



Explore  
**UPNORTH**

*Visitors Guide*

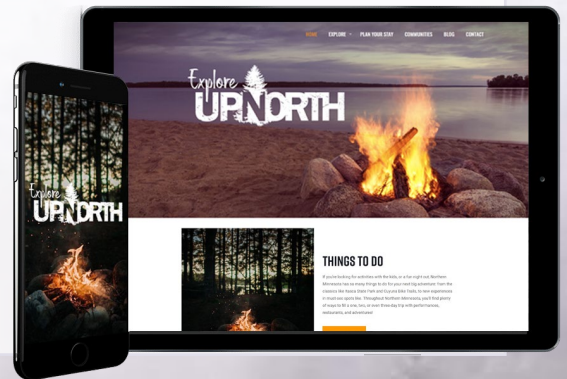
# DISTRIBUTION

## Digital

2,000,000+ Impressions

With our digital first approach, we run highly targeted, paid media campaigns using intent to travel, household income, interest, etc.

- Facebook
- Google
- Instagram



## Print

500,000 Readers

We ship thousands of guides annually to potential visitors at the following locations throughout the state of Minnesota:

- MSP Airport
- Mall of America
- Chambers of Commerce and Tourism Centers Statewide



\* Based on an estimated 75,000 printed guides, industry average of 7.5 readers per guide per "Audience Dialogue" Statistics



# ATTENTION IS A PRECIOUS COMMODITY IN TODAY'S WORLD. THAT'S WHERE WE COME IN.

Explore UpNorth helps our audience follow its passions and get the most out of every day. We take readers and site visitors inside the most amazing and inspiring experiences in Minnesota - from restaurants and travel destinations to recreation activities and retail experiences - inviting them along for the journey instead of merely being spectators. We have 18 years of digital experience\* and we currently manage properties with the following statistical data for 2020.

315K+

Followers

2.5M+

Post Reach

400K+

Video Views

30.2M+

Impressions

700K+

Link Clicks

\* Explore UpNorth is a DBA of Innovative Brand Lab, LLC



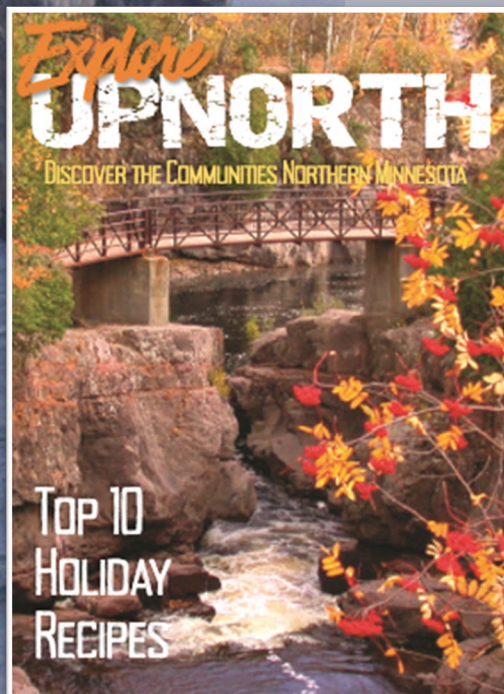


We produce an online digital guide with companion website, and three printed editions of the Visitors Guide to showcase all that Northern Minnesota has to offer year-round.



## DIGITAL MAGAZINE WITH 3 SEASONAL PRINT ISSUES

Summer, Fall, and Winter



# AD RATES - PER SEASON

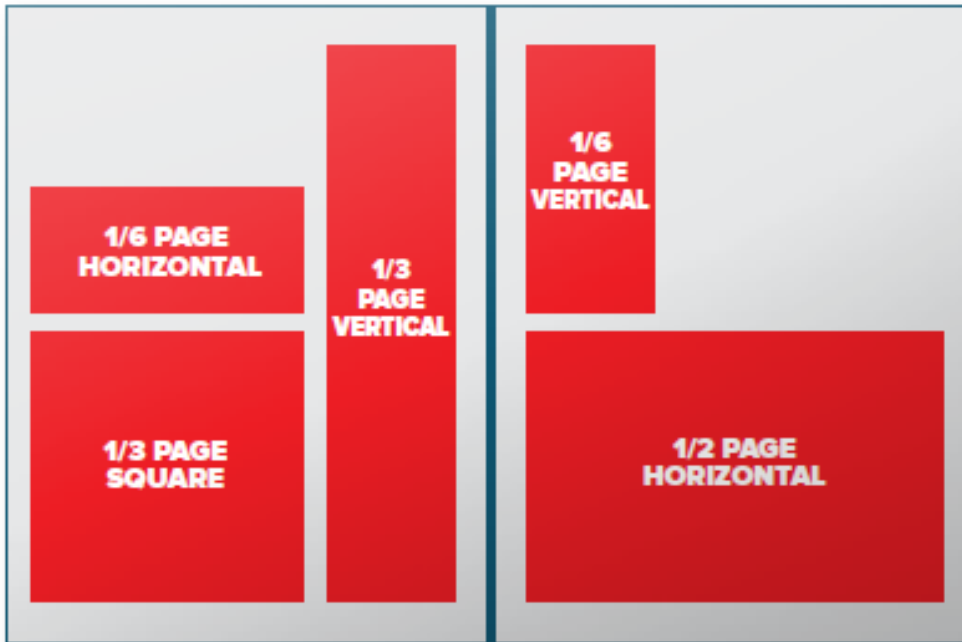
Visitors Guide Ad Sizes & Prices

AD SIZE		WIDTH	HEIGHT	AMOUNT	
<input type="checkbox"/>	1/6 Page (Vertical)	2.3"	4.8"	\$600	
<input type="checkbox"/>	1/6 Page (Horizontal)	4.77"	2.34"	\$600	
<input type="checkbox"/>	1/3 Page (Vertical)	2.3"	9.75"	\$1,200	
<input type="checkbox"/>	1/3 Page (Square)	4.77"	4.8"	\$1,400	
<input type="checkbox"/>	1/2 Page	7.25"	4.8"	\$1,900	
<input type="checkbox"/>	Full Page *	8.25"	10.25"	\$2,500	
<input type="checkbox"/>	PREMIUM PLACEMENT	Outside Back Cover *	8.25"	10.25"	\$6,500
<input type="checkbox"/>		Inside Front Cover *	8.25"	10.25"	\$3,500
<input type="checkbox"/>		Credits *	8.25"	10.25"	\$3,500
<input type="checkbox"/>		Table of Contents *	8.25"	10.25"	\$3,500
<input type="checkbox"/>		Inside Back Cover *	8.25"	10.25"	\$3,500

SAVE 20% WHEN YOU ADVERTISE IN ALL THREE SEASONAL PRINT ISSUES

- Summer
- Fall
- Winter

Update your Digital Ad EVERY month for ONLY \$395 annually



# BUNDLE UP!

*Upgrade your business presence with these affordable advertising add-ons. Great options for all budget sizes!*

## DIRECTORY LISTING.....\$100

Business name, address, phone number, website, and 25-word description.

## BUSINESS SPOTLIGHT.....\$295

Business name, address, phone number, website, 50-word description, and photo.

## EXPLORE BUNDLE .....\$350

Includes both a directory listing and a business spotlight!





## AD RATES

Visitors Guide Ad Sizes & Prices

AD SIZE	WIDTH	HEIGHT	AMOUNT	SAVE 20% WHEN YOU CHOOSE ALL SEASONS			TOTAL
				Summer	Fall	Winter	
<input type="checkbox"/> 1/6 Page (Vertical)	2.3"	4.8"	\$600	x			
<input type="checkbox"/> 1/6 Page (Horizontal)	4.77"	2.34"	\$600	x			
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<input type="checkbox"/> Table of Contents *	8.25"	10.25"	\$3,500	x			
<input type="checkbox"/> Inside Back Cover *	8.25"	10.25"	\$3,500	x			
<input type="checkbox"/> Digital Ad Monthly Change Option Annual Fee			\$395				

\* Please add .0125" to ad sizes for bleed

SUBTOTAL AD RATES	
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## BUSINESS BUILDERS

Directory Listing will be placed in the category based on your primary category.

	AMOUNT
<input type="checkbox"/> Directory Listing Business/Organizaton name, address, phone number, website, and 25-word description.	\$100
<input type="checkbox"/> Business Spotlight Business/Organizaton name, website, phone number, photo (1920x1080px), and 50-word description.	\$295
<input type="checkbox"/> Explore Bundle Includes both a directory listing and a business spotlight! <b>BEST VALUE!</b>	\$350
<input type="checkbox"/> Content Article An advertisement for your business/organization in the form of a blog or editorial content.	\$2,500

SUBTOTAL BUSINESS BUILDERS	
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TOTAL ADVERTISING COMMITMENT	
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### FOR DIGITAL PUBLICATION

Ads will be placed in the digital version of the guide each month. All ads, logos, and listing info must be provided by the **25th of the month** prior to placement. Ads received after the 25th of the month will be placed in the following month. (Example: Ads received by October 25th will be displayed in the digital version on November 1; Ads received by October 26th will be displayed in the digital version on December 1.

### FOR PRINT PUBLICATION

All ads, logos, and listing info must be provided by **January 29, 2021**.

Acceptable file formats include:

1) press-ready PDF, 2) collected and zipped inDesign files, or 3) flattened Photoshop files. All graphics must be 300 dpi at 100% size. Ads must be uploaded at <https://www.exploreupnorth.com/upload>. If ad size exceeds 10MB, please arrange other delivery. Design services are not available and are the client's responsibility. We can recommend a designer if needed.

### ADVERTISING AGREEMENT

This contract is an agreement between Explore UpNorth (owner of the publication) and advertiser. The advertiser understands and agrees that:

- 1) Full payment of balance due must be paid by **January 29, 2021**, and ad materials must be delivered to Explore UpNorth by **January 29, 2021**. Failure to do so may result in the ad not being included in the publication and forfeiture of any payments made to that date by advertiser.
- 2) If for any reason the ad is cancelled after **January 29, 2021**, by the advertiser, a cancellation fee of 50% of the amount of investment and any production charges will be assessed to the advertiser by Explore UpNorth. There are no cancellation provisions for digital ads and no refunds once ads are added to the digital version.
- 3) A digital proof will be delivered to advertiser by **February 15, 2021**. Advertiser must submit any changes by **February 22, 2021** or we will proceed as delivered.
- 4) The product will be printed and delivered by **April 5, 2021**.

**BILLING AUTHORIZATION**

**CONTACT INFORMATION**

COMPANY NAME:

JOIN DATE:

LOCATION (CITY):

PRIMARY CATEGORY

**PRIMARY CONTACT**

NAME:

EMAIL:

PHONE:

**ADDRESS INFORMATION**

ADDRESS:

SUITE:

PHONE:

CITY

STATE

ZIP

**BILLING CONTACT**

Same as Primary contact (Use the information above)

NAME:

EMAIL:

PHONE:

**ACH AUTHORIZATION**

BANK NAME:

ACCOUNT NAME:

ROUTING #:

ACCOUNT #:

**CREDIT CARD AUTHORIZATION**

VISA

MASTERCARD

AMEX

DISCOVER

CARD #:

CVV:

EXPIRATION DATE:

PRINTED NAME:

SIGNATURE:

DATE:

**ADDITIONAL PAYMENT OPTIONS**

Paid by check # \_\_\_\_\_

Explore UpNorth | PO Box 848 Nisswa, MN 56468

Send Invoice

