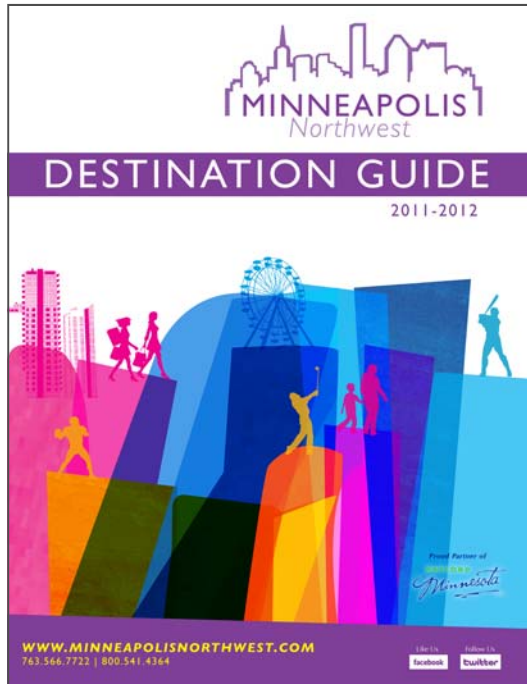


LET YOUR MARKETING DOLLARS WORK FOR YOU!



CONTACT: Brent Haugen | Dir. Marketing & Tourism
763.252.1416 | brent@mplsnw.com

MINNEAPOLIS NORTHWEST DESTINATION GUIDE

Visitor Guide, Meeting Planner's Guide & Sports Facility Guide: all rolled into one comprehensive printed & online digital guide.

20,000 Copies distributed to:

- Meeting & Event Planners
- Tournament & Sports Directors
- Leisure Travelers
- Incoming Groups & Teams
- Tradeshows & Consumer Shows
- Hotels & Other Lodging
- Minnesota Travel Information Centers
- Explore Minnesota Tourism
- Mall of America & MORE!

DESTINATION GUIDE AD SIZES:

Business Card Ad	3.625 W x 2.625 H
1/4 page square	3.625 W x 4.875 H
1/2 page horizontal	7 W x 4.875 H
1/2 page vertical	3.625 W x 10 H
Full page (trim size)	8.375 W x 10.875 H
Full page (bleed)	8.625 W x 11.125 H
Back cover	10 W x 10 H

MONTHLY E-MARKETING OR WEBSITE BANNERS

If you want to reach a local audience as well as the 5 state area, plus Manitoba Canada, consider advertising in our monthly consumer e-marketing message.

The small investment of includes up to 50 words of copy, a photo, logo & a link or you can choose to provide a graphic ad (estimated 1.5 W x 3 H).

Place a Website Banner Ad on our site. The combo graphic (estimated 1.5 W x 2.25 H) & text ad will give some great results with more than 10,000 visitors per month!.



TEAR-OFF MAP SPONSORSHIP

Reach more of an immediate audience with our NEW Tear-Off Map. Distributed to the 21 member hotels in Brooklyn Center, Brooklyn Park & Maple Grove. 20,000 printed copies, plus a digital edition.

Your sponsorship includes logo placement on the front of the map, a black & white ad (4 W x 2.5 H) & a map point or highlighted listing.



2012 Advertising Contract

Minneapolis Northwest Convention & Visitors Bureau

Representing Brooklyn Center | Brooklyn Park | Maple Grove

DESTINATION GUIDE (20,000 qty) <ul style="list-style-type: none"> • Rates: \$125-\$2000 • Space Deadline: January 27, 2012 • Ad Deadline: February 17, 2012 	TEAR-OFF MAP (20,000 qty) <ul style="list-style-type: none"> • Rates: \$400 • Space Deadline: January 27, 2012 • Ad Deadline: February 17, 2012 	ONLINE & E-MARKETING <ul style="list-style-type: none"> • 10,000 Unique Visitors per Month • 10,000+ E-mail Subscribers • Rates: \$150 • Monthly Program
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Advertiser Information:

Advertiser _____

Contact _____

Address _____

City/State/Zip _____

Phone/Fax _____ / _____

Email _____

Website _____

DESTINATION GUIDE RATES **revised rates*

_____ Business Card Ad	\$125
_____ 1/4 page square	\$250
_____ 1/2 page horizontal	\$500
_____ 1/2 page vertical	\$500
_____ Full page	\$1000
_____ Meetings Snapshot	\$1250 (full page)*
_____ Inside Back Cover	\$1500 (full page)*
_____ Back Cover	\$2000 (3/4 page)*

TEAR-OFF MAP

_____ Map Sponsor	\$400
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Sponsorship includes 4 x 2.5 ad & logo on map

ONLINE & E-MARKETING

_____ 1-month Banner Ad	\$150 (website)
_____ E-Mail Text Ad	\$150 (per month)
_____ E-Mail Graphic Ad	\$150 (per month)

Add additional months and save per month

*Premium pages include FREE 1-Month Website Banner Ad & (1) E-mail Ad

If you were a 2011 Destination Guide Advertiser, take \$25 OFF for the repeat advertiser discount on the following Destination Guide Rates and/or Advertising Packages.

ADVERTISING PACKAGES

_____ Business Card Ad in Destination Guide, 1-Month Banner Ad & E-Mail Ad	\$400
_____ 1/4 page square in Destination Guide, 1-Month Banner Ad & E-Mail Ad	\$525
_____ 1/4 page square in Destination Guide, Map Sponsor & E-Mail Ad	\$750
_____ 1/2 page ad in Destination Guide, 2-Months Banner Ad & E-Mail Ad	\$900
_____ Full page ad in Destination Guide, 1-Month Banner Ad & E-Mail Ad	\$1250

WHERE TO SIGN AND SEND CONTRACT ON NEXT PAGE

This is a legally binding contract between the following parties: This Minneapolis Northwest (MNW), hereinafter called the "PUBLISHER" and, the individual or organization represented on the reverse side of this contract, hereinafter referred to as the "ADVERTISER".

1. The PUBLISHER will publish a minimum number of copies specified on the Advertising Rates page and will include the ADVERTISER'S advertisement as described in the contract. PUBLISHER reserves the right to refuse to publish advertisements that do not represent the best interests of Minneapolis Northwest.
2. The ADVERTISER shall provide the needed information, instructions and images to complete the advertisement on or before the Deadline Date specified on the front on this contract hereinafter called the "SPECIFIED DEADLINE DATE" and will pay the amount listed in this contract, in full, on or the SPECIFIED DEADLINE DATE. No ad preparation fee shall be charged to the ADVERTISER for ads that meet required digital specifications.
3. For advertisers using advertising production services from any agency connected with MNW or what will be called "AGENCY", the PUBLISHER will not assume any responsibility or liability for ad creation or billing. The services between AGENCY and the ADVERTISER will be exclusively between those two parties.
4. Final ad placement and positioning is at the sole discretion of the PUBLISHER and is not guaranteed. The purchase of advertising space does not guarantee editorial coverage in this publication.
5. The ADVERTISER holds and saves harmless the PUBLISHER and Minneapolis Northwest against all liability for libel, slander, illegal competition or trade practice, infringement of trademarks and/or trade names, violations of rights of privacy, and infringement of copyrights and proprietary rights resulting from publication of advertising herein provided in the form furnished by the ADVERTISER.
6. Cancellation of this agreement by the ADVERTISER must be in writing and received by the PUBLISHER prior to SPECIFIED DEADLINE DATE. In the event of cancellation, the ADVERTISER shall reimburse to the PUBLISHER any expenses the PUBLISHER has incurred as a result of this contract. This contract may not be canceled by the ADVERTISER after the SPECIFIED DEADLINE DATE. Failure by the ADVERTISER to supply needed advertising materials by the SPECIFIED DEADLINE DATE or failure by the ADVERTISER to make payment in full 30 days after the release date of each guide (or if other arrangements have been made in writing between the two parties) may constitute cancellation of advertisement if the PUBLISHER so determines, and ADVERTISER forfeits any payments made.
7. All materials submitted by the ADVERTISER become the property of the PUBLISHER. No photographic separations, digital files or any other materials used in the publication of the advertisement will be returned to the ADVERTISER by the PUBLISHER. If the ADVERTISER wishes the return of photographic separations, then ADVERTISER must purchase a duplicate photographic separation as part of this contract. Such duplicate separation shall be considered a part of the preparation fees.
8. The ADVERTISER and PUBLISHER will exercise normal precautions and good judgment in the handling of materials and correspondence in the exercise of this contract. However, the PUBLISHER assumes no liability for loss or damage to materials provided by the ADVERTISER. The PUBLISHER may elect not to accept telephone correspondence in connection with this contract or, if so accepted may do so at the sole risk of the ADVERTISER.
9. This agreement is between the PUBLISHER and ADVERTISER, both of whom understand and agree to the terms of this contract. The terms of this written agreement between the ADVERTISER and Minneapolis Northwest are the only conditions agreed to, and no other understanding or agreements should be implied or inferred, unless executed in writing by the PUBLISHER.

SIGN & SEND YOUR CONTRACT:

\$ _____ Total from previous page
\$ _____ Minus any applicable discounts
\$ _____ Total Due

I would like to be invoiced in: 2011 2012 (please circle)

I understand that this is a legally binding contract with Minneapolis Northwest & agree with the terms within this contract.

Minneapolis Northwest
Attn: Brent Haugen
6200 Shingle Creek Parkway
Suite 248
Minneapolis, MN 55430

ph: 763.566.7722
fx: 763.566.6526
E: brent@mplsnw.com

Signed

Date