



ITINERARIES MINNESOTA

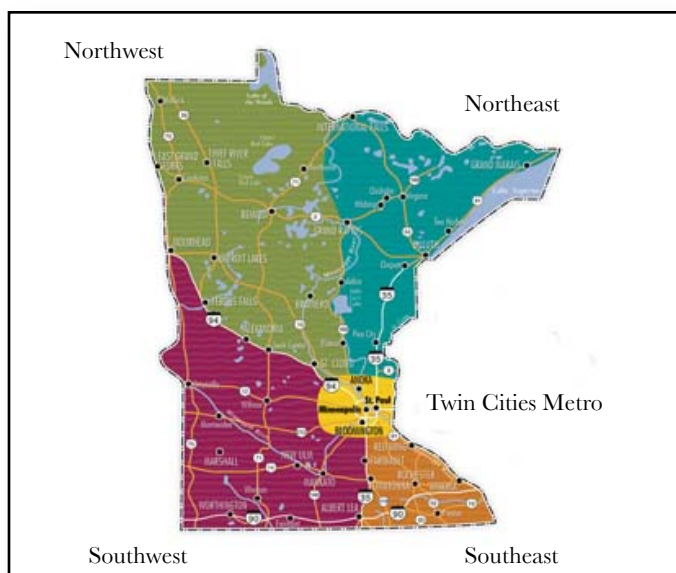
Travel Companion

& FIELD TRIPS

~ 2012 Media Kit ~

A RESOURCE DIRECTORY THAT'S EFFICIENT & EASY-TO-USE!

Itineraries Minnesota Travel Companion & Field Trips is a unique type of guide that combines both a printed guide & an internet guide. For **Individuals and Small Groups such as: Families, Church Groups, Scouts, Red Hats, Active Adults & Teachers!**



A "MUST-HAVE" WHEN TRAVELING

Minnesota is divided into 5 regions. Each region (Northwest, Northeast, Twin Cities/Metro, Southwest & Southeast) has 5 key elements...

- **Display Advertising**
- **Driving Map with travel routes & cities**
- **Sample Itinerary**
- **Festivals/Events**
- **Regional Directories**

DISTRIBUTION OF 30,000

- Inserted into selected **Upper Midwest Newspapers** (MN, IA, SD, ND & WI).
- Distribution at **Minnesota Travel Information Centers (TIC's)**.
- Select **shows & conferences** for active seniors & youth.
- Teachers attending the **2012 Educational Conferences**.
- Mailed to Tour Operators in the US & Canada with **Itineraries Midwest Magazine**.

WITH A DISPLAY AD OR FIELD TRIP LISTING YOU WILL RECEIVE

1. Placement on the **Driving Map**
2. A **FREE Extended Directory Listing**
3. **Hotlinks** from your ad & listing to your website on the online version of the magazine
4. Valuable **Sales Leads & Contact Opportunities**
5. **GPS Coordinates** included in Field Trip Listing
6. Included in the **Festival/Events Calendar**

OUR GUIDE IS ONLINE, AT NO ADDED CHARGE TO YOU!

Itineraries Minnesota Travel Companion & Field Trips 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 or field trip listing right to your website address!

ALL OF THIS AT NO EXTRA CHARGE!

ADVERTISING RATES

COVERS

	Size (width x height)	Rate
Inside Front	8" x 10.75"*	\$3350
Inside Back	8" x 10.75"*	\$3350
Back Cover	8" x 10.75"*	\$3965

DISPLAY ADS

Full page	8" x 10.75"*	\$2640
1/2 page	7" x 4.375"	\$1485
1/3 page	7" x 3.0625"	\$945
Field Trip Listing	we produce for you **	\$545

DIRECTORY LISTINGS

Extended Listing (Name, address, phone, web address & 10 words)	\$125
Extended Listing - free with purchase of ad (one per ad)	\$0

ONLINE

20 second Audio Clip on Online Magazine (For Display ads only)	\$300
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* Indicates a 1/8" on all sides for bleed.

** We produce all Field Trips Listings. Please send one photo, contact information & 65 words.

MATERIALS

Submit 4-color process display ads in press quality PDF format. Keep live matter in display ads at least 1/8" away from all edges. Photos must be CMYK & 300 dpi resolution at 100% size. Please provide all editorial copy in Word files.

Materials, ads, photos & copy should be sent by email or mail to:

Email Attachments:

graphics@itinerariesinc.com

Mail:

Attention Itineraries Inc.
56 South 33rd Avenue, #234
St. Cloud, MN 56301

QUESTIONS ?

Contact Itineraries Inc.

877-832-7267

info@itinerariesinc.com

or

Eric Beuning

320-253-6243

Eric@itinerariesinc.com

SPACE RESERVATIONS & DEADLINES

Space Reservation: October 4, 2011

Materials Deadline: October 11, 2011

Distribution: November 2011

Sample Field Trip Listing (actual size is larger)

LAURA INGALLS WILDER MUSEUM & INFORMATION CENTER

330 Eighth Street – Walnut Grove, MN 56180
507-859-2358 | fax 507-859-2933
800-528-7280 | Pageant Tickets 888-859-3102
lauramuseum@walnutgrove.org
www.walnutgrove.org
GPS: N44°13.477, W95°28.356

Walnut Grove is the childhood home of Laura Ingalls Wilder author to the "Little House" books. Museum consists of 8 buildings telling the stories of the Ingalls Family and other pioneers. Extra events for pre-booked group tours. Wilder Pageant held 3 weekends in July telling the story of Laura Ingalls Wilder's life in Walnut Grove. Gift Store at Museum & Pageant. Historic Sites & Specialty shops.



~ ADVERTISING AGREEMENT ~

Company _____ Contact _____

Address _____ City, State, Zip _____

Phone _____ Fax _____

Email _____ Web _____

1. CHECK ONE CATEGORY BEST DESCRIBING YOU:

____ ACCOMMODATIONS

Hotel, Resort, Campground, Motel

____ ARTS, SPORTS, RECREATIONAL & ENTERTAINMENT

Soft Adventure, Camping, Birding, Theatre, Music, Arts, Sports

____ EDUCATIONAL ATTRACTIONS & DESTINATIONS

History, Heritage, Ethnic, Environmental, Social, Ag, Industry, Science

____ TRAVEL SERVICES

CVB, Restaurant, Tour Operator, Transportation

2. INDICATE YOUR REGION:

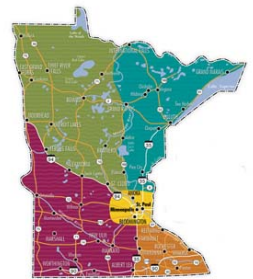
____ NORTHWEST

____ NORTHEAST

____ TC/METRO

____ SOUTHWEST

____ SOUTHEAST



3. INDICATE YOUR CHOICE(S):

DISPLAY ADS

____ Full page	\$2640
____ 1/2 page	\$1485
____ 1/3 page	\$ 945
____ Field Trip Listing	\$ 545

COVERS

____ Inside Front/Inside Back	\$3350
____ Back Cover	\$3965

DIRECTORY LISTINGS

____ #1 - Extended Listing	\$125
<i>Name, address, phone, web address, 10 words</i>	
____ #2 - Extended Listing: Free with ad or FT Listing	
<i>Name, address, phone, web address, 10 words</i>	

ONLINE

____ 20 second Audio Clip on Online Magazine \$300

FIELD TRIP LISTING CHECKLIST

Important: Production is included in the price of your listing, and we must produce it for you. Send this information to **graphics@itinerariesinc.com**.

- ____ 1 - One full color high resolution photo (300 dpi) or one digital full color logo
- ____ 2 - Contact information: Company, Address, City, State, Zip
Phone, Fax, Email Address, Web Address
- ____ 3 - 65 words of descriptive copy. Remember to "sell" your destination!
Please email the copy to **graphics@itinerariesinc.com**.
- ____ 4 - List your GPS coordinates: _____

IMPORTANT: Tell us the email address where to send your proof:

If we don't receive a response from you within 24 hours, your listing will be considered approved & published as it was sent to you.

DIRECTORY CHECKLIST

Email the following information to: **graphics@itinerariesinc.com**.

- ____ 1. Contact information (as applies): Company, Address, City, State, Zip
Phone, Email Address, Web Address
- ____ 2. 10 words of descriptive copy - IF APPLICABLE.
- ____ 3. *If sending materials via* **POSTAL SERVICE** - Mail materials to:
Attention: Itineraries, Inc.
56 South 33rd Avenue, #234 • St Cloud, MN 56301

TOTAL DUE**\$** _____

SPECIAL NOTES: _____

4. Sign _____ Date _____

This is a legally binding agreement. Signer accepts covenants listed in 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 unless otherwise agreed upon with the publisher of **Itineraries Minnesota Travel Companion & Field Trips**.

After completing this agreement, please fax it to 763-201-7945. For questions, call 1-877-832-7267. Thank you.