

2016 Insider's Guide

Direct Request & Distribution

Out of Market: Over 900 Insider's Guides per month are sent directly to visitors per their request, prior to their arrival in Saint Paul.

Top 10 States for Requests

- | | |
|---------------|--------------|
| 1. Minnesota | 6. Texas |
| 2. Illinois | 7. Florida |
| 3. Wisconsin | 8. Michigan |
| 4. Iowa | 9. New York |
| 5. California | 10. Missouri |

The guide is also mailed internationally, with requests from 50 countries. Insider's Guides were mailed with the June issue of Minnesota Monthly to 42,000 subscribers.

In Market: The Insider's Guide is distributed in high-traffic areas including:

- MSP International Airport
- Mall of America
- Landmark Center
- Union Depot
- Hotels
- Attractions
- College & Universities
- Local Businesses
- Conferences, Tradeshows & Events

Visit
SAINT PAUL
Official Convention & Visitors Bureau

2017-18 Official Saint Paul Insider's Guide

ADVERTISING OPPORTUNITIES

The Saint Paul Insider's Guide offers businesses direct access to target audiences who are ready to dine, shop and explore Saint Paul. Distributed by Visit Saint Paul, the official tourism agency, this full color guide is the primary publication given to those looking for info about what to do in Saint Paul.

This is your last chance to get in the guide before big events with thousands of visitors such as Red Bull Crashed Ice, 2018 Super Bowl LII, and more!



2017 Insider's Guide - cover & inside concept

Visit Saint Paul members receive a complimentary directory listing in the Saint Paul Insider's Guide. Increase your visibility with a display ad - Reserve space today!

**190,000
PRINTED**

**15 Month
DISTRIBUTION**
(January 2017 - March 2018)



Digital version at
visitsaintpaul.com

Deadline to Reserve Space: October 14, 2016
Jaimee: jhendrikson@visitsaintpaul.com | 651.265.4857

2017-18 SAINT PAUL INSIDER'S GUIDE

Visit
SAINT PAUL

Official Convention & Visitors Bureau

VisitSaintPaul.com
651.265.4857

- Published January 2017. Distributed through March 2018 (15 months)
- Full-color booklet filled with Saint Paul's events and attractions.
- The entire Insider's Guide will be available on the Visit Saint Paul website. VisitSaintPaul.com is the official destination website and one of Visit Saint Paul's most effective marketing tools. The site provides detailed information on dining, lodging, attractions, activities and events Saint Paul has to offer year-round in an interactive format.
- Widely distributed in Saint Paul and the surrounding area.
- Everyone requesting information on Saint Paul will receive this Guide.

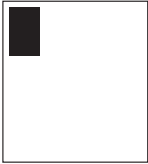
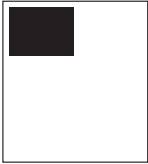
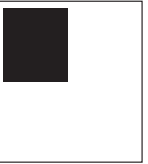
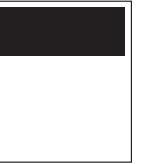


If you have questions or comments regarding the Official Insider's Guide, or are interested in advertising, contact:

Jaimee Lucke Hendrikson
Visit Saint Paul
175 W. Kellogg Blvd.
Suite 502
Saint Paul, MN 55102
651.265.4857
jhendrikson@visitsaintpaul.com

2017 OFFICIAL GUIDE TO SAINT PAUL

Published by Visit Saint Paul

2017-18 MECHANICAL SPECIFICATIONS

1/12 PAGE	1/6 PAGE	1/4 PAGE	1/3 PAGE	2/3 PAGE	FULL PAGE
					
1 7/8" x 3"	4" x 3"	4" x 4.5"	8 1/4" x 3"	8 1/4" x 6 1/8"	8 1/4" x 9 1/4"

2017-18 SPACE RATES

SIZE	MEMBER RATE*
1/12-page	\$1025
1/6-page	1,910
1/4-page	2,800
1/3-page	3,695
2/3-page	6,890
full-page	7,900
full-page inside back cover	8,995
full-page outside back cover	10,500

The space rates above reflect the use of full-color. All Graphical Enhancement Listing production, color separations and/or film work will be an additional charge.

***Add 15% for Non-Member rates.**

PREFERRED SUPPLIED MATERIALS

SUPPLIED COMPUTER FILES: **Graphics must be supplied "press quality" PDF files**, submitted via email or CD-ROM. All colors must be set to separate into process (CMYK) colors. All photos and graphics must be CMYK formatted files. Fonts must be created to outline or flattened within PDF file. Prefer submission of color proof as well, including any PMS colors that need to be color matched. **Computer files not prepared to these specifications will be subject to full or partial preparation charges and may result in less-than-optimum reproduction.**

SPACE RESERVATION AND MATERIALS DEADLINE:

OCTOBER 14, 2016

BILLING PROCEDURES

All advertisements must be paid for by the camera-ready deadline, October 14, 2016, unless a payment agreement has been established. **No Graphical Enhancement Listing will be placed without payment.**

2017-18 Official Visitor Guide Graphical Enhancement Listing Sponsor Agreement

Visit SAINT PAUL

Official Convention & Visitors Bureau

This is a legally binding agreement between the Publisher, Visit Saint Paul, 175 W. Kellogg Blvd., Saint Paul, MN 55102, and SPONSOR

Business Name: _____ Phone: _____
Address: _____ Date: _____
Contact Name: _____ Email: _____

The Parties Agree to the Following Graphical Listing Enhancement in the 2017-18 Visitor Guide

GRAPHICAL ENHANCED LISTING DETAILS

Graphical Listing Size: _____

Cost: _____

WEBSITE LINK FOR DIGITAL VERSION OF THE GUIDE

Make Checks Payable to:

Visit Saint Paul
175 W. Kellogg Blvd., Suite 502
Saint Paul, MN 55102

TOTAL COST DUE ON OR BEFORE:

Promise of Publication

Visit Saint Paul will publish and distribute at least (190,000) copies of an Official Guide to Saint Paul and will include the SPONSOR'S Graphical Enhanced Listings. The PUBLISHER reserves the right to refuse to publish listings that do not represent the best interests of Visit Saint Paul.

Deadlines and Billing

The SPONSOR will provide approved print-ready graphics on or before October 14, 2016. The SPONSOR will pay the amount listed above in full on or before October 14, 2016, or the Graphical Enhanced Listing will not be placed.

Graphical Enhanced Listing Placement

Visit Saint Paul will make reasonable effort to comply with Graphical Enhanced Listing placement and position requests of the SPONSOR. However, final Graphical Enhanced Listing placement and positioning are at the sole discretion of Visit Saint Paul. The purchase of a Graphical Enhanced Listing space does not guarantee editorial coverage in the publication.

Liability

The SPONSOR holds and saves harmless Visit Saint Paul against all liability for libel, slander, illegal competition or trade practice, infringement of trademarks and/or trade names, violations of rights of privacy, and infringement of copyrights and proprietary rights resulting from publication of Graphical Enhanced Listings herein provided in the form furnished by the SPONSOR.

Cancellation

Cancellation of this agreement by the SPONSOR must be in writing and received by Visit Saint Paul prior to October 14, 2016. In the event of cancellation, the SPONSOR shall reimburse to Visit Saint Paul any expenses incurred as a result of this contract. This contract may not be canceled by the SPONSOR after October 14, 2016. Failure by the SPONSOR to supply needed materials by October 14, 2016, or failure by the SPONSOR to make payment in full by October 14, 2016, will constitute cancellation of the agreement if Visit Saint Paul so determines.

For Visit Saint Paul

For Sponsor

Date

Date

VISITOR GUIDE

AD CREATION

BY ALLEGRA

1 KNOW YOUR AD SIZE.

STEP

We will need to know your predetermined ad size, that you purchased through Visit Saint Paul.

2 KNOW WHAT YOU WANT.

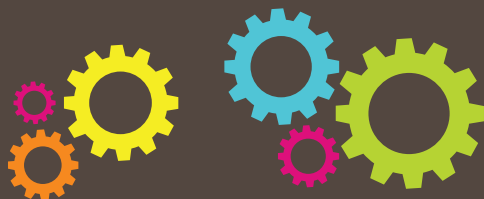
STEP

A great way to save on design costs is to give the designer a clear idea of what you want.

STEP

3 COLLECT ALL LOGOS AND IMAGES YOU WANT USED.

All images need to be 300 dpi at 100% of the size it will be used on the ad. For best results all logos should be supplied in a vector format. Please let us know if you have any questions on this.



DO YOU NEED AN AD?

But don't know how to create it.

THAT IS WHERE WE COME IN!

We will create it in 4 easy steps...



AD CREATION PRICES.

FULL COLOR

1/12	page (1 7/8" x 3")\$126
1/6	page (4" x 3")\$170
1/3	page (8 1/4" x 3")\$228
2/3	page (8 1/4" x 6 1/8")\$389
full	page (8 1/4" x 9 1/4")\$529



STEP

4 CONTACT ALLEGRA TO GET YOUR AD CREATED.

Contact KJ to get the ball rolling on your ad design.

Email: kj@allegrastp.com

Phone: 651-222-8004

Web: allegrastp.com

AD CREATION: The SPONSOR will provide the needed information, instructions and images for the Ad/Listing creation on or before October 14, 2016. Allegra will submit one copy of the Ad/Listing proof to the SPONSOR, who shall review and accept, or correct the proof. The SPONSOR must notify Allegra in writing of any necessary corrections within five (5) working days of receipt of the proof.

Failure to notify Allegra of corrections shall be deemed acceptance, and the Ad/Listing will run as it appears on the proof. For Ad/Listings purchased after October 14, 2016, Allegra is not obligated to provide a proof if this would cause a delay in printing and publication; however, Visit Saint Paul/Allegra will not be held responsible for errors in this case. Proofs are intended to confirm the instructions received by Allegra for development of the Ad/Listings. Corrections to the Ad/Listings resulting from Allegra's errors will be made at no charge, and a new proof will be submitted. Changes in the Ad/Listing resulting from new or different instructions to Allegra will be made at a charge above the amount of this contract and a new proof submitted.



TEL: 651 222 8004

55 EAST 5TH STREET | SUITE 201D
ALLIANCE BANK CENTER
SAINT PAUL, MINNESOTA 55101

ALLEGRASTP.COM | IMAGE360STP.COM