

MINNESOTA

ATVentures

"ATVentures is the most effective and important ad buy for tourism operators and places of business who seek a solid year of ATV sales opportunities."

2019 Advertising Rates

Minnesota's Exclusive Annual Trail & Destination Guide

There are over 266,000 ATVs registered in the state of Minnesota today and all these riders want to know where they can ride. The answer is found on the pages of ATVentures Trail and Destinations guide. Packed with trip planning information, photos, ATV trail and park maps, plus updates on current rules and regulations, this is the book every dedicated trail user references all year long.

BIG CIRCULATION

Over 100,000 readers depend on ATVentures to find new places to ride and destinations to explore.

Expanded Distribution by Explore Minnesota and the MN DNR

ATVentures is published annually every June and delivered to dedicated trail users several effective ways. Distributed by Explore Minnesota as their primary ATV response tool as well as MN DNR's central and regional offices, the book also reaches readers at sports shows, ATV businesses and as a special supplement inserted into the June/July issue of *Minnesota Offroad* magazine.

NEW BONUS Website Circulation

All ATVentures ads will be seen by thousands of bonus readers when they appear exactly how they are in print on the web. ATVentures digital edition will be linked directly to multiple websites, including Explore Minnesota's site.

By the Numbers ... Minnesota ATV Travel Expenditures*

- \$260.3 million spent annually at destination
- \$311.8 million spent annually at home and enroute
- 26.3 average times ATving per year.
- 10.7 average trips taken per year that are 100 plus miles from home
- 3.3 average days per trip
- 3.1 average nights per trip

*Sources: ATV Economical Impact Study - University of Minnesota Tourism Center and MN Dept. of Employment and Economical Development

Issue Closing Dates

Issue	Closing	Material Due	Mail Date
JUNE/JULY	5/13/19	5/17/19	6/7/19

Display Rates

Black & White	Four Color Process (Full Color)
Ad Size	Ad Size
Full Page - \$1380	Full Page - \$1860
1/2 Page - \$910	1/2 Page - \$1390
1/4 Page - \$470	1/4 Page - \$940
1/8 Page - \$280	1/8 Page - \$680
1/16 Page - \$150	1/16 Page - \$365

To view a sample magazine click here →



Digital Publication Ad Rates

All rates are priced per issue, per publication title.

Display ad embedded links:

1x
\$80
(\$2000.00 min. ad package to qualify for ad link at no charge)

For more information on digital advertising call 800.989.6776 or email sales@mspninc.com

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.

DISCOUNTS: 15% commission to accredited advertising agencies. 5% prepay by materials due date. Ask your sales rep about 30% tourism and mail order discounts.



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