

Minnesota Trails Magazine Print Edition Rates

We are Minnesota's premier outdoor travel magazine, a statewide introductory guide to biking, hiking, canoeing, kayaking, birding, skiing and state park activities.

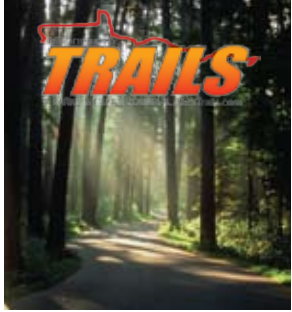
		2x	3x	4x
Two Pages	4560	4332	4104	3876
Full Page	2280	2166	2052	1938
Two-Thirds	1520	1444	1368	1292
One-Half	1140	1083	1026	969
One-Third	760	722	684	646
One Quarter	570	542	513	485
One-Sixth	380	361	342	323
One-Twelfth	190	181	171	162



522 Sinclair Lewis Ave
Sauk Centre, Mn., 56378
1-320-351-1414

Spring '10

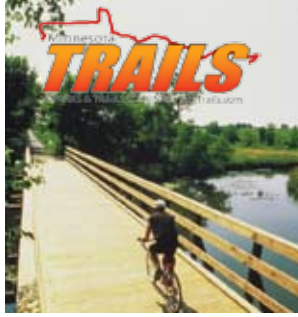
Water Trails - Birding Trails
Mtn Biking - Bike Tours



Ads Due- February 12
Ad Copy Deadline
February 18
Publishing
March 12

Summer '10

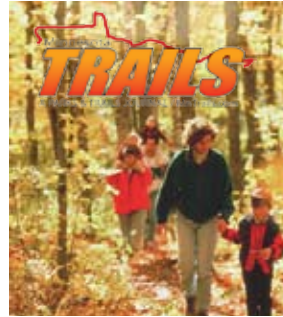
Bike Trails - Bike Tours
State Parks



Ads Due- April 23
Ad Copy Deadline
April 29
Publishing
May 21

Fall '10

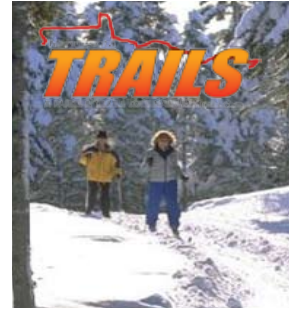
Scenic Byways
Hiking Trails



Ads Due- July 16
Ad Copy Deadline
July 22
Publishing
August 20

Winter '10

Ski Trails
Winter Get-A-Way



Ads Due- October 15
Ad Copy Deadline
October 21
Publishing
November 12

www.MNTrails.com Online Rates

Banner Ads

560 x 72 Pixels 72 dpi

\$1000/yr

Banner ads appear randomly at the top of each page.

Only five horizontal banners will be sold for the entire website for 2009-2010.

Banner ads include icons on MnTrails Google maps.

Tile Ads

144 x 72 Pixels 72 dpi

\$250/yr

Tile ads will be placed on five targeted pages chosen by you as well as appear randomly on all pages including the home page.

Tile ads will include icons on MnTrails Google maps.

A second billing option is to purchase tile ads for \$3 per thousand impressions, minimum of 80,000 impressions.

Business Directories

\$200/yr

Our special directories for B&Bs, Bike Shops, Resorts, Hotels and Restaurants are published in both our print and online editions and include icons on our Google maps.

Contact

robin@mnrails.com

Nationwide Exposure

Unique Visitors- 300,000 unique visitors last year and 40,000 a month this year.

Page Views- Average 50,000 page views a month

Search Engines- Enter Minnesota bike trails or state parks on most search engines and we come up close to the top.

Link Partners- We exchange links with Explore Minnesota, park and trail groups, chambers and CVBs.

Fresh Content- Our news and guide information is updated weekly bringing views back regularly.

Park & Trail News- Regular news reports of the people and events surrounding our parks & trails.

Trails Guides Rides & Tours- Sections detailing Minnesota's many hiking, biking & canoe trails and rides & tours.

Events Calendar- Available to viewers to submit their park & trails events.

Business Directories- Provide information on businesses, clubs and associations.