

ADVERTISE IN THE *official* 2027 NORTH DAKOTA BE LEGENDARY TRAVEL GUIDE

HELLO Tourism Partners,

Work is well underway on the official 2027 North Dakota Travel Guide, and I'm excited to invite you to be part of this trusted resource for travelers. In a world increasingly shaped by AI-generated content and some "less informed" influencers, the reliability and credibility of our official guide matters now more than ever.

Recent research on travelers to North Dakota shows that printed travel guides continue to be a top source for destination inspiration. And online versions of guides continue to grow as a key source for planning. These numbers underscore what we continue to hear directly from visitors: the North Dakota Travel Guide remains one of the most valued tools for planning trips across our state.

Our guide does more than inspire travel. It delivers detailed listings, curated trip ideas and subject specific maps that help extend trips, deepen engagement, and strengthen communities statewide. This year we expect to distribute nearly 200,000 copies through rest areas, visitor centers, and direct requests from travelers and tourism organizations across the U.S. and Canada. In addition, digital views of the travel guide are up 25% over 2025, demonstrating strong and growing demand for accessible planning tools.

As we prepare the 2027 edition, I encourage you to showcase your destination, business, or experience by placing an ad — and by putting your strongest offer forward. Together, we can motivate more travel, inspire longer stays, and ensure North Dakota shines as an unforgettable place to explore.

Thank you for your partnership and for all you do to strengthen tourism across our state.

Sincerely,

Sara Otte Coleman

Director, Tourism & Marketing Division
North Dakota Department of Commerce



North Dakota Tourism will print and distribute more than 200,000 copies in 2027. Over 82,000 copies will be inserted with the February *North Dakota Living* magazine.

The Travel Guide will be advertised and sent through direct fulfillment, brochure racks in the region, in-state visitor centers, trade shows, rest areas and points-of-entry.

SPACE RESERVATION AND AD MATERIAL

Space reservation: Oct. 22, 2026

Copy deadline: Nov. 5, 2026

North Dakota Living publication date:
February issue, 2027

PREFERRED AD FORMATS

- High-resolution (300 DPI) Adobe PDF.
- 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.

UPLOADING PROCEDURE

Follow the steps below to get started:

1. Go to your web browser and type in the address, <https://ndliving.wetransfer.com>
2. Follow the onscreen steps to upload your ad or files. Can place up to 20GB of materials.



2027 North Dakota Be Legendary Travel Guide



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TO RESERVE AD SPACE TODAY:

1. Go to: <https://ndliving.com/form/NDTravel>
2. Email: dcrabbe@ndarec.com
3. Call Duane Crabbe at 701.667.6436 or 701.391.2164
4. Mail to *North Dakota Living*, Attn: Ad Dept., PO Box 727
3201 Nygren Drive NW, Mandan, ND 58554-0727

LIMITED AD SPACE! RESERVE YOUR AD SPACE TODAY!

Company Name _____

Contact Name _____

Bill to _____

Address _____

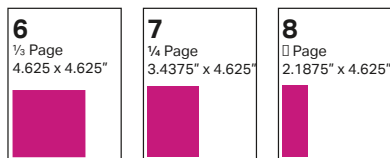
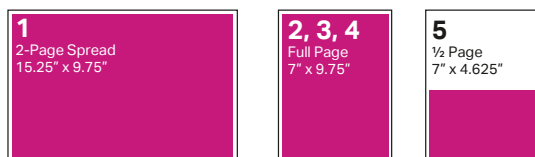
City, State, Zip _____

Telephone _____ Cell _____

Email Address _____ Website _____

Signature _____ Date _____

DISPLAY AD



EVENT AD



For payment, we accept:



Please place the following ad (click on the box for desired size)

Full color included with all ads

- | | |
|--|---------|
| ☐ 1. 2-page spread | \$8,875 |
| ☐ 2. Inside Front Cover (if available)..... | \$5,725 |
| ☐ 3. Inside Back Cover (if available)..... | \$5,325 |
| ☐ 4. Full Page..... | \$5,175 |
| ☐ 5. 1/2 page..... | \$3,425 |
| ☐ 6. 1/3 page..... | \$2,135 |
| ☐ 7. 1/4 page..... | \$1,775 |
| ☐ 8. 1/6 page..... | \$1,075 |
| ☐ 9. Event Ad..... | \$185 |

All prices include full color plus layout and design.

BILLING DATE: FEBRUARY 2027

Note: ad rates are NET

For more information or space reservations,
contact **Duane Crabbe**, *North Dakota Living*
3201 Nygren Drive NW • PO Box 727 • Mandan, ND 58554
701-667-6436 • Call or text: **701-391-2164**
Email: dcrabbe@ndarec.com or visit ndliving.com