

2009 ITINERARIES MINNESOTA TRAVEL COMPANION & FIELD TRIPS

ITINERARIES MINNESOTA TRAVEL COMPANION & FIELD TRIPS



An exciting travel & website directory of MN destinations, for active adults and student/youth group travel planners.

FROM THE PUBLISHERS OF ITINERARIES



Recognized by tour operators and bus tour planners as the leading resource for midwest travel ideas for their tour groups. Distributed in the U.S. & Canada.

Itineraries Inc.
56 South 33rd Avenue #234
St. Cloud, MN 56301
877-832-7267
763-201-7945 Fax
info@itinerariesinc.com
www.itinerariesinc.com

A RESOURCE DIRECTORY THAT'S EFFICIENT & EASY-TO-USE!

TRAVEL COMPANION & FIELD TRIPS is a new and unique type of guide that combines both a printed guide & an internet guide. For *Individuals and Small Groups such as: Families, Church Groups, Scouts, Red Hats, Active Adults & Teachers!*

A "MUST-HAVE" WHEN TRAVELING!

PROVIDING INVALUABLE TOOLS FOR GREAT TRAVEL... WHEN PLANNING & DRIVING!

WITH A DISPLAY AD OR FIELD TRIP LISTING...

(FIELD TRIP LISTINGS AT \$545 &
OTHERS LISTINGS STARTING AT \$125)

1. You're on the Driving Map in your region
2. You're in the Website Directory
3. And the Festival/Events Calendar in region
4. A FREE valuable Extended Directory Listing
5. MINNESOTA TRAVEL COMPANION...Internet Version
With hotlinks from your ad & listings to your website, optional animation
6. Valuable sales leads & contact opportunities
We send you leads coming via the postage-paid Reader Services Postcard
7. GPS Coordinates Included in Field Trips Listing

DISTRIBUTION OF 50,000

- Inserted into selected Upper Midwest Newspapers (*MN, IA, SD, ND & WI*).
- Distribution at Minnesota Travel Information Centers (TIC's).
- Select shows & conferences for active seniors & youth.
- Teachers attending the 2009 Educational Conferences.
- Mailed to tour operators in the US & Canada with ITINERARIES MIDWEST Magazine.

2009 REGIONS

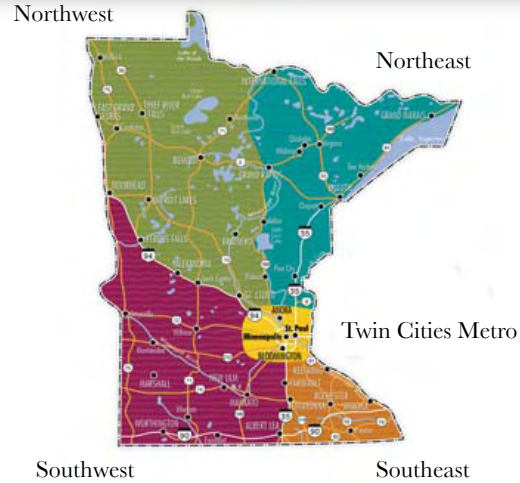
2009 ITINERARIES MINNESOTA TRAVEL COMPANION & FIELD TRIPS MINNESOTA

THE FIVE REGIONS OF MINNESOTA

Minnesota is divided into five regions.

EACH REGION HAS 5 KEY ELEMENTS...

- Display Advertisers
- Driving Map showing travel routes and cities
- Sample itinerary, highlighted on regional map
- Festivals/events
- Regional Directories



RATES & SIZES

DISPLAY ADS	SIZE (w x h)	RATE
Full page	8" x 10.75"	\$2640
<i>Bleed or non-bleed, add 1/8" for bleed</i>		
1/2 page	7" x 4.375"	\$1485
<i>Horizontal orientation only</i>		
1/3 page	7" x 3.0625"	\$ 945
<i>Horizontal orientation only</i>		
Field Trip Listing <i>We produce for you</i>		\$ 545
<i>Send 1 photo, contact information & 65 words</i>		

COVERS

Inside Front/Inside Back	8" x 10.75"	\$3350
<i>Bleed or non-bleed, add 1/8" for bleed</i>		
Back Cover	8" x 10.75"	\$3965
<i>Bleed or non-bleed, add 1/8" for bleed</i>		

DIRECTORY LISTINGS

Divided by region, organized alphabetically by category

Extended Listing • Free with display ad or... \$125
Name, address, phone, web address, 10 words
Website Directory Listing & Hotlink
Included at no added charge

ONLINE

20 second Audio Clip on Online Magazine \$300

MATERIALS

Submit 4-color process display ads in press quality PDF format. Keep live matter in display ads at least 1/8" away from all edges. Photos must be CMYK & 300 dpi resolution at 100% size. Please provide all editorial copy in Word files.

Materials, ads, photos & copy should be sent by email or USPS Mail to:

• EMAIL ATTACHMENTS

Display ads: graphics@itinerariesinc.com

All Listing Materials: info@itinerariesinc.com

• POSTAL SERVICE - Mail materials to:

Attention: Itineraries, Inc.
56 South 33rd Avenue, #234
St Cloud, MN 56301

QUESTIONS?

Contact: Kathleen Somers

Itineraries, Inc. at

763-241-1711 • 877-832-7267 • Fax: 763-201-7945

Email: info@itinerariesinc.com

SPACE RESERVATIONS & DEADLINES

<i>Space Reservations</i>	<i>April 10, 2009</i>
<i>Materials Deadline</i>	<i>April 17, 2009</i>
<i>Distribution</i>	<i>May 2009</i>

SAMPLE FIELD TRIP LISTING

(ACTUAL SIZE IS LARGER)

THE JULIA BELLE SWAIN STEAMBOAT

227 Main Street
LaCrosse, WI 54601
608-784-4882 | Fax 608-784-4986
800-815-1005
tkeenan@juliabelle.com
www.juliabelle.com

Nostalgic cruises on the Upper Mississippi. Survey the beauties of Old Man River from the decks of a genuine Steamboat. Good food, fun music, sophisticated bar, amazing scenery and friendly crew. Sightseeing, dinners, day and overnight cruises, lots of special theme cruises. Casual, historic and low-keyed.



2009 ITINERARIES MINNESOTA TRAVEL COMPANION & FIELD TRIPS ADVERTISING AGREEMENT

Company _____ Contact _____

Address _____ City, State, Zip _____

Phone _____ Fax _____

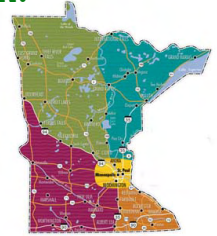
Email _____ Web _____

1. CHECK ONE CATEGORY BEST DESCRIBING YOUR VENUE:

- RECREATIONAL & ENTERTAINMENT TOURISM**
Soft Adventure, Camping, Birding, Theatre, Music, Arts, Sports
- EDUCATIONAL TOURISM**
History, Heritage, Ethnic, Environmental, Social, Ag, Industry, Science
- TRAVEL SERVICES**
CVB, Hotel, Restaurant, Resort, Campground, Tour Operator, Transportation

2. INDICATE YOUR REGION:

- SOUTHEAST
- SOUTHWEST
- NORTHWEST
- NORTHEAST
- TWIN CITIES METRO



3. INDICATE YOUR CHOICE(S):

DISPLAY ADS

	RATE
<input type="checkbox"/> Full page (<i>bleed or non-bleed</i>)	\$2640
<input type="checkbox"/> 1/2 page (<i>horizontal only</i>)	\$1485
<input type="checkbox"/> 1/3 page (<i>horizontal only</i>)	\$ 945
<input type="checkbox"/> Field Trip Listing (<i>we produce for you</i>)	\$ 545

COVERS

<input type="checkbox"/> Inside Front/Inside Back	\$3350
<input type="checkbox"/> Back Cover	\$3965

DIRECTORY LISTINGS

- #1 - **Extended Listing** \$125
Name, address, phone, web address, 10 words
Website Directory Listing included
- #2 - **Extended Listing: Free with ad or FT Listing**
Name, address, phone, web address, 10 words
Website Directory Listing included

ONLINE

- 20 second Audio Clip on Online Magazine \$300

TOTAL DUE \$ _____

SPECIAL NOTES:

FIELD TRIP LISTINGS CHECKLIST - SPECS & PROOFING

Important: Production is included in the price of your listing, and we must produce it for you. Send this information to: info@itinerariesinc.com

- 1 - One full color high resolution photo (300 dpi) or one digital full color logo
- 2 - Contact information: Company, Address, City, State, Zip
Phone, Fax, Email Address, Web Address
- 3 - 65 words of descriptive copy. Remember to "sell" your destination!
Please email the copy to info@itinerariesinc.com
- 4 - List your GPS coordinates: _____

IMPORTANT: Tell us the email address where to send your proof:

If we don't receive a response from you within 24 hours, your listing will be considered approved & published as it

DIRECTORY & WEB LISTINGS CHECKLIST

Email the following information to: graphics@itinerariesinc.com

1. Contact information (as applies): Company, Address, City, State, Zip
Phone, Email Address, Web Address
2. 10 words of descriptive copy - IF APPLICABLE.
3. *If sending materials via **POSTAL SERVICE** - Mail materials to:*
Attention: Itineraries, Inc.
56 South 33rd Avenue, #234 • St Cloud, MN 56301

This is a legally binding agreement. Signer accepts covenants listed in 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 unless otherwise agreed upon with the publisher of **Itineraries Minnesota Travel Companion & Field Trips**.

Signed _____ Date _____ AE Initials _____
Advertiser representative signature

After completing this agreement, please fax it to 763-201-7945. For questions, call 1-877-832-7267. Thank you.

Published by: Itineraries, Inc. • 56 South 33rd Avenue, #234 • St Cloud, MN 56301 • 320-259-1082 • 877-832-7267 • Fax 763-201-7945
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