



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** – May
Visual Arts – July

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.

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

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 • entertainmentguidemn • NFLDGuide**

AD RATES

effective 10/1/17

	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	
Premium (C2, C3)*	\$654	390	238	613	369	224	572	348	209	
Standard (IFC, C1, C4, IBC)*	\$545	325	198	511	308	186	476	290	174	
* IFC=inside front cover, C1=front right-hand center page, C2= left-hand center spread, C3= right-hand center spread, C4=back left-hand center page, IBC=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 (3.375w x 1.5h double-sided)	\$109		101		93		85		80	

- Directory Listing** † – **\$45/issue or \$450/year**** (3.375w x 1.5h)
- Enhanced Happenings Listing** – **\$25/listing** (\$100 cap for multi-day listing)***
- Exhibit Listing** – **\$195/year***
- Club/Class Listing** – **\$10/listing***
- 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)

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, theater listings, and two free club/class listings/issue.**

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

*****Enhanced listings include color text, guaranteed photo inclusion and other visual highlights at editorial discretion.**
 Listings should be under 50 words and are subject to editing for space and style.

Happenings listings are for events and festivals that are considered entertainment, rather than sales events

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

A publication of By All Means Graphics, 17 Bridge Sq., Northfield, MN.