| <input type="checkbox"/> 1/6 page (vertical or horizontal)                         | \$1,400  |
| <input type="checkbox"/> 1/12 page (vertical or horizontal)                        | \$742    |
| <input type="checkbox"/> AmericInn Co-op; includes location on map & basic listing | \$292.50 |

TOTAL DUE \$ \_\_\_\_\_

3% discount for display ads if prepaid by November 15, 2011.

## Please indicate Your Southern Minnesota Region:

- Prairie Land    MN River Valley    Southern Lakes    Miss River Valley/Hist Bluff Country

## Notes:

\_\_\_\_\_

\_\_\_\_\_

*This is a legally binding agreement. Signer accepts covenants listed on this document. It is the responsibility of the advertiser to approve ads. All rates are net. Terms are net 10 days, with all advertising to be paid in full prior to publication date.*

Signed \_\_\_\_\_ Date \_\_\_\_\_

**AFTER COMPLETING THIS AGREEMENT, PLEASE FAX IT TO 763.201.7945**

Please join us in promoting travel and tourism in Southern Minnesota. For more information, contact Itineraries Inc at 1-877-832-7267 or [info@itinerariesinc.com](mailto:info@itinerariesinc.com).

# ADVERTISING Rates

**3% DISCOUNT for display ads if they are prepaid by November 15, 2011.**

Ad Size	Rate
Full page (bleed or non-bleed)	4800
2/3 page	3659
1/2 page (vertical or horizontal)	2935
1/3 page (vertical or horizontal)	2050
1/6 page (vertical or horizontal)	1400
1/12 page	742

Ad production services are available upon request.

## Directory Listings

Basic Listing (Contact Information)	85
Enhance Listing (Contact plus 15 words of copy)	135
Enhanced Listing with purchase of a display ad	FREE

## Website Presence

20-second Audio Clip	300
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(On the ONLINE Explore Southern Minnesota Guide. Available for Display Advertisers only.)

## SPACES RESERVATIONS & DEADLINES

<b>SPACE RESERVATIONS:</b>	November 8, 2011
<b>MATERIALS DEADLINE:</b>	November 15, 2011

<b>COPIES TO EXPLORE MN TOURISM OFFICES</b>	January 1, 2012
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<b>NEWSPAPER DISTRIBUTION</b>	April 2012
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## SENDING MATERIALS

Materials, ads, photos, editorial can be sent by email or regular mail.

## EMAIL ATTACHMENTS

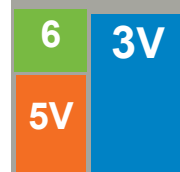
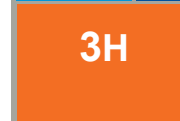
Display ads, listings, photos, itineraries and editorial to [graphics@itinerariesinc.com](mailto:graphics@itinerariesinc.com)

## POSTAL SERVICES SEND ALL MATERIALS TO:

Attention: Explore Southern Minnesota  
ITINERARIES Inc.  
56 South 33<sup>rd</sup> Avenue #234  
St. Cloud, MN 56301

## SPECIFICATIONS

Ad Size	Inches (width x height)
1 – Full page	7.5 x 10
Full page, full bleed	trim size 8.25 x 10.75
	Build additional 1/8" on all sides for bleed = 8.5 x 11
2 – 2/3 page	4.95 x 10
3 – 1/2 page Vertical	4.95 x 7.5
1/2 page Horizontal	7.5 x 4.95
4 – 1/3 page Vertical	2.42 x 10
1/3 page Square	4.95 x 4.95
5 – 1/6 page Vertical	2.42 x 4.95
1/6 page Horizontal	4.95 x 2.42
6 – 1/12 page	2.42 x 2.42



All 4-color process display ads must be submitted digitally in press-quality PDF, Quark Xpress format (6.1-6.5), or Adobe in Design CS2...PDF is preferred. Quark Express & InDesign documents must include all imported graphic files, plus all MAC-based screen & printer fonts used in the document. All photos must be CMYK and 300 dpi resolution at 100% size. Costs for corrections and/or changes will be passed onto the advertiser. Bleeds should extend 1/8" beyond the edges of the ad. Keep all live matter in display ads at least 1/8" away from the edges.

Provide editorial copy as Word files.

Please contact Itineraries Inc. with any questions you may have associated with production and assembly of your ad.

### QUESTIONS?

Contact Itineraries Inc.  
Ph: 320-259-1082 or 1-877-832-7267  
Fax: 763-201-7945

E-mail: [info@itinerariesinc.com](mailto:info@itinerariesinc.com)

EXPLORE  
*Minnesota*  
© EMT

You'll be  
Surprised...

# LISTING FORM & Agreement



[www.ExploreSouthernMinnesota.com](http://www.ExploreSouthernMinnesota.com)

One 15-word listing is free with the purchase of a display ad. If purchasing a listing, see following prices. See bottom of page for examples. Please write or type clearly. It is your responsibility to supply approved copy. There will be no proofs. Use a separate page if necessary. When complete, FAX to 763-201-7945 or MAIL to 56 South 33rd Avenue #234 – St. Cloud, MN 56301.

ORGANIZATION \_\_\_\_\_ CONTACT NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY, STATE, ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_ WEBSITE \_\_\_\_\_

## CHECK THE TYPE OF LISTING YOU WANT:

- I want a Basic Listing with contact information \$85.00
- I want an Enhanced Listing with contact information and 15 words of descriptive copy. \$135.00
- I want a listing placed on the 2012 Explore Southern Minnesota Map. \$70.00
- I want a 20 second Audio Clip on the ONLINE Explore Southern Minnesota Guide. \$300.00  
(display advertisers only)

Copy for Enhanced Listing - 15 words or less: \_\_\_\_\_

## CHECK YOUR CATEGORY

- CVB/Chamber  Historic/Heritage Site  Festival/Event  Attraction  Pageant/Theater  Shopping/Antiquing  Resort  
 Accommodations  Bed & Breakfast  Dining  Other \_\_\_\_\_

## CHECK YOUR SOUTHERN MINNESOTA REGION

- Mississippi River Valley & Historic Bluff Country  Southern Lakes  Minnesota River Valley  Prairie Land

## **AFTER COMPLETING & SIGNING THIS FORM PLEASE FAX IT TO 763.201.7945. THANK YOU!**

*This is a legally binding agreement. Signer accepts covenants listed on this document. All rates are net and listing rates are non-commissionable. Terms are net 10 days, with all advertising to be paid in full prior to publication date. For questions call 1-877-832-7267.*

Signed \_\_\_\_\_ Date \_\_\_\_\_

## BASIC AND ENHANCED LISTING EXAMPLES:

ACCOMMODATIONS		ATTRACTIONS	
<b>AmericInn Lodge &amp; Suites</b>	651-565-5366	<b>Eagle Bluff Environmental Learning Center</b>	
150 Commerce Drive - Wabasha		Rt 2 Box 156A - Lanesboro	888-800-9558
<a href="http://www.americinn.com">www.americinn.com</a>		<a href="http://www.eaglebluff.org">www.eaglebluff.org</a>	
45 rooms and theme suites with fireplace, whirlpools, Pool, recreation area. Free enhanced continental breakfast.		<b>End-O-Line Railroad Park &amp; Museum</b>	
		440 North Mill Street - Currie	507-763-3280
<b>Best Western Riverport Inn</b>	800-595-0606	<b>CHAMBERS and CVBs</b>	
900 Bruski Drive - Winona		Fairmont CVB	800-657-3280
<a href="http://www.bestwestern.com">www.bestwestern.com</a>		PO Box 976 - Fairmont	<a href="http://www.fairmont.com">www.fairmont.com</a>