



2024

ADVERTISING RATES

NEMAA's printed **Member Directory & Art-A-Whirl Guide** is a useful tool for navigating Art-A-Whirl® with sought-after maps, artists & business listings, Dining & Craft Brew Guides, & information on transport, accessibility, "I Bought Art" special offers, & more.

Artists, shoppers, and community members use the guide all year long, and it is a great opportunity for you to communicate to a much wider audience beyond the borders of Northeast.

We print 20,000 copies ahead of Art-A-Whirl in May, and the publication is displayed at the MSP Airport and Mall of America brochure programs, as well as visitors' centers throughout the state.

See past issues at: issuu.com/nemaa

2024 Print Ad rates:

Dining/Brew Guide Listing: \$220

1/8 page: \$525

1/4 page: \$1,000

1/2 page: \$1,900

Full page: \$3,600

Special Placement: \$5,000

**(Plus 10% Discount for
NEMAA Members!)**

Full Page without Bleed 7.25" W 9.5" H with Bleed 8.5" W 10.5" H	1/8 Page 3.5" W 2.2016" H	1/4 Page 3.5" W 4.625" H
	1/2 Page HORZ. 7.25" W 4.625" H 1/2 Page VERT. 3.5" W 9.5" H	

Submit ads in PDF format • Embed fonts • Format your ads using RGB • 350 dpi resolution • Design help is available starting at \$80/hr • NEMAA holds the right to refuse any ad • Deadline for all print ad artwork is March 1, 2024

Digital Advertising in NEMAA newsletters

NEMAA publishes two newsletters a month: our public **Audience newsletter** with 10,000+ subscribers and our private **NEMAA Members** newsletter with 1,400+ recipients.

Open Rate: 43% (180% above industry average)

Click Rate: 3.3% (87% above industry average)

Banner spots are available in each at a rate of **\$300 per email**.

1000px wide x 300px tall • RGB • PNG or JPG • Include URL • Due one week before (25th of the month)

Contact us to
secure your space now!
ads@nemaa.org
612-788-1679