

Media Kit 2025-2026

Minnesota River Valley NATIONAL SCENIC BYWAY



Discover the River of Stories

AN EFFECTIVE BYWAY LURE & MULTI-COMMUNITY TRAVEL PLANNING GUIDE

The Minnesota River Valley National Scenic Byway Visitors Guide is an incredibly cost-effective marketing tool that will put your business in front of thousands of potential visitors, all across Minnesota and the Midwest.

This guide "connects the dots" for visitors, offering a stunning 300-mile stretch of popular attractions and destinations. Join your tourism partners and advertise in this quality guide that will sell YOU to visitors. The byway guide includes:

IF YOU'RE ONE OF THESE, YOU NEED TO BE IN THIS GUIDE!

Encompassing 10 miles on either side of the Minnesota River, from Browns Valley to Belle Plaine, the Byway includes: **Appleton, Beardsley, Belle Plaine, Big Stone City, SD, Browns Valley, Cambria, Clarkfield, Cleveland, Courtland, Dawson, Eagle Lake, Echo, Fairfax, Franklin, Good Thunder, Granite Falls, Green Isle, Hanley Falls, Hanska, Hazel Run, Henderson, Jordan, Lafayette, Lake Crystal, Le Center, Le Sueur, Madison, Madison Lake, Mankato, Montevideo, Morgan, Morton, New Ulm, Nicollet, North Mankato, Ortonville, Ottawa, Redwood Falls, Renville, Sacred Heart, Skyline, St. Peter, St. Clair, Sleepy Eye, Watson, Wood Lake, Lower Sioux Indian Community & Upper Sioux Community.**

And these counties:

Big Stone, Blue Earth, Brown, Chippewa, Lac qui Parle, Le Sueur, Nicollet, Redwood, Renville, Scott, Sibley, Swift, Traverse and Yellow Medicine.

Each Byway advertiser will have the opportunity to showcase their attractions, such as:

**Heritage & Historic Sites
Breweries • Wineries Pageants
& Theatre Accommodations &
Dining Resorts and Bed &
Breakfasts • Area Attractions &
Museums • Shopping &
Antiquing
Wildlife & Birding • Festivals &
Events • State Parks & Trails**

DISTRIBUTION

BE SEEN BY THE RIGHT TRAVELERS!

With a distribution of 20,000 copies & a target market throughout the upper Midwest, the Byway Guide will be distributed via the following:

**Explore Minnesota Tourism Fulfillment Center Distribution
Byway Office Fulfillment Distribution & Direct Mail
Minnesota Travel Information Centers • Byway Member Locations,
CVBs & Chamber Offices • Mall of America • Rack
Distribution • Mailed in Response to Direct Requests**

OUR GUIDE IS ONLINE AT NO ADDED CHARGE TO YOU!

The Minnesota River Valley National Scenic Byway Visitors Guide will be online in an easy-to-read digital format. It will drive potential visitors to your website by hyperlinking your display ad right to your website address. **All of this at no added charge!**



DEADLINE

AD RESERVATION and MATERIALS: March 31, 2025

Advertising Agreement

Minnesota River Valley NATIONAL SCENIC BYWAY

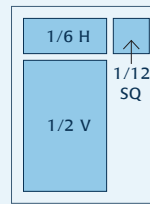
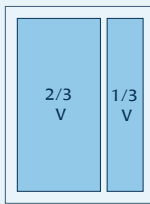
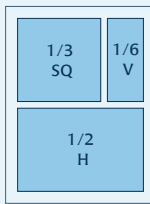
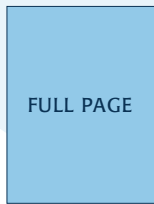
ADVERTISER _____ CONTACT _____

PHONE _____ ADDRESS _____

EMAIL _____ WEBSITE _____

BILLING ADDRESS (if different from above) _____

Bleed is .125" around Full Page. Please include this on your file size and submit print-ready PDFs without crop or trim marks that include the bleed in the size.



These ads don't bleed. Please make actual size and don't include any trim or crop marks on print-ready PDF when submitting.

Full page with 0.125" bleed
Trim Size = 8.25" x 10.75"
Bleed Size = 8.5" x 11"

2/3 page
Vertical = 4.95" x 10"

1/2 page
Vertical = 4.95" x 7.5"
Horizontal = 7.5" x 4.95"

1/3 page
Vertical = 2.42" x 10"
Square = 4.95" x 4.95"

1/6 page
Vertical = 2.42" x 4.95"
Horizontal = 4.95" x 2.42"

1/12 page
Square = 2.42" x 2.42"

ADVERTISING RATES & SIZES

	AD RATE
PREMIUM PLACEMENT DISPLAY ADVERTISING	
<input type="checkbox"/> BACK COVER: (bleed) 8.5" x 11"	\$3,800
<input type="checkbox"/> INSIDE FRONT: (bleed) 8.5" x 11"	\$2,850
STANDARD PLACEMENT DISPLAY ADVERTISING	
<input type="checkbox"/> FULL PAGE: (bleed or non-bleed) 8.5" x 11"	\$1,900
<input type="checkbox"/> 2/3 PAGE: 4.95" x 10"	\$1,710
<input type="checkbox"/> 1/2 PAGE: Vertical 4.95" x 7.5"	\$1,140
<input type="checkbox"/> 1/2 PAGE: Horizontal 7.5" x 4.95"	\$1,140
<input type="checkbox"/> 1/3 PAGE: Vertical 2.42" x 10"	\$855
<input type="checkbox"/> 1/3 PAGE: Square 4.95" x 4.95"	\$855
<input type="checkbox"/> 1/6 PAGE: Vertical 2.42" x 4.95"	\$456
<input type="checkbox"/> 1/6 PAGE: Horizontal 4.95" x 2.42"	\$456
<input type="checkbox"/> 1/12 PAGE: 2.42" x 2.42"	\$285

AD RESERVATION AND MATERIALS DEADLINE:

March 31, 2025

I AGREE TO THE AD SIZE AND RATE

Ad size: _____ Rate: _____

Advertiser Signature _____

Date _____

Questions? Jordan Schreck, Program Assistant
320.289.1981 x 104 | jordan@umvrdc.org
323 West Schlieman Ave. Appleton, MN 56208

RETURN THIS FORM TO:

MINNESOTA RIVER VALLEY NATIONAL SCENIC BYWAY ALLIANCE
jordan@umvrdc.org
323 W. Schlieman Ave., Appleton, MN 56208



Upper Minnesota Valley
REGIONAL DEVELOPMENT COMMISSION

Helping Communities Prosper



DESIGN HOUSE