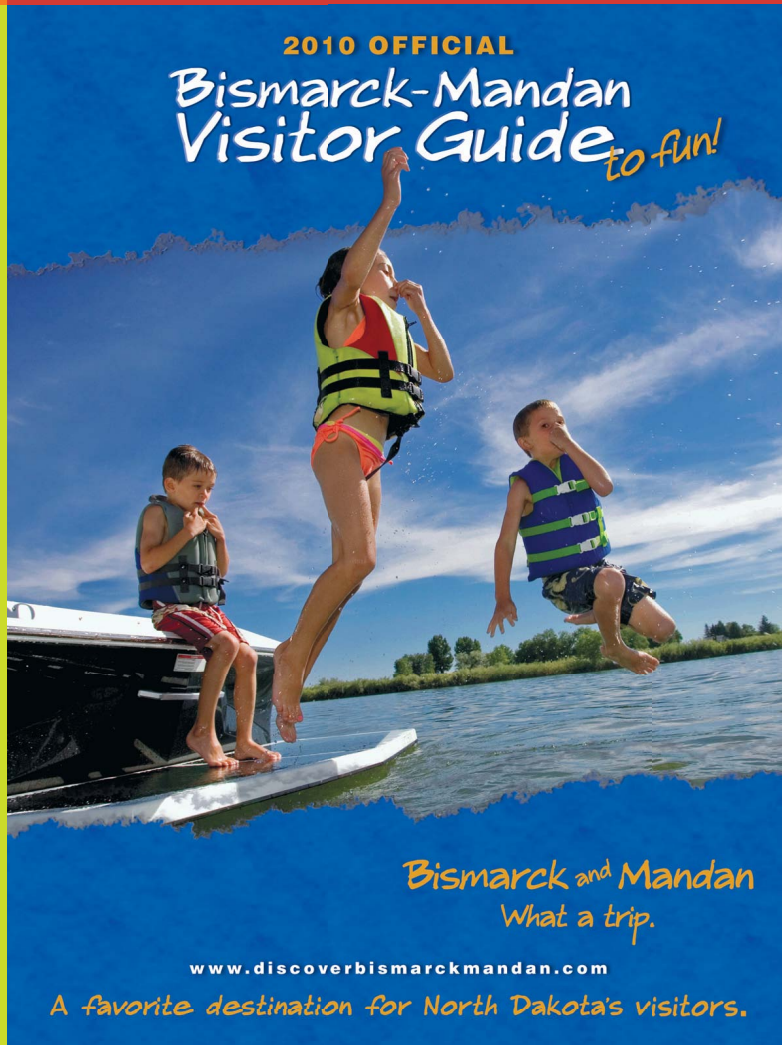


2011

Advertise in the Bismarck-Mandan Visitor Guide

The main marketing
publication of the
Bismarck-Mandan
Convention & Visitors
Bureau



2011

The official visitor guide of the 2011
Bismarck-Mandan Convention and Visitors Bureau



Bismarck-Mandan CVB uses the guide as its main vehicle to promote the Bismarck-Mandan

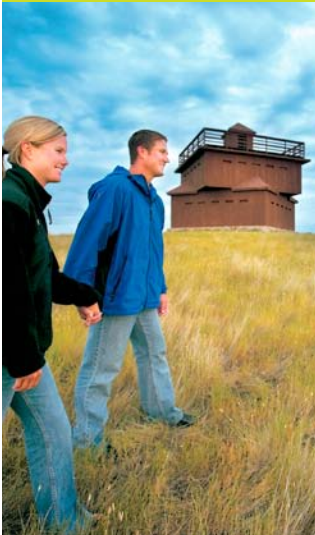
PROMOTES BISMARCK-MANDAN

area to potential visitors and residents of the Bismarck-Mandan area.

**Circulation
of 90,000**



Shopping, over-nighting, dining, culture, history, sightseeing, outdoor fun, a calendar of events and getting around early will be the guide's focal points.



With a circulation of 90,000, this attractive, full-color magazine is printed on 70-lb., sturdy, white gloss paper. It will be distributed to visitors and residents starting January 1, 2011. In addition to your ad it will contain stimulating presentations of what travelers, as well as residents and their families need to know about our area. Shopping, over-nighting, dining, culture, history, sightseeing, outdoor fun, a calendar of events and getting around early will be the guide's focal points.

The Bismarck-Mandan Convention & Visitors Bureau will welcome thousands of convention-goers in 2011, and each person will receive a copy of this Visitors Guide. The guide will be available throughout Bismarck and Mandan in information racks within the cities, as well as and will be distributed along the interstate in the rest areas, as well as at hotels and also downloadable by thousands on our web site at www.bismarckmandancvb.com. The Visitor Center and Genuine Dakota Gift Shop on Burnt Boat Drive and Tyler Parkway welcomes guests, and everyone who stops will receive a copy of the Visitors Guide to help them while they explore our amazing area.



Bismarck-Mandan visitors are invited to enjoy the area's wealth of

RECREATION

recreation activities - indoors and outdoors and all year round.

From history to art to family fun, visitors will value the detailed descriptions of the local and surrounding **THINGS TO SEE AND DO**

attractions, with a colorful, two-page map in the center of the guide showing the location of each.



When are the Bismarck Bobcats on the ice?

A complete guide to all the local activities can

CALENDAR OF EVENTS

be found in the January through December 2011 calendar of events.



The Bismarck-Mandan area has everything from fine dining to fast food

WHERE TO EAT

restaurants welcoming visitors to the area, that's why it is so important to be included in this comprehensive guide for visitors to our area.



Bismarck-Mandan offers an abundance of shopping opportunities. Make your business stand out, by

WHERE TO SHOP

advertising in the 2011 Visitor Guide. Your ad will entice visitors and residence to stop and shop!

Visitors will decide where to spend the night using the accommodations listings with descriptions of each facility. Let

WHERE TO STAY

them know about your accommodations by advertising in the Visitor Guide!



GREETINGS EVERYONE!

The time is here to develop advertising plans for the Official Bismarck-Mandan 2011 Visitor Guide. Typically, people planning their trip to our area will not even look beyond the guide for alternate amenities – in their eyes this is the guide. Plan to be included in the Official Bismarck-Mandan Visitor Guide and help us make visitors aware of all we have to offer!

We print 90,000 Visitor Guides, as well as have it available to view or download on our Web site. As always, *North Dakota LIVING* in Mandan is making this possible. Over the years, working with *North Dakota LIVING* and Clark Van Horn has been truly gratifying - they are continually willing to try new things to make our guide the best it can be. We have a genuine partnership that produces a quality piece. I'm sure you will continue, if not start, a great relationship with them, as we have.

The Visitor Guide will be available late December 2010 through the end of 2011. It will be in visitors' hands as they venture through our area, and we want you to be able to showcase your business or attraction. Help us make this the best guide yet!

Best regards,
Terry Harzinski
Executive Director
Bismarck-Mandan Convention & Visitors Bureau

**Space and copy deadline
December 2, 2010**

**Publication date
January 2011**

Work with our marketing partners-the sales team from *North Dakota LIVING*. They have plenty of experience helping local establishments craft a message that clicks with travelers to Bismarck-Mandan and residents of Bismarck-Mandan.

Clark A. Van Horn
North Dakota LIVING
800.234.0518
701.667.6436
Fax: 701.663.3745
cvanhorn@ndarec.com
ndliving.com

Advertising Order Form

Space reservations and ad materials due: December 2, 2010
 Publication date: January, 2011

Company Name _____

Contact Name _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

E-mail _____

Web site _____

Copy Instructions _____

Note: Ad billing is distributed in January of 2011

Signature _____ Date _____

Non-Bleed standard page dimensions

Please check the box to which size ad you prefer



- 2-Page Spread (Full bleed) 15.25"x9.75" \$4,880
- 1.** Full Page (No bleed) 7"x 9.75" \$2,480
- 2.** 2/3 Page (Vertical) 4.5"x9.75" \$1,990
- 3.** 1/2 Page (Vertical) 3.25"x9.75" \$1,550
- 4.** 1/2 Page (Horizontal) 6.75"x4.75" \$1,550
- 5.** 1/3 Page (Vertical) 2.125"x9.75" \$1,080
- 6.** 1/3 Page (Horizontal) 4.5"x4.75" \$1,080
- 7.** 1/3 Page (3 Column) 7"x3" \$1,080
- 8.** 1/4 Page 3.25"x4.75" \$810
- 9.** 1/16 Page (Horizontal) 4.5"x2.25" \$535
- 10.** 1/16 Page (Vertical) 2.125"x4.75" \$535

Please email or fax order form to Clark A. Van Horn

Email: cvanhorn@ndarec.com Fax: 701.663.3745

1
Full Page
7" x 9.75"

2
2/3 Page
4.5" x 9.75"

5
1/3 Page
(Vertical)
2.125"
x
9.75"

6
1/3 Page
(Horizontal)
4.5" x 4.75"

4
1/2 Page
(Horizontal)
6.75" x 4.75"

5
1/2 Page
(Vertical)
3.25" x 9.75"

8
1/4 Page
3.25"x4.75"

7
1/3 Page
(3 Column)
7"x 3"

9
1/6 Page
(Horizontal)
4.5"x2.25"

10
1/6 Page
(vertical)
2.125"
x
4.75"

Production Requirements

Graphic design and production services are available.

For details, please phone

Clark A. Van Horn at (800) 234-0518 or

(701) 667-6436 or e-mail him at

cvanhorn@ndarec.com.

Preferred Ad Formats

- High-resolution (300-dpi) Adobe PDF (preferred format)
- High-resolution (300-dpi) EPS in CMYK or grayscale
EPS files include embedded fonts or fonts converted to outlines
- High-resolution (300-dpi) TIFF in either CMYK or grayscale

The following application documents must include CMYK or grayscale photos and artwork, either embedded or separate, at 300-dpi sized to 100%, in one of the placable formats listed above. Documents must also contain embedded fonts or fonts converted to outlines. When fonts cannot be embedded, all fonts, including font variations (bold, italics, etc.), must accompany documents. Microsoft Word, PowerPoint and Publisher files **ARE NOT** acceptable.

- Adobe InDesign® CS4
- Adobe Illustrator® CS4
- Adobe Photoshop® CS4
- QuarkXPress® 8.04

Deadline Dates

Space reservations and ad materials due:

December 2, 2010

Publication date: January, 2011

FTP Instructions

PC users:

1. Make files or folders you want to upload visible on the desktop
2. Launch Internet Explorer (or your Web browser)
3. Enter ftp address in browser address window:
ftp.nisc.coop
4. A window with folders will appear
5. On top Windows Menu Bar, go to File > log in as>
6. User name: magads
7. Password: adcopy
8. Press and hold left mouse button on selected files to be uploaded
9. Drag selected files from your folder to the ftp site folder
10. E-mail: cvanhorn@ndarec.com that your files have been uploaded

NOTE: A firewall on your system may not allow you to access the ftp site folders. If possible, disable the firewall while uploading your files.

Mac users:

1. Make files or folders you want to upload visible on your desktop
2. Open "Fetch" or similar program
3. Enter ftp site address: ftp.nisc.coop
4. User name: magads
5. Password: adcopy
6. Drag and drop your files into the ftp site folder
7. E-mail: cvanhorn@ndarec.com that your files have been uploaded