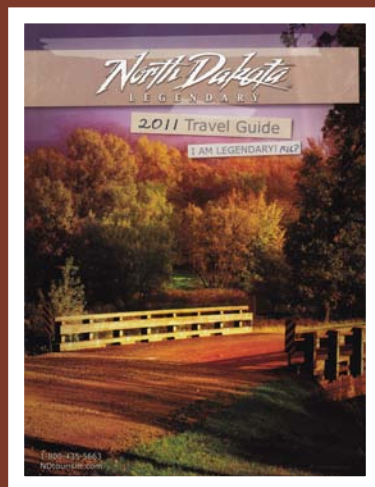




Attract your share of visitors!



Advertising in the
2012 North Dakota
Legendary Travel Guide
gets you great opportunities!



"The North Dakota Travel Guide, published by North Dakota LIVING, is the official travel guide for the state of North Dakota. The guide is packed full of great vacation options for visitors coming from across the world or across the river.

While most states have seen the demand for their print materials decrease, our demand has remained strong. Not only do travelers call ahead for the guide to be mailed to them, but the number of guides distributed at on-highway rest area racks and at local outlets increased significantly. The guide is so popular, we actually ran out of the 325,000 copies in October of last year.

North Dakota leads the nation in all four categories of tourism growth, according to the U.S. Travel Association.

Take advantage of this great opportunity and make sure you are featured in the 2012 guide by calling Clark today to reserve your ad space! "

Sara Otte Coleman, Director of North Dakota Department of Commerce Tourism Division



I AM LEGENDARY! RU?

The introductory section of the North Dakota Legendary Travel Guide leads visitors through the attractions of North Dakota – all the state’s legendary, historic, cultural, adventurous, fun and natural highlights are briefly listed with awe-inspiring photographs.

OUTDOOR ADVENTURE

Detailed information is listed for each outdoor attraction in the following categories: national parks and attractions; scenic drives, RVs and motorcycles; state parks, grasslands and forests; golfing; hiking, biking, hunting and fishing; water adventures; birding; wild west, ranch and rodeo; and winter activities.

ARTS AND ENTERTAINMENT

Visitors will find details about North Dakota’s theaters, fine arts, arenas, sporting teams, casinos, race tracks and more in this section.

ATTRACTIONS AND LODGING

This section gives visitors a detailed look at each community’s local travel information, attractions and accommodations. Using an alphabetical listing, icons identify the availability of accommodations, campgrounds, entertainment, outdoor activities and tourism information. Visitors will be able to plan their trip using regional indicator maps. Attractions and accommodations are identified with detailed information, such as addresses, contact information and a description of amenities.

EVENTS

This calendar of events, listing hundreds of monthly events and festivals, is the perfect guide to all of North Dakota’s fun activities.

MAP

The Travel Guide also includes a handy fold-out map on the inside back cover to help guide visitors through the state.



The North Dakota Legendary Travel Guide will put your advertising dollars to work!

Your display ad will be placed inside 335,000 attractive, well-read North Dakota Legendary Travel Guides.

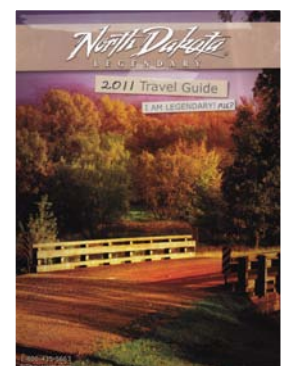
84,000 guides will be distributed as a supplement to the February 2012 *North Dakota LIVING* (more than 200,000 readers statewide).

North Dakota Tourism Division uses the guide as its main vehicle to promote tourism out of state, abroad and here at home, making it the best source for reaching potential travelers to our state.

ND Tourism Division will mail the guide to those who inquire about North Dakota by mail, through its website NDtourism.com, through its toll-free telephone number, or in response to the television, radio, print ads, online and out-of-home advertising; as well as newspaper inserts, direct mail and outdoor (hunting & fishing) marketing.

The guide will be available at visitor centers, convention and visitors bureaus, chambers of commerce, I-94 and I-29 and Hwy. 2 rest areas and tourism locations throughout North Dakota.

North Dakota
Tourism Division
will distribute the
guide at trade shows,
both nationally and
internationally, and
at several regional sports shows throughout the
Upper Midwest, promoting North Dakota to more
than 270,000 outdoor enthusiasts. *North Dakota
LIVING* will distribute the guide at more than 12
farm, home and cultural trade shows throughout
North Dakota.



All events and festivals are listed on the North Dakota Tourism website.

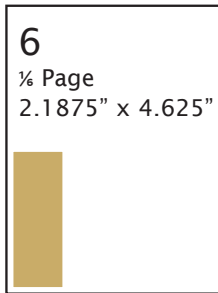
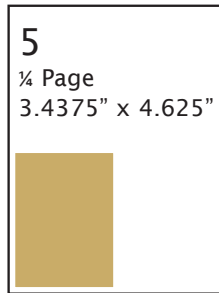
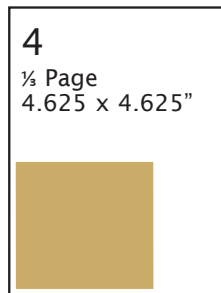
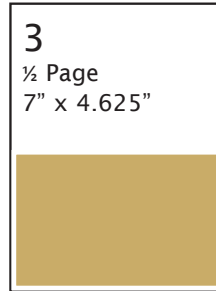
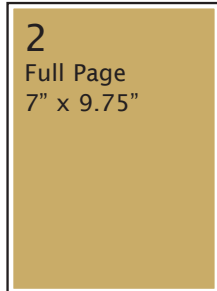
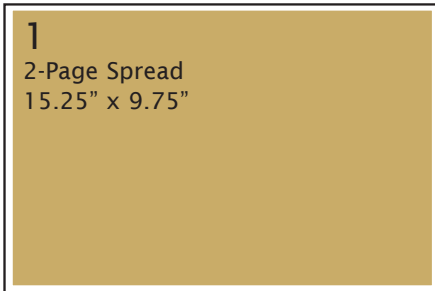
Your website will be linked to the *North Dakota LIVING* website: ndliving.com. The entire 2012 North Dakota Legendary Travel Guide, including the ads, will be linked on the North Dakota Tourism Division website, NDtourism.com. This digital version includes a realistic version of the Travel Guide with a full reproduction of the entire contents, along with turning pages. The digital version also includes a search application.

A vital part of the digital Travel Guide is the advertising links. Click on any website listed in an ad, and the digital Travel Guide automatically forwards the reader to the advertiser's website. This offers fingertip access to information on each





DISPLAY AD SIZE



All prices include full color!
Note: Ad rates are net and non-commissionable.
Billing is distributed February 2012.

1 2-Page Spread
 15.25" x 9.75"
 No bleed
 \$7,700

2 Full Page
 7" x 9.75"
 No bleed
 \$4,400

3 1/2 Page
 7" x 4.625"
 No bleed
 \$2,895

4 1/4 Page
 4.6250" x 4.625"
 \$1,795

5 1/4 page
 3.4375" x 4.625"
 \$1,480

6 1/4 Page
 2.1875" x 4.625"
 \$895

ACCOMMODATION AD

7 Accommodation Listing
 2.125" x 1.75"

Advertise your hotel/motel, bed and breakfast, unique lodging and campground. This ad will be placed in the attractions/lodging section, under the city of which it is located in or nearby, boxed with usage of full color.
 \$240

Pipestem Creek Bed & Birding
 7060 Hwy. 9
 Carrington, ND 58421
 701-652-2623
 pipestem@daktel.com
 pipestemcreek.com

Pipestem Creek Bed and Birding is located just 5 miles from Arrowwood National Wildlife Refuge. One of birding drives managed by Birding in the Dakotas. The setting is on a working family farm with beautiful private gardens and on-site birding. Birding tours in the area can be arranged. Wireless internet.

SAMPLE ACTUAL SIZE



PACKAGE AD SIZES

The North Dakota Tourism

Division is sponsoring

half the cost

of this two-page advertising

section to encourage package

suppliers to develop and sell

North Dakota

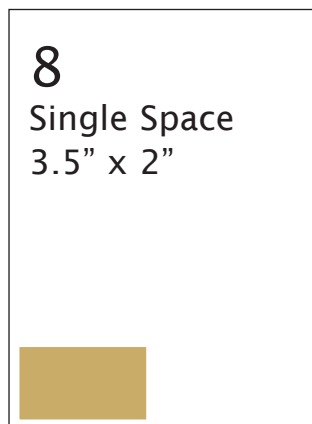
vacation packages.

To advertise a package vacation, you must offer at least three amenities, a hotel room, a meal, a golf outing or show tickets, for example. Packages make it easier for potential travelers to choose North Dakota as a travel destination.

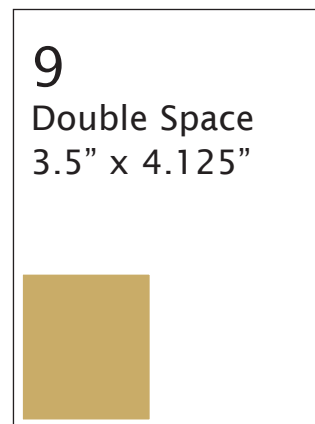
The 2012 North Dakota Tourism Legendary Travel Guide will include a two-page advertisement promoting travel packages available in North Dakota.

This special section will deliver a colorful, engaging look at travel destinations across North Dakota at a glance. Vacationers looking for a travel package will find it here!

Your package could be a theme package, which includes a similar activity in several communities, such as golf packages or historical corridors, or a package including lodging, a meal and admission to an attraction, event or an activity.



8 Single Space
3.5" x 2"
\$250 after
ND Tourism Co-Payment



9 Double Space
3.5" x 4.125"
\$500 after
ND Tourism Co-Payment



PRODUCTION SPECS

Production Requirements

- High-resolution (300 dpi) Adobe PDF
- High-resolution (300 dpi) in CMYK or grayscale. EPS files include embedded fonts or outlined
- High-resolution (300 dpi) TIFF in either CMYK or grayscale

Acceptable Formats

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 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® CS5
- Adobe Illustrator® CS5
- Adobe Photoshop® CS5
- QuarkXPress® 8.04

Production Specifications

- **NO BLEEDS ACCEPTED**
- Page size: 8" W X 10.625" H
- Live area: 7" W X 9.75" H

For more information or space reservations

Clark A. Van Horn
Advertising Manager
North Dakota LIVING
cvanhorn@ndarec.com
800-234-0518 · 701-667-6436
Mobile 701-226-3521
Fax 701-663-3745
ndliving.com

FTP Procedure

Window users:

1. Make files or folders you want to upload visible on the desktop
2. Launch 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

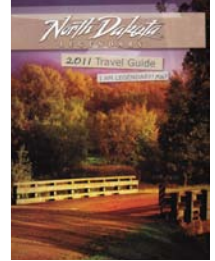
Mac users:

1. Open "Fetch" or similar program
2. Enter FTP site address: ftp.nisc.coop
3. User name: magads
4. Password: adcopy
5. Drag and drop your files into the FTP site folder
6. E-mail: cvanhorn@ndarec.com when 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.

Advertising ORDER FORM

2012 North Dakota Legendary Travel Guide



Publication date
Jan. 1, 2012

Space reservations - Sept. 15, 2011
Ad materials submissions - Sept. 19, 2011
Ads to be created by our production department,
copy must be submitted by Aug. 25, 2011

Company Name _____

Contact Name _____

Address _____

City, State, Zip _____

Telephone _____ Fax _____

E-Mail Address _____ website _____

Limited ad space! Reserve your ad space today!

Please place the following ad (check box for desired size)

- 1. 2-page spread 15.25" x 9.75"
- 2. Full page 7" x 9.75"
- 3. ½ page 7" x 4.625"
- 4. ¼ page 4.625" x 4.625"
- 5. ¼ page 3.4375" x 4.625"
- 6. ¼ page 2.1875" x 4.625"
- 7. Accommodations boxed listing 2.125" x 1.75"
- 8. Single space package ad 3.5" x 2"
- 9. Double space package ad 3.5" x 4.125"

Display ad

1 2-Page Spread 15.25" x 9.75"	2 Full Page 7" x 9.75"	3 ½ Page 7" x 4.625"
4 ¼ Page 4.625" x 4.625"	5 ¼ Page 3.4375" x 4.625"	6 ¼ Page 2.1875" x 4.625"

Accommodation ad

7 Accommodation 2.125" x 1.75"

Package ad

8 Single Space 3.5" x 2"	9 Double Space 3.5" x 4.125"
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Billing date February 2012

Note: ad rates are net and non-commissionable;

We accept



Copy Instructions _____

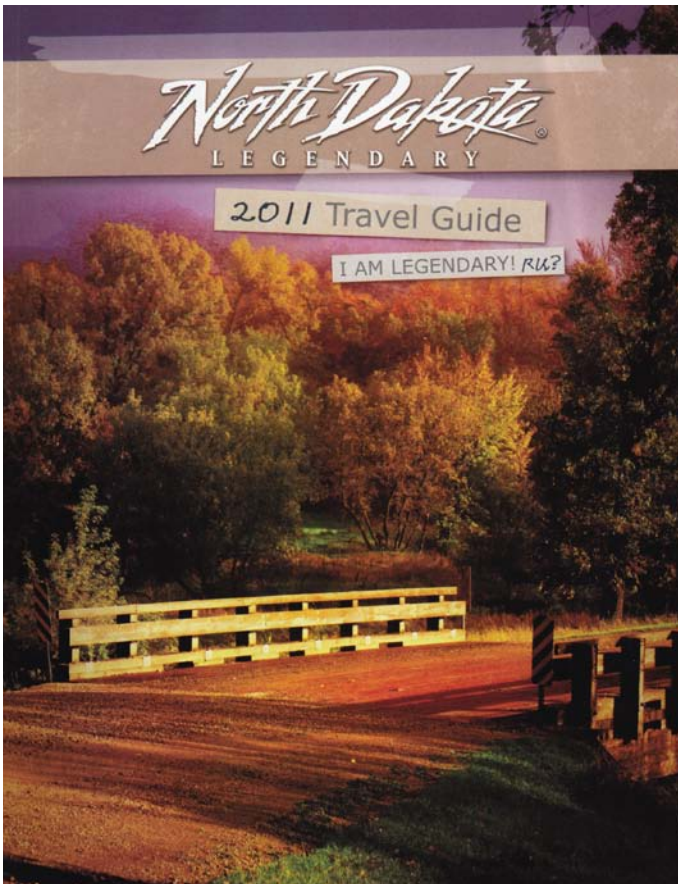
Signature _____ Date _____

**Mail to North Dakota LIVING, 3201 Nygren Drive NW · PO Box 727 · Mandan, ND 58554 or
Fax information to 701-663-3745**

NORTH DAKOTA
LIVING

3201 Nygren Drive NW
PO Box 727
Mandan, ND 58554-0727

PRSR STD
US POSTAGE
PAID
PERMIT #419
BISMARCK, ND
58501



Attract
your share
of visitors!

Participate in the 2012 North
Dakota Legendary Travel Guide!

*Check out the great advertising
opportunities inside!*