

# MINNESOTA SNOWMOBILING DESTINATIONS

DESTINATIONS has been the number one choice of advertisers and trip planning resource for Midwestern snowmobilers since 1989.

DESTINATIONS puts your message exactly where it needs to be in 2018-2019. Circulated as a primary winter tourism response tool of Explore Minnesota and mailed to all of the Minnesota United Snowmobilers Association's (MnUSA) vital club membership as a pullout insert in the October issue of *Minnesota Snowmobiling* magazine.

DESTINATIONS hits the bulls eye for the traveling snowmobiler. All the news and information about snowmobile touring and vacations riders need is here, presented in a handy reference edit and atlas format snowmobile enthusiasts use all year long.



## Print Circulation

**50,000 copies • 115,000 readers**

Published annually, delivered as a pullout insert in the October issue of Minnesota Snowmobiling magazine, and distributed by Explore Minnesota Tourism Office as their primary Winter tourism inquiry response tool.

## Display Rates \*

Black & White Ad Size		Full Color Ad Size	
Full Page	\$2505	Full Page	\$3630
3/4 Page	\$2395	3/4 Page	\$3330
1/2 Page	\$1705	1/2 Page	\$2820
1/4 Page	\$900	1/4 Page	\$1790
1/8 Page	\$655	1/8 Page	\$1195
1/16 Page	\$345	1/16 Page	\$935

## Digital Publication Ad Rates

Display ad embedded links:

\$60 per ad/link

(No Charge for links with \$2000 min. MSPN ad package)

► For more information on digital and web ads call 800.989.6776, email [sales@mspninc.com](mailto:sales@mspninc.com)

## Issue Closing Dates

Ad Close	08/20/18
Materials Due	08/24/18
Mail Date	10/02/18

## \* Discounts

- 15% commission to accredited advertising agencies
- 30% discount to qualified mail order and tourism operators
- 5% prepay discount by ad materials due date

\*Contact your MSPN sales rep. to verify qualifications.

To view a sample magazine click here →

## FREE Digital Circulation

Your Destinations print ad will be viewed by thousands of additional bonus readers via any mobile device on mspninc.com and Explore Minnesota Tourism websites. Plus, our click thru digital versions provides you the opportunity to connect consumers directly to your product, service or special offer on your website.

## Ad Size

2 page spread (w/bleed)	17" X 11.25"
Full page (w/bleed)	8.75" X 11.25"
Full Page	7.75" X 10.125"
3/4 page	5.775" X 10.125"
1/2 page (V)	3.8" X 10.125"
1/2 page (H)	7.75" X 4.988"
1/4 page (V)	1.825" X 10.125"
1/4 page	3.8" X 4.988"
1/4 page (H)	7.75" X 2.418"
1/8 page (V)	1.825" X 4.988"
1/8 page (H)	3.8" X 2.418"
1/16 page	1.825" X 2.418"
Trim Size	8.25" X 10.75"
Bleed Size	8.75" X 11.25"
Live Area	7.75" X 10.125"
Line Screen	133

## Mechanical Requirements

Supplied ads are accepted in most electronic formats, such as PDF, EPS or TIFF. Ads are also accepted as InDesign, Illustrator or Photoshop documents, provided that all necessary fonts and images are included. Let our art department turn your ideas into an effective ad at a reasonable cost. For further details call 952-473-7870.



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