

# ADVERTISE IN THE *official* 2026 NORTH DAKOTA BE LEGENDARY TRAVEL GUIDE

## Dear Tourism Partner,

Now more than ever, with the proliferation of AI-generated content, it is essential that visitors have access to trusted, accurate, and inspiring travel information. That's why the **Official North Dakota Travel Guide** remains one of our most important tools to connect with travelers.

The guide is widely distributed—through direct mail inquiries, at our newly improved highway rest areas and visitor centers, as well as at airports, hotels, attractions, and other high-traffic visitor locations across the region. Visitors continue to tell us it's "the best" guide they've used compared to other states, citing both its inspiration and practical planning value.

By advertising in the North Dakota Travel Guide, your business, community, event, or recreation offering will be placed directly in the hands of travelers seeking reliable, detailed information to plan and book their trips. This publication not only sparks interest but also provides everything a visitor needs to choose North Dakota and extend their time here.

We encourage you to consider this opportunity to showcase what you have to offer and help inspire travelers to choose North Dakota.



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 2026. 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. 23, 2025

**Copy deadline:** Nov. 4, 2025

**North Dakota Living publication date:**  
February issue, 2026

## 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.



# 2026 North Dakota Be Legendary Travel Guide



PHOTO COURTESY JAMESTOWN TOURISM

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*North Dakota Living* publication date: February issue, 2026

## TO RESERVE AD SPACE TODAY:

1. Go to: <https://ndliving.com/form/NDTravel>
2. Email: [dcrabbe@ndarec.com](mailto: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 \_\_\_\_\_

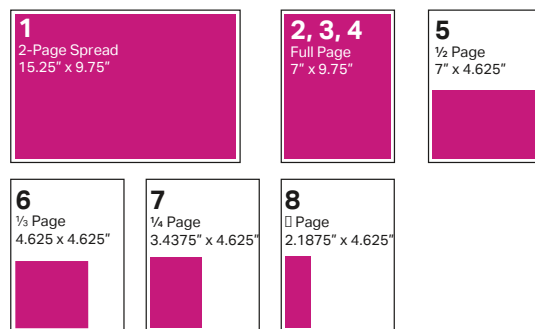
Signature \_\_\_\_\_ Date \_\_\_\_\_

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

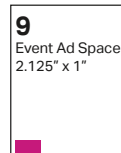
Full color included with all ads

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

## DISPLAY AD



## EVENT AD



For payment, we accept:



All prices include full color plus layout and design.

**BILLING DATE: FEBRUARY 2026**

**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](mailto:dcrabbe@ndarec.com) or visit [ndliving.com](http://ndliving.com)