

# explore NATIVE America

YOUR GUIDE TO CULTURAL ATTRACTIONS,  
EVENTS, & GAMING FACILITIES ACROSS THE USA.

## | 2011 MEDIA KIT |



| [WWW.EXPLORENATIVEAMERICA.COM](http://WWW.EXPLORENATIVEAMERICA.COM) | [INFO@EXPLORENATIVEAMERICA.COM](mailto:INFO@EXPLORENATIVEAMERICA.COM) |

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## WHAT

Explore Native America is a magazine that promotes cultural attractions, annual events, and gaming properties within Native America. Each attraction/event/casino will be highlighted within the editorial throughout the magazine. Explore Native America targets travelers through the leisure market, group travel, event planners and gamers.

## WHEN

Explore Native America will come out twice a year (Spring/Summer & Fall/Winter).

## SPACE RESERVATIONS & DEADLINES Spring/Summer 2011

Space Reservations: February 20th, 2011  
Materials Deadline: February 28th, 2011  
Distribution: March 2011

## Fall/Winter 2011

Space Reservations: August 20th, 2011  
Materials Deadline: August 30th, 2011  
Distribution: September 2011



# CASINO

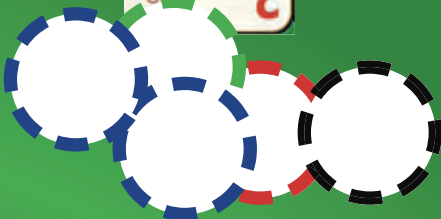
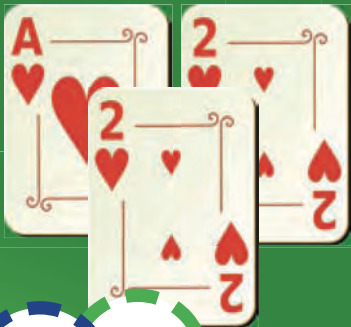
## | DISTRIBUTION |

150,000 Guaranteed Distribution  
Be seen by thousands of potential travelers!  
The Explore Native America Magazines will be distributed in a variety of ways:

Group Travel Market  
Event Planners  
Convention Planners  
Gamers  
Trade Shows & Conventions  
Leisure Market  
Online

Each property that advertises will receive copies for their personal distribution. This will include a hard copy and an e-format/digital version for their own e-lists.

Online at [WWW.EXPLORENATIVEAMERICA.COM](http://WWW.EXPLORENATIVEAMERICA.COM).



# 2011 Advertising Rates & Specifications

<b>PREMIUM PLACEMENT</b> dimensions (width x height, inches)	1x	2x
<b>Back Cover:</b> full bleed 8.25 x 10.75 trim size*	9500	9000
<b>Inside Front Cover:</b> full bleed 8.25 x 10.75 trim size*	8900	8400
<b>Inside Back Cover:</b> full bleed 8.25 x 10.75 trim size*	8500	8000
<b>Page 3:</b> full bleed 8.25 x 10.75 trim size*	8500	8000

<b>STANDARD PLACEMENT</b> dimensions (width x height, inches)	1x	2x
<b>two page spread</b> full bleed 16.5 x 10.75 trim size* (final size 16.75 x 11)	13,000	12,000
<b>full page:</b> full bleed 8.25 x 10.75 trim size* (final size: 8.5 x 11)	7500	7000
<b>full page</b> 7.5 x 10	7500	7000
<b>half page</b> horizontal: full bleed 8.25 x 5.375 trim size* (final size: 8.5 x 5.625)	5680	5180
<b>half page</b> horizontal 7.5 x 5	5680	5180
<b>third page</b> vertical: full bleed 2.75 x 10.75 trim size* (final size: 3 x 11)	4809	4309
<b>third page</b> vertical 2.125 x 10	4809	4309
<b>fourth page</b> horizontal: full bleed 8.25 x 2.75 trim size* (final size: 8.5 x 3)	4181	3681
<b>fourth page</b> horizontal 7.5 x 2.375	4181	3681

\*Full-bleed ads require an extra 1/8" bleed on all sides for a final file size of 8.5 x 11

<b>DIRECTORY LISTINGS</b>	1x	2x
Listings can be purchased separately.		
15-word directory listing – FREE with purchase of ad (one per ad)	0	0
15- word directory listing	1000	500

<b>ADDITIONAL ADVERTISING OPPORTUNITIES</b>	1x	2x
Online interactive magazine audio invitation – display advertisers only (20 seconds – please provide mp3 format)	400	350
Online banner advertising	request estimate	

All rates are net per issue.

All 4-color process display ads must be submitted digitally in press-quality PDF, Quark Xpress format (6.1-6.5), or Adobe InDesign 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 all 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 as Word files. Please contact Itineraries Inc. with any questions you may have associated with production and assembly of your ad.

## SENDING MATERIALS

Materials, ads, photos, editorial can be sent in by email or regular mail.  
Email: [info@itinerariesinc.com](mailto:info@itinerariesinc.com)

Mail & Contact Information:  
ITINERARIES INC.  
Care Of: Explore Native America Guide  
56 South 33rd Avenue #234 - St. Cloud, MN 56301  
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