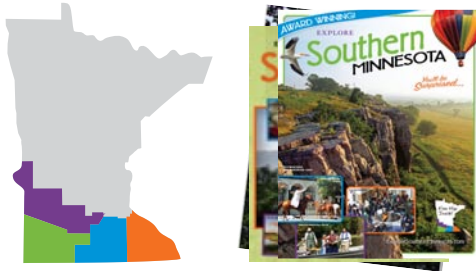


2011 Explore Southern Minnesota Visitors Guide

Southern Minnesota's Premier Travel & Tourism Guide

As the premier annual visitor guide for travel in southern Minnesota, you again this year have the opportunity to join with other destination partners in attracting local and upper 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.



IF YOUR 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, TOO!

2011 Explore Southern Minnesota Visitor 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!

BE SEEN BY THOUSANDS OF POTENTIAL TRAVELERS

155,000 GUARANTEED DISTRIBUTION

The 155,000 2010 Explore Southern Minnesota Visitor 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

EXPLORE MINNESOTA TOURISM (55,000)

The 2011 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 EMTA marketing

SOUTHERN MINNESOTA TOURISM ASSOCIATION MARKETING

SMTA's 2011 campaign will utilize print and broadcast media throughout Minnesota and border states to promote Southern Minnesota tourism.



ADVERTISING *Rates*

3% DISCOUNT for display ads if they are prepaid by November 15, 2010.

Ad Size	Rate
Full page (<i>bleed or non-bleed</i>)	4687
2/3 page	3517
1/2 page (<i>vertical or horizontal</i>)	2863
1/3 page (<i>vertical or horizontal</i>)	1992
1/6 page (<i>vertical or horizontal</i>)	1364
1/12 page	742

Ad production services are available upon request.

Directory Listings

Basic Listing (<i>Contact Information</i>)	85
Enhance Listing (<i>Contact plus 15 words of copy</i>)	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

SPACE RESERVATIONS:	November 8, 2010
MATERIALS DEADLINE:	November 15, 2010
COPIES TO EXPLORE MN TOURISM OFFICES	January 1, 2011
NEWSPAPER DISTRIBUTION	April 2011

SENDING MATERIALS

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

EMAIL ATTACHMENTS

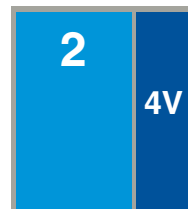
Display ads, listings, photos, itineraries and editorial to graphics@itinerariesinc.com

POSTAL SERVICES SEND ALL MATERIALS TO:

Attention: Explore Southern Minnesota
ITINERARIES Inc.
56 South 33rd 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
	<i>Build additional 1/8" on all sides for bleed = 8.5 x 11</i>
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 200 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

EXPLORE
Minnesota
© 2011
COM

*You'll be
Surprised...*

Advertising Agreement



**Southern
Minnesota**
Tourism Association

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) | \$4,687 |
| <input type="checkbox"/> 2/3 page (vertical only) | \$3,517 |
| <input type="checkbox"/> 1/2 page (vertical or horizontal) | \$2,863 |
| <input type="checkbox"/> 1/3 page (vertical or square) | \$1,992 |
| <input type="checkbox"/> 1/6 page (vertical or horizontal) | \$1,364 |
| <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, 2010.

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.

LISTING FORM & Agreement



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 **2010 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

AmericInn Lodge & Suites 651-565-5366
 150 Commerce Drive – Wabasha
www.americinn.com
45 rooms and theme suites with fireplaces, whirlpools, Pool, recreation area. Free enhanced continental breakfast.

Best Western Riverport Inn 800-595-0606
 900 Bruski Drive – Winona
www.bestwestern.com

ATTRACTIONS

Eagle Bluff Environmental Learning Center
 Rt 2 Box 156A – Lanesboro 888-800-9558
www.eaglebluff.org

End-O-Line Railroad Park & Museum
 440 North Mill Street – Currie 507-763-3113

CHAMBERS and CVBs

Fairmont CVB 800-657-3280
 PO Box 976 – Fairmont www.fairmont.com