



A local institution, the Guide is a fresh and lively monthly compendium of the region's arts and entertainment scene. 100% advertiser supported, The Entertainment Guide is the trusted go-to source for area happenings, and our on-line publication and more than 7,000+ copies in more than 350 locations insures your business a full month of the best coverage available. Be part of the Guide, and be part of the best.

Production Calendar

Ad Reservation by the 13th of the preceding month.
 Ad Content shortly after. Editorial Content by the 13th of the preceding month. Distribution during the last week of the preceding month.
 There is some wiggle room – just keep us posted :^).

Special Advertiser Sections

Home/Garden – April **Real Estate** – March
Artists Showcase – October-December **Give to the Max** – November

Special Editorial Sections

Food/Bev – February **Music** – June
Performing Arts – August **Visual Arts** – October

Community-Specific Ad Sections – Promote community events

Examples:
Northfield Winter Walk **Crazy Daze Closeout**
Spring Home Contractors **Girls' Night Out**
Shop Local Community Sections (contact us to get yours in!)

7000+ copies distributed monthly.

**Northfield • Faribault • Cannon Falls • Red Wing • New Prague
 Zumbrota • Dundas • Dennison • Lakeville • Farmington
 Lonsdale • Montgomery • Kenyon • Elko/New Market**

The Guide is available in high-traffic areas including restaurants, coffee shops, art venues, sport venues, grocery stores, convenience stores, liquor stores, hair & nail salons, medical clinics, libraries, senior centers, apartment & condo buildings, tourist information centers, hotels, retail & service businesses and strategically placed news stand kiosks.

If you would like the Guide at your location call 507-663-7937

The Entertainment Guide • 507-663-7937 • entertainmentguidemn.com
info@entertainmentguidemn.com • [f](https://www.facebook.com/entertainmentguidemn) [entertainmentguidemn](https://www.tumblr.com/entertainmentguidemn) • [NFLDGuide](https://www.tumblr.com/NFLDGuide)

AD RATES

effective 1/1/17

	1x			3x			6x		
Front Cover Banner (8w x 2h)	\$609			601			593		
Back Cover (8w x 10.5h full bleed)	FULL \$678	HALF 375		FULL 644	HALF 350		FULL 609	HALF 325	
20% downpayment required to reserve glossy space	Full	1/2	1/4	Full	1/2	1/4	Full	1/2	1/4
glossy* Premium (F2, C2, C3)*	\$654	390	238	613	369	224	572	348	209
Select (F1, C1, C4)*	\$545	325	198	511	308	186	476	290	174
Standard (F3, B1, B2, B3)*	\$523	312	191	490	293	179	457	273	167

* F1=inside front cover, F2=first right-hand page, F3=first left-hand page, opposite newsprint pages, C1=first right-hand center page, C2= left-hand center spread, C3= right-hand center spread, C4=last left-hand center page, B1=last right-hand page, opposite newsprint, B2=last left-hand page, opposite inside back cover, B3=inside back cover)

	1x	3x	6x	9x	12x
Full Page (7w x 9.125h)	\$426	395	364	331	314
2/3 Page (4.625w x 9.125h OR 7w x 6h)	\$312	290	267	242	229
1/2 Page (3.375w x 9.125h OR 7w x 4.5h)	\$257	239	221	200	190
1/3 Page (2.25w x 9.125h OR 7w x 3h)	\$187	175	162	145	138
1/4 Page (3.375w x 4.5h)	\$157	145	133	122	114
1/6 Page (2.25w x 4.5h OR 3.375w x 3h)	\$118	110	101	91	86
1/8 Page (3.375w x 2.125h)	\$87	85	82	75	71
Coupon (3.5w x 1.5h double-sided)	\$109	101	93	85	80

- Services Directory Listing** † – **\$45/issue or \$450/year**** (3.375w x 1.5h)
- Happenings Listing** – **\$30/listing*** (\$70 cap for multi-day listing)
- Exhibit Listing** – **\$195/year***
- Club/Class Listing** – **\$25/listing*** (\$15/listing after 2)
- Shorts** – **\$20** Placement guarantee fee. (Shorts written by editors using submitted content.)
- Special Placement** – **25% of ad rate** (\$50 max)
- Inserts** – **\$100/thousand** (finished size to within 7.5 x 10)

Listings should be under 50 words and are subject to editing for space and style. You pick which months your ad goes in within a 12-month period. You can change your ad as often as you want.

***6x or better contract includes 12 months of free happenings listings, exhibit listings, and theater listings, and reduced pricing for club/class listings.**

****Free listing in one service directory with 6x or 9x contracts of 1/4 page or larger or any 12x contract.**

†Service Directories include: Worship Services, Food & Beverage, Business Classifieds, and others at editorial discretion.