

2021 GUIDES - Ad Rates & Material Specs

FULL YEAR CAMPAIGNS

plus custom advertising solutions

DEC 2020

Blogs, Emails, Websites

JAN 2021

Blogs, Emails, Websites

FEB 2021

Blogs, Emails, Websites

MAR 2021

Blogs, Emails, Websites

APRIL 2021

Blogs, Emails, Websites

MAY 2021

Blogs, Emails, Websites

JUNE 2021

Blogs, Emails, Websites

JULY 2021

Blogs, Emails, Websites

AUG 2021

Blogs, Emails, Websites

SEPT 2021

Blogs, Emails, Websites

OCT 2021

Blogs, Emails, Websites

NOV 2021

Blogs, Emails, Websites



HFB
Digital
Guide



HFB
Print/Digital
Guide



LDM
Print/Digital
Guide



MFTL
Print/Digital
Guide



HFB
Print/Digital
Guide



Let's Do
MINNESOTA



MN Bike/Hike Guide

Bike/Hike Trail Maps, Helpful Tips, Communities to Explore & Bike Events!

Print/Digital Distribution to families, friends, clubs, individuals

500,000 consumer downloads & reads in 2021!

LetsDoMN Healthy Adventures Guide

Outdoor/Indoor Adventures, Itineraries, Fun MN Attractions!

Print/Digital Distribution to consumers: families, friends, clubs,

individuals in MN and the upper midwest

200,000 consumer downloads/reads in 2021!

MN Field Trip & Group Travel Guide

Field Trips, Assemblies & Fun Group Travel Destinations & Attractions!

Print & Digital Distribution to regional schools, educators, activity planners, group leaders & nationwide tour operators

165,000 group planner downloads & reads in 2020!

AD RATES

Includes your ad mirrored in the 2021 Guides

Bike/Hike Guide (x4/year) • LDM GUIDE (x1/year) • Field Trip Guide (x1/year)

1/4 page display ad, sponsor of HOW TO Tip Sheet, LDM Directory Expanded Listing - \$350

1/3 page display ad, sponsor of HOW TO Tip Sheet, LDM Directory Expanded Listing - \$525

1/2 page display ad, sponsor of HOW TO Tip Sheet, LDM Directory Expanded Listing - \$750

Full page display ad, sponsor of HOW TO Tip Sheet, LDM Directory Expanded Listing - \$1275

2 page spread, sponsor of HOW TO Tip Sheet, LDM Directory Expanded Listing - \$1995

Special Placement: Cover, IFC, IBC, Back Cover - per agreement

AD SPECS

- All three guides are the same vertical-oriented size - 5.25" wide x 8.25" high
- Your ad(s) must be submitted as an **approved** PDF document ready to print.
- **Embed** your type into your PDF document.
- Use **High Resolution** (300dpi) images and/or photos
- **We do NOT send out proofs.** Submit your ad approved and ready to publish.
- **Want your URL link to work in the digital version of the Guide?** Use **ARIAL** or **HELVETICA** typeface with 10 point size or larger to ensure your URL will be an active link.

Display Ad Sizes

1/4 Page
Vertical
2.23" x 3.8"
no bleeds

1/3 Page
Vertical
2.23" x 5"
no bleeds

1/2 Page
Vertical
2.23" x
7.625"
no bleeds

1/4 Page
Horizontal
4.625" x 1.9"
no bleeds

1/3 Page
Horizontal
4.625" x 2.53"
no bleeds

1/2 Page
Horizontal
2.23" x 3.8"
no bleeds

Standard
Full Page
Vertical
4.625" x 7.625"
No Bleed

Premium
Back Cover, IFC, IBC
Full Page
Vertical
4.625" x 7.625"
Yes - Bleeds included