

ADVERTISE IN THE **OFFICIAL** 2025 NORTH DAKOTA BE LEGENDARY TRAVEL GUIDE

LEGENDARY NORTH DAKOTA

This past year we received many positive comments from visitors who used the North Dakota travel guide to plan their travels to and through our state. Some users took the time to hand write notes explaining how useful our guide was and how the information influenced them to spend more time while visiting our state. Many states have eliminated the detailed listing in their guides, but the feedback we receive shows the information that we provide on experiences and amenities across the state is impactful. And this includes the well-designed advertisements that showcase your great offerings!

The 2025 guide will build on the Hello North Dakota campaign, showcasing our state as a friendly, welcoming destination with uncrowded outdoor recreation, remarkable scenery, vibrant communities and enthralling festivals and events.

A recent survey of North Dakota travel industry stakeholders showed marketing showcases to the entire state, and cross-selling our visitor opportunities is vitally important. The North Dakota Travel guide is the poster child for cooperative marketing and helping visitors plan their trips to our great state.



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

North Dakota Tourism will print and distribute more than 225,000 copies in 2025. Over 81,000 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. 24, 2024

Copy deadline: Oct. 30, 2024

**North Dakota Living publication date:
February issue, 2025**

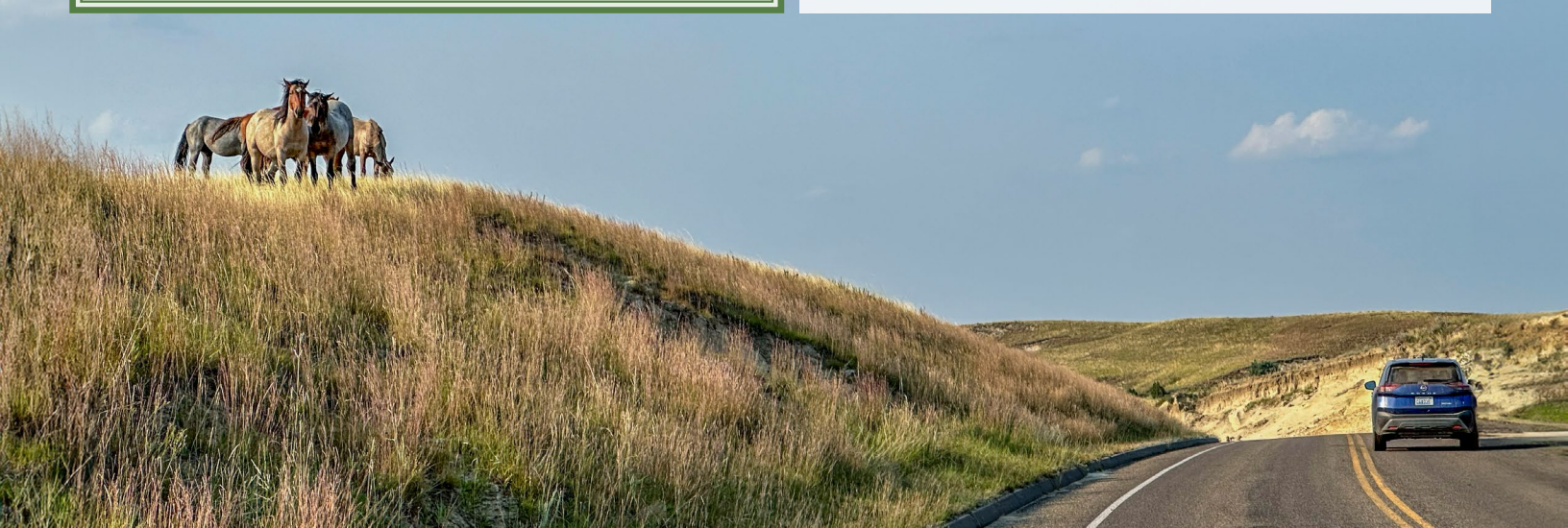
PREFERRED AD FORMATS

- 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.



2025 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 _____

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

DISPLAY AD

1 2-Page Spread 15.25" x 9.75"	2, 3, 4 Full Page 7" x 9.75"	5 1/2 Page 7" x 4.625"
6 1/3 Page 4.625" x 4.625"	7 1/4 Page 3.4375" x 4.625"	8 1/6 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 2025
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 or
800-234-0518 • 701-667-6436 • Call or text: **701-391-2164**
 Email: dcrabbe@ndarec.com or visit ndliving.com