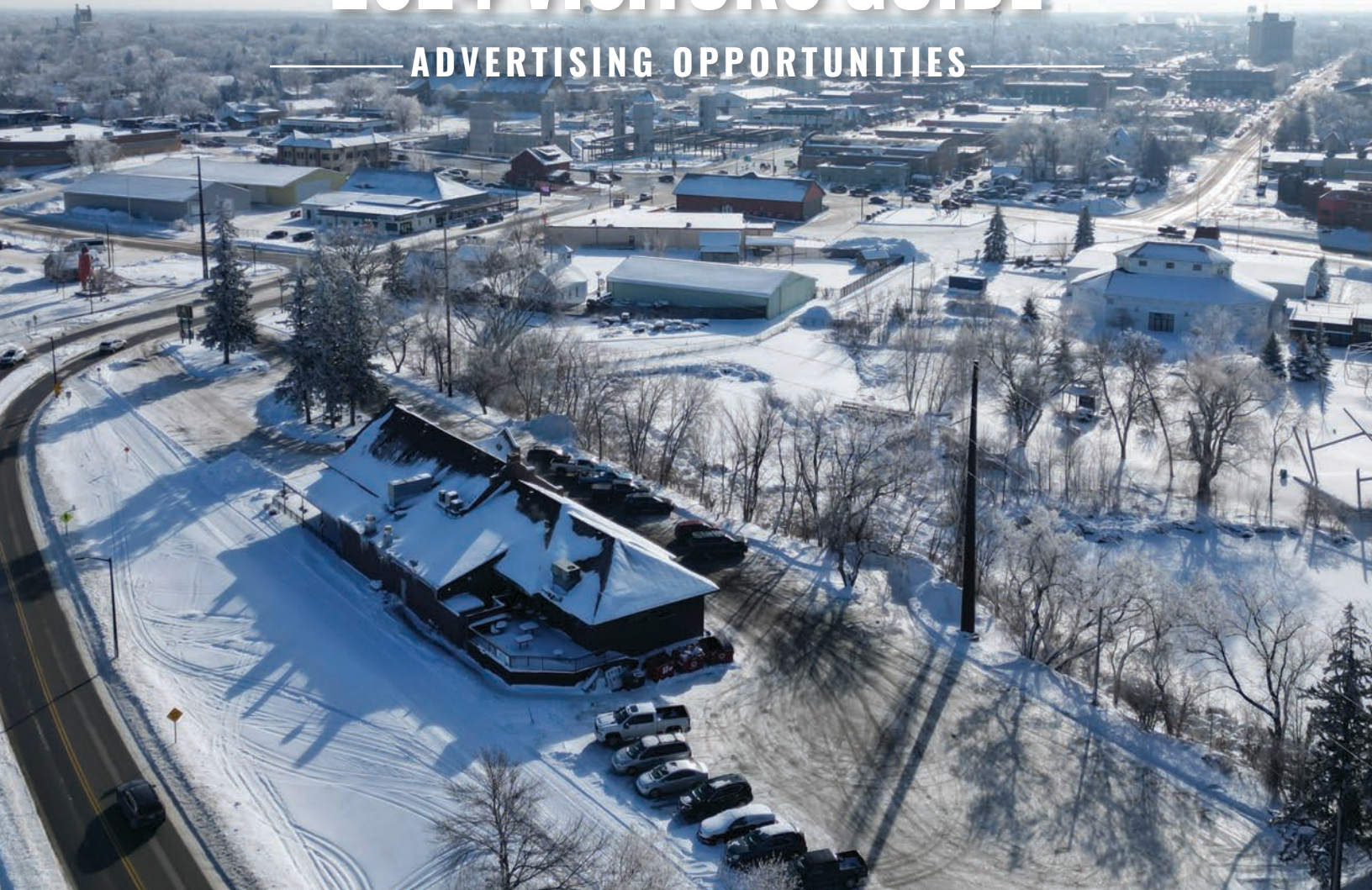


EXPLORE ALEXANDRIA TOURISM 2024 VISITORS GUIDE

— ADVERTISING OPPORTUNITIES —



in partnership with



Greetings

EXPLORE ALEXANDRIA TOURISM MEMBERS

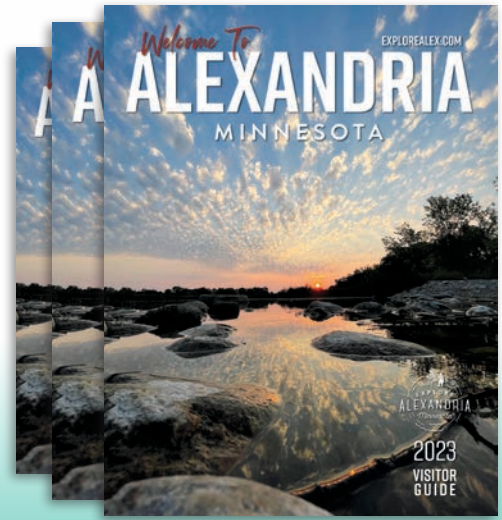
We are pleased to announce our continued partnership with Lunar Cow Publishing, a firm specializing in destination marketing for the Explore Alexandria Tourism 2024 Visitors Guide. We are excited about the opportunities this new publication will offer you.

The Explore Alexandria Tourism 2024 Visitors Guide is our premier promotional piece. The guide is the first resource that visitors will use when looking for attractions and planning trips to Alexandria.

Participation in the 2024 Visitors Guide has great advantages. 40,000 printed copies of this publication will be distributed in the best locations to help drive traffic to our advertisers, and our digital GoGuide® will allow you to reach thousands more. Your advertisement in the digital GoGuide® will be linked to your website, giving readers one-click access to your business.

Please find the advertisement rates included, which detail your options for participation. If you have any questions or wish to participate as an advertiser in the Explore Alexandria Tourism 2024 Visitors Guide, please contact Lunar Cow Publishing's advertising sales, at 800.594.9620 (ext. 1) to learn more about how you can take advantage of this great opportunity to promote your business. We are very excited about our new publication and look forward to your participation.

Sincerely,
Joe Korkowski
Executive Director
Explore Alexandria Tourism



EXPLORE ALEXANDRIA TOURISM 2024 VISITORS GUIDE

DON'T HAVE AD ART CREATED ALREADY?

No problem! Lunar Cow will create the ad **FREE OF CHARGE**

PUBLISH

40,000 COPIES OF THE 2024 VISITORS GUIDE ARE DISTRIBUTED IN THE BEST LOCATIONS TO REACH NEW CUSTOMERS

SUPPORT

QUESTIONS?

Contact Advertising Sales at:
800.594.9620 Ext. 1

EMAIL

MATERIALS, ARTWORK AND SIGNED AD AGREEMENT TO:

adsales@lunarcow.com

Published by



800.594.9620 ext. 1
adsales@lunarcow.com
lunarcow.com

iMap DETAILS

Advertisers who purchase half-page or full-page ads in our printed publication will receive FREE ad placement on our iMap as well. Our interactive, mobile, digital map is customized to highlight the region while providing specific features that are of interest to our visitors.

FEATURES

Itinerary builder with planning features and sample itineraries

- Full Analytics Package
- Trip Planner
- Points Of Interest Pop-ups
- Social Media
- Directions

BENEFITS

Visitors use the iMap to find lodging and dining options, shopping areas, and recommendations for various activities to enhance their visit to our area. Thousands of people searching for information online could potentially access your business from the advertisement that you receive for FREE with your half-page or full-page participation in our printed publication.

- Your ad reaches a highly targeted and interested market that is looking to spend money at businesses just like yours.
- A complete analytics reporting package is available through Google so that you can track the visitors clicking through your website.

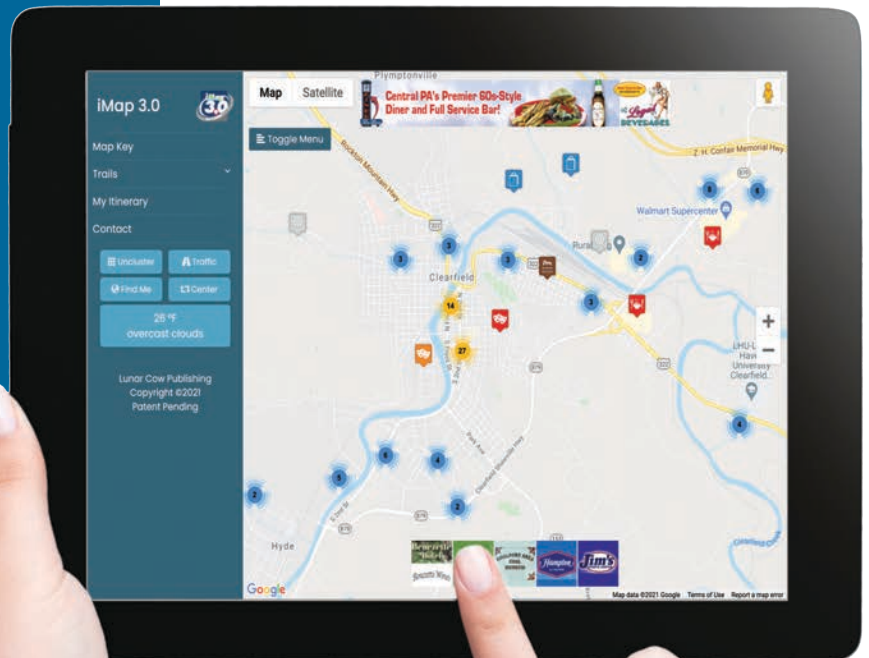
DISTRIBUTION

- Placed on our website, where it is in prime position to get in front of the thousands of visitors coming to the region each year!



FREE Banner ad with purchase of a full-page printed ad.
600 pixels x 80 pixels

FREE Logo ad with purchase of a half-page printed ad.
64 pixels x 64 pixels



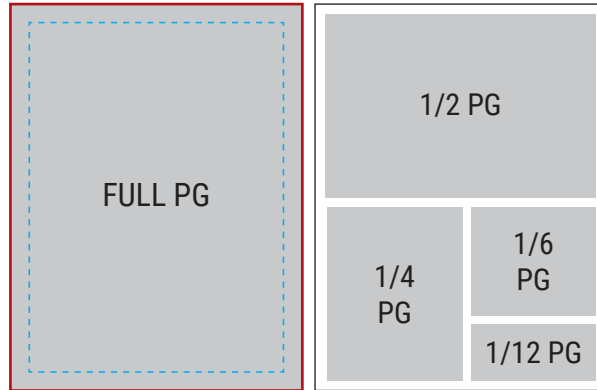
The iMap pictured is for example purposes only and does not reflect the actual location or advertisers in your region.

AD SPEC SHEET



FULL PAGE	WIDTH	HEIGHT
Ad Size	8.625"	11.125"
Live Area/Text Safe Zone	7.875"	10.375"

ADDITIONAL SIZES	WIDTH	HEIGHT
1/2 Page	7.875"	5.125"
1/4 Page	3.875"	5.125"
1/6 Page	3.875"	3.375"
1/12 Page	3.875"	1.625"



2-page spread specs are available upon request.

--- LIVE AREA/TEXT SAFE ZONE (Your text must live within a 0.375" margin from each edge of the ad to avoid getting trimmed off)

--- AD SIZE (This is the full size of the ad. The page's bleed is included in this dimension.)

TEMPLATE AD

Lunar Cow reserves the right to insert our template ad for your ad placement if content is NOT sent within 45 days.

Our template ad includes your name, address, phone and website address.

SEE AD TERMS ON AD RATE PAGE

DISK-READY ART & MECHANICAL REQUIREMENTS

- Macintosh format preferred
- Press Ready PDF files preferred, with all type converted to outlines with artwork embedded. PDF files must be high resolution (300 dpi), CMYK and built to the exact ad dimensions (no crop marks, info slugs or other extraneous non-ad material)
- Bleed available only on full-page ads
- On full-page ads, all type and other live matter, graphics, content, etc. not intended to bleed must be held within live area. Allow 0.25" trim on all bleed edges
- Additional acceptable formats include:
 - InDesign with EPS/TIFF support files
 - High resolution (300 dpi) Illustrator and Photoshop files
- No nested files, such as separations placed in Illustrator
- No spot colors, all colors must be CMYK
- File names **MUST** contain advertiser name or abbreviation
- Please use proper three-letter extension on all file names
- Microsoft Publisher or Word files are **NOT** accepted for professional print
- **DO NOT** provide images pulled from client's websites, Google images, etc.

AD AGREEMENT & ART SUBMISSIONS

EMAIL AD MATERIALS TO:
adsales@lunarcow.com

DON'T HAVE AD ART CREATED ALREADY?

No problem! Lunar Cow will create the ad
FREE OF CHARGE

TERMS & CONDITIONS

This insertion order represents confirmation of the agreement between agency/advertiser and Explore Alexandria Tourism. Payment is due upon receipt of invoice.
ADS NOT PAID IN FULL WILL NOT BE INCLUDED IN THE PUBLICATION. ONLY PREMIUM AD POSITIONS ARE GUARANTEED.

Due to print and publication deadlines, please be advised that all sales are final and no refunds will be issued. Further, due to publication and distribution of print materials containing information as to all Advertisers, no Advertiser may withdraw from participation. Advertiser agrees to participate for the duration of the publication without exception.

Lunar Cow Publishing and Explore Alexandria Tourism reserve the right to refuse advertisements on the basis of content or quality of production, and assume no liability for statements or claims made in advertising copy. Lunar Cow Publishing and Explore Alexandria Tourism also reserve the right to refuse advertisements that contain what is considered to be false, illegal or libelous information or material that gratuitously offends members of the general public. **Lunar Cow reserves the right to insert our template ad for your ad placement if content is NOT sent within 45 days. Our template ad includes your name, address, phone and website address and is not revisable, except for errors.**

AD RATES



Company Name: _____
 Address: _____
 State: _____
 Phone: _____
 Website: _____

Contact Name: _____
 City: _____
 Zip: _____
 Cell: _____
 Email: _____

AD RATES	
PREMIUM PAGES	
<input type="checkbox"/> Inside Front Cover	<input type="checkbox"/> \$3,000
<input type="checkbox"/> Inside Facing Front (Page 3)	<input type="checkbox"/> \$3,000
<input type="checkbox"/> Inside Back Cover	<input type="checkbox"/> \$3,000
<input type="checkbox"/> Inside Facing Back	<input type="checkbox"/> \$3,000
INSIDE PAGES	
<input type="checkbox"/> Full Page	<input type="checkbox"/> \$2,500
<input type="checkbox"/> 1/2 Page	<input type="checkbox"/> \$1,800
<input type="checkbox"/> 1/4 Page	<input type="checkbox"/> \$1,000
<input type="checkbox"/> 1/6 Page	<input type="checkbox"/> \$850
<input type="checkbox"/> 1/12 Page	<input type="checkbox"/> \$650

ONLY PREMIUM AD POSITIONS ARE GUARANTEED.

FILL OUT & RETURN TO:

Lunar Cow Publishing
 344 W. Turkeyfoot Lake Rd., Suite B
 Akron, OH 44319

Email to: adsales@lunarcow.com

SEND PAYMENT & MAKE CHECKS PAYABLE TO:

Explore Alexandria Tourism
 324 Broadway St., Ste. 101
 Alexandria, MN 56308

IMPORTANT: Signed ad agreement and all art materials MUST BE returned to adsales@lunarcow.com

- FREE* Ad Design** when providing your required content: Photo(s), Logo, Text and Contact information
- Reprint** previous ad
- Make updates** to previous ad
- Submit my own completed ad**
*Built to Lunar Cow Publishing's specifications***

***UP TO 3 REVISIONS ALLOWED FOR FREE AD DESIGNS. FURTHER REVISIONS WILL INCUR A FEE OF \$125.**

****IF YOUR SUBMITTED AD IS NOT BUILT TO THE CORRECT SPECS, THE AD IS REJECTED AND SUBMISSION OF A NEW AD AT THE CORRECT SPECS IS REQUIRED.**

LUNAR COW RESERVES THE RIGHT TO CREATE A TEMPLATE AD FOR YOU AFTER 45 DAYS. NO REVISIONS ALLOWED, EXCEPT FOR ERRORS.

PAYMENT TYPE

- CHECK
- CREDIT CARD (complete fields below)
 - Mastercard Visa Discover AMEX

Name on Card: _____

Card #: _____

Exp. Date: _____ Security Code: _____

Billing Address: _____

Billing Phone: _____

COST

Base Ad Rate + \$ _____
 Fees (if applicable) + \$ _____
 Total Due = \$ _____

Additional Instructions: _____

Authorized By: _____ Title: _____

Signature: _____ Date: _____ Sales Rep: _____