



North Shore Explorer Guide 2022 Ad Rates

Display Ads:

| | 2022 Rates |
|---|------------|
| 2-page Back Cover | \$5,799 |
| Inside Front Cover | \$3,799 |
| 1 Page | \$2,299 |
| 1/2 Page | \$1,299 |
| 1/4 Page | \$679 |
| 1/8 Page (select sections only) | \$399 |
| Lodging Guide OR Enhanced Mile-by-Mile Listings - see page 2 | \$379 |
| Lodging Guide OR Enhanced Listing with purchase of a Display Ad | \$279 |

1/2 page

\$1299

1/4 page

\$679

1/8 page
Select Sections Only

\$399

1 page

\$2299

✨ **A Basic Mile-Marker Listing is included with your display ad**

✨ **Or, upgrade to an Enhanced Listing with display ad for \$279**

15.9 STONEY POINT
A ONE-MILE SCENIC ROAD THAT IS IDEAL FOR ROCK PICKING AND RELAXING ON CALM DAYS.

17.2 RUSS KENDALL'S SMOKEHOUSE
218-834-5995 Find us on Facebook
Open year round. Smoked fish and cheese. "We Smoke Our Own" Herring, Circleles, Whitefish, Lake Trout, and Wild Alaskan Salmon. Eat 'em here or take 'em along. Homemade beef jerky and sausages, wild rice, and a wide assortment of cheeses and souvenirs. Tavern.

17.5 Explore the tiny town of Knife River. It has a few great shops, marina, campground, a hiking/cross-country skiing trail, post office, and Lutheran Church. Stop in to say hello.

18.3 STONEGATE ON SUPERIOR
See ad pages 32-33 and listing page 60

18.8 LARSMONT COTTAGES ON LAKE SUPERIOR
See ad pages 32-33 and listing page 60

20.4 BREEZY POINT ON SUPERIOR
See ad pages 32-33 and listing page 60

20.9 B.E. NELSON SILVERSMITH
See ad page 5

Enhanced Mile-Marker Listing.
Includes mile-marker, business name, phone, web, and 50-word description.

Basic listing - comes with your display ad or lodging guide listing

See more below

Listings

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 display ad).....\$379

Listing with purchase of Display Ad....\$279 (Save \$100)

Enhanced Mile-by-Mile Listing

In the Mile-by-Mile section, an Enhanced Listing includes your mile-marker, name in bold, web, phone, 30-word description, and reference to display ad if applicable.

(See graphic example on page 1)

Listing Only (with no ad).....\$379

Listing with purchase of Display Ad...\$279 (Save \$100)

Basic Mile-by-Mile Listing

Mile Marker listing with your name in bold

(See graphic example on page 1)

Listing Only (with no ad).....\$199



★ Review for the North Shore Explorer guide ★

Jeff, the manager of the Explore MN Welcome Center at Thompson Hill, Duluth (Skyline Drive) says:

"The North Shore Explorer is by far the best resource we have for assisting folks with their North Shore adventures! We go through just over 10,000 of this popular guide every year. We get great feedback from visitors about how much visitors love this guide, and we do too!"

We bookmark several of the pages including the state park listings, waterfall tours, lodging guide, and hiking suggestions to show to visitors where to go on their North Shore adventure.

Personally, I have found the North Shore Lodging Guide and Gunflint Trail pages to be an invaluable tool with the current influx of first-time visitors. We're seeing lots of new visitors from all demographics, from all over the country - more so after Covid.



Do North Marketing, Grand Marais, MN

Publisher of the North Shore Explorer guide and blog

Melissa Dressely | Melissa@DoNorthMarketing.com | 218-370-2050