



NORTHFIELD ENTERTAINMENT GUIDE™

AFFORDABLE EFFECTIVE ADVERTISING

Online and Interactive • Special Sections

We can create your ad.

And there's no additional charge – our professional design services are included in the cost of your ad. Or, send us something camera-ready – we can work with PDF, TIFF, EPS, Photoshop, Illustrator, Quark and InDesign.

You own it.

You paid for it when you paid for the ad. That means you can have us send it to other publications, to your webmaster, or directly to you to use as needed.

We'll invoice you after your ad runs.

Our terms are payment within 10 days – we simply send you an invoice along with a tear sheet after the publication hits the streets. To receive a multi-listing discount, advertisers must pay within terms.

Deadlines and proofing.

We'll keep in touch with courtesy calls – but you'll need to meet our deadlines and proof your ad top to bottom, inside and out. If you're contracted to run but you don't contact us with new copy – we'll run your previous ad.

Editorial submissions.

We want to know what's going on. Send us your happenings for free inclusion in our listings. Got perspectives on the local scene or photos from last weekend's gig? Send 'em. Together we'll give people the Guide they need to Northfield happenings. E-mail neg@northfieldguide.com or fill out a form online at northfieldguide.com. (See "Listings" inside for criteria).



The *Northfield Entertainment Guide* offers a month-at-a-glance look at music, arts, lectures, food and community events. With hundreds visiting our website monthly for our flippin' online publication and 4,000 print copies dropped off and scooped up at more than 90 locations in and around Northfield, you'll WANT to include us in your advertising budget. Details inside!

**Contact Kevin today to reserve your ad space!
507-663-7937 or kevin@northfieldguide.com**

**Northfield Entertainment Guide • 507-663-7937
www.northfieldguide.com • neg@northfieldguide.com**

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

Northfield Entertainment Guide 2011 Production Calendar

Ad Reservation – this is when we want to know you want in.

Ad Content – this is when we want to know what you want in what you want in – we'll create it for you at no extra charge!

Editorial Content – this is when we want to have all your happenings info or – for those with in-house artistic flare – camera-ready ads in.

Issue	Ad/Editorial Content	Print Date	Distribution
January	12/15/10	12/29/10	12/31/10
February	1/13/11	1/27/11	1/31/11
	Valentines Ad Section	Best of Northfield Focus Section	
March	2/16/11	2/24/11	2/28/11
April	3/21/11	3/29/11	3/31/11
	Expo/Gardening Ad Section	Literary Focus Section	
May	4/18/11	4/26/11	4/29/11
	Girls Night Out Ad Section		
June	5/16/11	5/26/11	5/31/11
	Taste of Northfield Ad Section	Music Focus Section	
July	6/16/11	6/28/11	6/30/11
	Crazy Daze Ad Section		
August	7/15/11	7/27/11	8/1/11
	Nature/Eco Recreation Focus Section		
September	8/15/11	8/29/11	8/31/11
	Home/Car Maintenance Ad Section		
October	9/15/11	9/28/11	9/30/11
	Visual Arts Focus Section		
November	10/14/11	10/27/11	10/31/11
December	11/15/11	11/28/11	11/30/11
	Winter Walk Ad Section	Holiday Happenings Focus Section	

Distribution to more than 90 locations including:

Northfield: Allure Salon • Ascendant Accessories • Allina Clinic • America's Best Value Inn and Suites • AmericInn • The Archer House • Beef O'Brady's • Big Steer Restaurant • Blue Monday Coffe Shop • Bridge Square Barbers • Butler's Steak and Ale • Carleton College • Casey's • Churchill Tire • The Cocoa Bean • Coldwell Banker • Community Resource Bank • The Contented Cow • Cost Cutters • Country Inn and Suites • digs • Eagles Club • Echo DVDs • Eclectic Goat • Eco Gardens • Econofoods • Edina Realty • El Tequila • Encore Hair Studio • First National Bank • Graphic Mailbox • Great Clips • HeartWork Studio • The HideAway • Hogan Brothers Acoustic Café • Holiday Gas Station • James Gang Coffeehouse • Jesse James Lanes • Just Food Co-op • Kwik Trip • KYMN Radio • Magic Door B&B • Monkey See Monkey Read • Northfield Arts Guild • Northfield Chamber of Commerce • Northfield Chamber of Commerce • Northfield Historical Society • Northfield Liquor Store • Northfield Pharmacy • Northfield Public Library • Northfield Retirement Center • Northfield Senior Center • Northfield Urgent Care • The Ole Café • OoLaLa • Pan Pan Cafe • Perkins • Premier Bank • Present Perfect • Quality Bakery • Quarterback Club • Rare Pair • Grundy's Rueb-n-Stein • Schmidt Homes • SistersUgly • The Sketchy Artist • SNAP Fitness • St. Olaf College • The Tavern Lounge • The Tavern Restaurant • Tea Creations • VFW • Village Drug • Willinger's Golf Club • Women & Kids On Division • **Cannon Falls:** Cannon River Winery • **Dundas:** Dawn's Corner Bar • Dundas City Offices • Frandsen Bank • Firehouse Liquor Store • L&M • **Faribault:** The Cheese Cave • The Coffee Shop • The Depot Restaurant • Eastman Music • El Tequila • Medford Outlet Mall • Paradise Theatre • **Farmington:** Econofoods • Kwik Trip • **Lakeville:** Inta Juice • Super America • **New Prague:** Coffee Corner • The Corner Bar • Cranky Alice • Downtown Sound • Patty's Place Coffee • **Red Wing:** The Anderson Center • Red Wing Arts Association • St. James Hotel • **Rochester:** Rochester Art Center • **Zumbrota:** The Crossings at Carnegie

Northfield Entertainment Guide Print Edition Ad Rates

effective 1/1/11

4,000 copies printed, strategically distributed and enthusiastically scooped up in and around Northfield. Advertisers enjoy a full month of very cool exposure.

	1 Time		3 Times		6 Times		12 Times	
	Color	B/W	Color	B/W	Color	B/W	Color	B/W
Back Cover	\$499	–	\$474	–	\$450	–	\$428	–
Front Banner	\$399	–	\$379	–	\$360	–	\$342	–
Inside Cover	\$399	–	\$379	–	\$360	–	\$342	–
Full Page	\$303	\$242	\$288	\$230	\$273	\$219	\$260	\$208
2/3 Page	\$222	\$178	\$211	\$169	\$201	\$161	\$191	\$152
1/2 Page	\$183	\$147	\$174	\$139	\$166	\$132	\$157	\$126
1/3 Page	\$133	\$107	\$126	\$101	\$120	\$96	\$114	\$91
1/4 Page	\$111	\$89	\$106	\$85	\$100	\$80	\$95	\$76
1/6 Page	\$83	\$67	\$79	\$63	\$75	\$60	\$71	\$57
1/8 Page	\$68	\$54	\$64	\$52	\$61	\$49	\$58	\$46
Specific Placement	\$32						Inserts	\$70/1000

Restaurant Listing – \$16/listing or \$126/year, free with 6x or greater contract

Book a 3, 6 or 12-time ad and you'll save money every month! You pick which months your ad goes in within a 12-month period. You can change your ad as often as you want. We make it easy!

Listings:

CLUBS • CLASSES & MORE...

- FREE if event is free, open to the public and doesn't require pre-registration.

Events that do not meet this criteria they can still be listed:

- Buy a display ad and receive your first listing free, pay \$10/listing after that.
- Pay \$20/listing for the first 3, \$10/listing after that.
- NEG reserves the right to edit content for style and space. Listings cannot exceed 50 words. Please submit content by the editorial content date on the opposite page.

Happenings...

- These are FREE listings. In general to be included, happenings should be open to the public, something that one could just show up at and take in, and/or contain an entertainment or culturally enriching aspect. Additionally, we use editorial license.

Ad Sizes

width x height

Back & Inside Covers ...8x10.5 full bleed (v)	2/3 Page4.625x9.125 (v) or 7x6 (h)
<i>*Hot Image Area: 7x9.125 (extend 1/4" on all sides for bleed)</i>	1/2 Page3.375x9.125 (v) or 7x4.5 (h)
Front Banner8x2 (h)	1/3 Page2.25x9.125 (v) or 7x3 (h)
<i>*Extend 1/4" on right & bottom for bleed</i>	1/4 Page3.375x4.5 (v)
Full Page7x9.125 (v)	1/6 Page2.25x4.5 (v) or 3.375x3 (h)
	1/8 Page3.375x2.125 (h)