

ADVERTISE IN THE *Official* 2022 NORTH DAKOTA BE LEGENDARY TRAVEL GUIDE

North Dakota Tourism will print and distribute 300,000 copies in 2022. Over 90,000 copies will be inserted with the March and April *North Dakota Living* magazine.

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

SPACE RESERVATION AND AD MATERIAL

Space reservation: Dec. 6, 2021

Copy deadline: Dec. 13, 2021

Publication date: Feb. 21, 2022

North Dakota Living
publication date: March issue, 2022

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.

LEGENDARY NORTH DAKOTA

In 2022, a fresh visitors guide will provide inspiration to explore the attractions of North Dakota – all the state’s legendary historic, cultural, adventurous, cityside, agricultural, fun and natural highlights with awe-inspiring photographs.

If it’s an outdoor adventure visitors seek, they’ll discover plenty of opportunities in North Dakota. National and state parks, scenic drives, golfing, hiking, biking, water adventures, birding, rodeos and winter activities all await visitors, and the North Dakota Travel Guide will help them find the next adventure.

The traditions of our culture and heritage come alive year-round. From our largest cities to our smaller towns, visitors are certain to discover an event or museum that can’t be missed.

Visitors will find information in the 2022 guide about North Dakota’s must-sees, main streets and why this is the perfect time to be legendary in North Dakota. Plus, each page will have a call-to-action directing potential visitors to North Dakota where they can learn more and plan trips.



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

“The team at North Dakota Tourism continues to evolve our marketing materials and tactics to meet the changing needs of consumers. We have adjusted the 2022 guide to provide inspiration along with the relevant details visitors need to plan and book their upcoming North Dakota trips. Our expanded marketing campaign will continue through late fall, in an effort to support a full recovery for our travel and tourism partners. We expect a growing interest in North Dakota and hope you will be included in the 2022 guide.”



2022 North Dakota Be Legendary Travel Guide



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RESERVE AD SPACE:

1. Email: dcrabbe@ndarec.com or visit ndliving.com
2. Call Duane Crabbe at 800-234-0518 ext. 6436 or 701-667-6436
3. Call or text 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 _____ Fax _____

Email Address _____ Website _____

Signature _____ Date _____

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\$5,725
- 3. Inside Back Cover\$5,325
- 4. Full Page\$5,175
- 5. ½ page\$3,425
- 6. ⅓ page\$2,135
- 7. ¼ page\$1,775
- 8. ⅙ page\$1,075
- 9. Event Ad\$185

DISPLAY AD

1
2-Page Spread
15.25" x 9.75"

2, 3, 4
Full Page
7" x 9.75"

5
½ Page
7" x 4.625"

6
¼ Page
4.625" x 4.625"

7
¼ Page
3.4375" x 4.625"

8
¼ Page
2.1875" x 4.625"

EVENT AD

9
Event Ad Space
2.125" x 1"

For payment, we accept:



All prices include full color plus layout and design.

BILLING DATE: FEBRUARY 2022

Note: ad rates are NET and non-commissionable

For more information or space reservations,
 contact **Duane Crabbe**, *North Dakota Living*
 3201 Nygren Drive NW • PO Box 727 • Mandan, ND 58554 or
800-234-0518 • 701-667-6436 • Call or text: **701-391-2164**
 Email: dcrabbe@ndarec.com or visit ndliving.com