

## Reserve Your Space Now for the 2012 RELOCATION & VISITORS GUIDE

The official visitors guide for the Little Falls area.

*Lower Ad Rates than Comparable Publications*

Greetings!

Get your message out in the Little Falls Visitors Guide. The Visitors Guide is the most requested publication distributed by the Convention and Visitors Bureau. Visitors tell us that they use this information to choose specific Little Falls destinations, get ideas for activities, select accommodations and choose restaurants.

### **Little Falls Visitors Guide Highlights**

- Area wide information on destinations, attractions, lodging, dining, business, plus much more
- Approximately 48 pages 8.5 x 11, glossy, 4-color format

### **Target Audience**

Travelers who are planning Central Minnesota area vacations, especially used by those looking for new places to explore, first-time visitors and those relocating to the area. The Visitors Guide is heavily distributed within the Midwest market, but also nationwide and Canada.

### **Distribution**

Primary response piece to Little Falls tourism campaign. Individual requests for Little Falls, MN, and the city 800

number, local attractions & businesses, travel information centers, sport shows, special mailings and promotion, travel trade and travel media.

### **Why should you be in the Guide?**

- \* There is a large demand for the Little Falls Visitors Guide, both from Minnesotans and non-Minnesotans.
- \* Focus groups have told us that they look for, appreciate and use advertising by communities and businesses in travel guides.
- \* 86% of our customers use information provided by the Visitors Guide to plan their trips.
- \* An ad in the Visitors Guide can drive traffic to your web site.
- \* The Visitors Guide helps you reach new audiences.

### **Questions about ad design and preparation?**

Spectrum Marketing Services has been retained as the design firm for the guide and will provide (at a cost to the advertiser) advertising preparation services for those who require it.



For more information contact:

JoAnne Drellack  
Spectrum Marketing Services  
308 13th Ave NW  
Little Falls, MN 56345  
Phone: (320) 631-1259  
Fax: (320) 632-6628  
jdrellack@spectrummrks.com

Questions about reserving your ad space?

### **Gina Walls**

Little Falls Convention & Visitors Bureau  
606 First Street, S.E.  
Little Falls, MN 56345  
(800) 325-5916  
(320) 616-4959  
FAX (320) 616-4961  
gwalls@lfcvb.com

Little Falls Relocation & Visitor Guide now available at  
[www.littlefallsmn.com](http://www.littlefallsmn.com)

**2012 Little Falls Relocation & Visitors Guide Advertising Agreement**  
The Official Visitors Guide for The Little Falls Area.

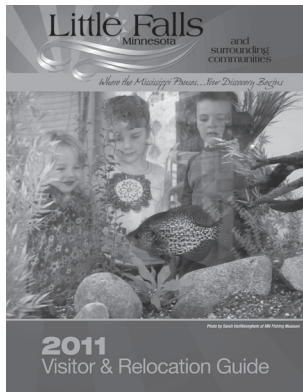
PLEASE PRINT CLEARLY!

Advertiser \_\_\_\_\_ Contact \_\_\_\_\_  
 Billing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_  
 Have you previously advertised in this publication? Yes \_\_\_\_\_ No \_\_\_\_\_

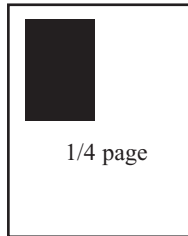
**PLEASE CHECK ONE:**

- New Ad, final Ad as TIF or PDF, supplied to Spectrum Marketing Services by November 2, 2011. *(No Production Fee)*
- New Ad, **to be created by Spectrum Marketing Services**, with photos, text and logo, submitted by October 28, 2011. *(Production Fee)*
- Repeat 2011 Ad, no changes from last year. *(No Production Fee)*
- Repeat 2011 Ad with changes to be supplied to Spectrum Marketing Services by October 28, 2011. *(Production Fee)*

**Ad Approval Contact:** Name \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 Address \_\_\_\_\_ Email \_\_\_\_\_



**MECHANICAL SPECIFICATIONS**



**NOTE:**

All Final Artwork must be in a High Resolution format such as EPS, JPG, PDF, or TIF. *(Other formats may incur additional charges.)*

*Send all ad materials and final artwork to JoAnne Drellack  
jdrellack@spectrummrks.com*

AD RATES/FEES <i>(circle your choice)</i>			COST SUMMARY	
AD SIZE	4-Color Process	Ad Production Fee		
1/16 Page	\$125	\$35	Ad Space Cost	\$ _____
1/8 Page	\$214	\$35	Production Fee	\$ _____
1/4 Page	\$411	\$75	Discount <i>*If Applicable.</i>	\$ _____
1/2 Page	\$725	\$145	TOTAL DUE	\$ _____
Full Page	\$1,358	\$285		
Inside Back Cover	\$1,567	\$285		
Inside Front Cover	\$1,898	\$285		
Back Cover	\$2,686	\$285		

**Placement Preference** *(No guarantees, but we'll do our best.)*  
 \*Visitor Guide ad purchase will include a website link on the on-line Visitors Guide.

NOTE: Publisher will NOT return supplied materials and is not liable for lost materials.

Advertiser's Signature \_\_\_\_\_

Date \_\_\_\_\_

**PAYMENT:** First 1/2 of payment is due before November 2, 2011. The balance is due no later than January 3, 2012. *Make checks payable to LFCVB. \* A 5% discount may be deducted from ad rate if reserved and paid in full by October 28, 2011. \* A 5% discount may be deducted for food and lodging businesses in Little Falls that collect taxes.*

**DEADLINES:** *All CONTRACTS due: October 28, 2011 Contracts must be signed by this date otherwise no guarantee of insertion. New Ad Materials (logos, photos) due: October 28, 2011 Or no guarantee of insertion. Supplied Ads & Final Ad Approval deadline: November 2, 2011 (deliver to Spectrum Marketing Services)*

**DISTRIBUTION:** 40,000 copies in the initial run. They will be distributed all over the U.S. and beyond. Distribution locations include all Little Falls area businesses, attractions, lodging and restaurant facilities, Lincoln and Brainerd Lakes area, Royalton, Bowlus, Swanville, Pierz, Randall and Long Prairie. They are also distributed by State Information Centers, Visitor Centers, Chambers of Commerce, MN Office of Tourism and the Little Falls Convention and Visitors Bureau. The Visitor Guides are displayed in 9 brochure locations at Camp Ripley, 78 brochure locations in the Brainerd, Pequot Lakes, Breezy and Cross Lakes area, and over 100 brochure locations in the Minneapolis/St. Paul area. In addition, they will also go in a Welcome Wagon packet for new Little Falls area residents. The Visitor Guide can also be viewed on the [www.littlefallsmn.com](http://www.littlefallsmn.com) website.

**MAIL OR FAX THIS AGREEMENT TO:**

**Little Falls Convention and Visitors Bureau**  
606 Southeast 1<sup>st</sup> Street • Little Falls, MN 56345 • Phone: (320) 616-4959 • Fax: (320) 616-4961

**SEND AD MATERIALS TO:**

**Spectrum Marketing Services Attn: JoAnne Drellack**  
308 13th Ave NW • Little Falls, MN 56345 • Phone: (320) 631-1259 • Fax: (320) 632-6628  
Email: [jdrellack@spectrummrks.com](mailto:jdrellack@spectrummrks.com)

**Material Requirements:** Trim size is 8.375" x 10.875". Verify ad size per specs on previous page. Add 1/8" on bleed ads and keep matter 1/2" from trim.

**NO Handling fees will be charged to the Advertiser for supplied materials in the form below:**

**Supplied Computer Files:** Ads must be supplied as PDF or TIF Format (at least 300 dpi/CMYK): submitted on CD or via email. All colors must be set to separate into process (CMYK) colors. Submission of a color proof is recommended. Computer files not prepared to these specifications may be subject to full or partial ad preparation charges. Other electronic file format submissions may be possible, but prior approval is necessary. For more information please contact JoAnne Drellack at Spectrum Marketing Services: (320) 631-1259.

This is a legally binding contract between the following parties: Little Falls Convention and Visitors Bureau, hereinafter called the "PUBLISHER" and the individual or organization represented on the reverse side of this contract, hereinafter referred to as the "ADVERTISER."

1. The PUBLISHER will publish a minimum of 40,000 copies of the 2012 Little Falls Visitors Guide and will include the ADVERTISER'S advertisement as described in this contract. PUBLISHER reserves the right to refuse to publish advertisements that do not represent the best interests of the Little Falls Convention and Visitors Bureau.
2. The ADVERTISER shall provide the needed information, instructions and images to complete the advertisement on or before October 28, 2011 and will pay the amount listed in this contract, in full, on or before January 3, 2012.
3. The PUBLISHER will submit one copy of the ad proof to the ADVERTISER who shall review and accept or correct the proof. The ADVERTISER must notify the PUBLISHER in writing of any necessary corrections within five (5) days of receipt of the ad proof. **Failure to notify PUBLISHER of corrections IN WRITING shall be deemed acceptance and the ad will run as it appears on the proof.** Changes in ad resulting from new or different instructions to the PUBLISHER will be made at a charge of \$30 per line above the amount of this contract. (ADVERTISER will receive a proof of the ad based on instructions indicated on front of this contract. Alterations to these instructions may result in additional charges.)
4. **Final ad placement and positioning is at the sole discretion of the PUBLISHER and is not guaranteed.**
5. The ADVERTISER holds and saves harmless the PUBLISHER and the Little Falls Convention and Visitors Bureau against all liability for liable, 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 advertising herein provided in the form furnished by the ADVERTISER.
6. Cancellation of this agreement by the ADVERTISER must be in writing and received by the PUBLISHER prior to October 28, 2011. In the event of cancellation, the ADVERTISER shall reimburse to the PUBLISHER any expenses the PUBLISHER has incurred as a result of this contract. This contract may not be canceled by the ADVERTISER after October 28, 2011. Failure by the ADVERTISER to supply needed advertising materials by October 28, 2011 may constitute cancellation of this advertisement if the PUBLISHER so determines, and ADVERTISER forfeits any payments made.
7. All materials submitted by the ADVERTISER become the property of the PUBLISHER. **No photos, CDs, disks or any other materials used in the publication of the advertisement will be returned to the ADVERTISER by the PUBLISHER.** If the ADVERTISER wishes the return of any materials, then ADVERTISER must provide return envelope with postage as part of this contract.
8. The ADVERTISER and PUBLISHER will exercise normal precautions and good judgement in the handling of materials and correspondence in the exercise of this contract. However, the PUBLISHER assumes no liability for loss or damage to materials provided by the ADVERTISER. The PUBLISHER may elect not to accept telephone correspondence in connection with this contract or if so accepted, may do so at the sole risk of the ADVERTISER.
9. This agreement is between the PUBLISHER and ADVERTISER, both of whom understand and agree to the terms of this contract. The terms of this written agreement between the ADVERTISER and the Little Falls Conventions and Visitors Bureau are the only conditions agreed to and no other understanding or agreements should be implied or inferred, unless executed in writing by the PUBLISHER.
10. Ads will not be released to outside sources without prior approval from PUBLISHER. PUBLISHER must be contacted first and then they will contact Spectrum Marketing Services with permission to release.

**Please check and sign. This form must be returned with the agreement form.**

I have read and agree to the above terms.

Advertiser's Signature \_\_\_\_\_ Date \_\_\_\_\_