



# North Shore Explorer Guide 2021 Ad Rates

## Display Ad:

Back Cover Two-Page* .....	\$5399
Two-Page Center Spread* .....	\$4899
Inside Front Cover* .....	\$3399
1-Page.....	\$2199
½ Page.....	\$1199
¼ Page.....	\$649

*\*ads are placed in their mile-by-mile location in the book except for these placements.*

## **Included with your display ad:**

- Basic Listing in the Mile-by-Mile section (mile marker, name in bold, reference to Display Ad, and reference to Lodging Guide listing if applicable).

Ads can be submitted according to specifications, or Do North Marketing can assist in the creation of your add.

## Lodging Guide Listing

The Lodging Guide is located in the back of the book. Each listing has its mile marker, town, name in bold, phone, web, 50-word description, and reference to display ad. They are listed in mile-marker order.

Listing Only (with no ad).....	\$369
Listing with purchase of Display Ad.....	\$269 (Save \$100)

## Mile-by-Mile Enhanced Listing

In the Mile-by-Mile section, an Enhanced Listing includes your mile-marker, name in bold, web, phone, 50 word description, and reference to display ad if applicable.

Listing Only (with no ad).....	\$369
Listing with purchase of Display Ad...	\$269 (Save \$100)

[See a visual of these ad placements](#)

## **Commitments are due by September 30**

Thank you for being a part of North Shore Explorer!



**Do North Marketing, Grand Marais, MN**  
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