



2027-28 EDITION

SAINT PAUL INSIDER'S GUIDE

Advertising Rate Card

Your story, printed for the guests who love Saint Paul most.

70,000+
PRINTED EDITIONS

18
MONTHS OF DISTRIBUTION

900+
REQUESTED MONTHLY

WHY ADVERTISE

Hello, Advertiser.

Purchasing advertising space with Visit Saint Paul is more than a marketing investment — it's an opportunity to connect with our community and the many travelers who explore our city. The Official Saint Paul Insider's Guide is distributed widely, reaching both residents and visitors eager to experience what makes Saint Paul unique.

By joining us, you tap into a network that celebrates local pride, showcases neighborhood stories, and welcomes newcomers with open arms. We love our neighbors — and your message becomes part of a tradition that highlights the best of Saint Paul's warm, welcoming spirit.

70,000+

PRINTED EDITIONS

18-Month

DISTRIBUTION CYCLE

900+

REQUESTED & SENT MONTHLY

What's Inside the Guide

Every page is shot, styled, and written to feel like a love letter to Saint Paul — outdoors and neighborhoods, global flavors, arts, sports, history, and more. Your ad or sponsored placement lives right alongside it.



OUTDOORS & TRAILS



GLOBAL FLAVORS

The entire Insider's Guide is also available on VisitSaintPaul.com - one of Visit Saint Paul's most effective marketing tools, with detailed information on dining, lodging, attractions, and year-round events. Everyone who requests visitor information receives this guide.

2027 RATES

Advertising Rates

Full-color placement throughout the Official Saint Paul Insider's Guide — distributed year-round to visitors and locals alike.

STANDARD AD RATES

AD SIZE	2027 RATE
Full Page	\$6,075
1/2 Page	\$4,465
1/4 Page	\$1,925
1/8 Page	\$1,050

SPECIALTY PLACEMENTS

PLACEMENT	2027 RATE
Back Cover – Full Page	\$10,500
Back Inside Cover	\$8,470

Guaranteed Placement, Guaranteed Reach

Specialty placements sell out first - front and back covers put your business in front of every single reader before they even open the guide.

Reserve early - first come, first served!



The image displays two examples of advertising placements within a guide. On the left, a half-page ad titled "Entertainment Awaits" features a photograph of a modern building at night, a QR code, and the text "40th Anniversary" and "Official Saint Paul Insider's Guide". On the right, a full-page ad features a photograph of the Union Depot building with banners hanging from a lamppost. The text "TRAVEL. CONNECT. DISCOVER." is prominently displayed in large white letters, with "UNIONDEPOT.ORG | @UNIONDEPOT" at the bottom.

Example: Half and Full-Page Advertising

MECHANICAL SPECS

Ad Sizes & Specifications

Guide trim size is 6.89"x9.75". Full-page ads that bleed must extend to the bleed size below; keep all live text and logos inside the safe/print area.

Full Page Bleed	7.765" x 10.75"
Print / Live Area	7.5" x 10.5"
Full Page (no bleed)	6.89" x 9.75"
1/2 Page Horizontal	6.89" x 4.75"
1/2 Page Vertical	3.32" x 9.75"
1/4 Page	3.32" x 4.75"
1/8 Page	3.32" x 2.26"



FILE REQUIREMENTS

- **Format:** Press-quality PDF (PDF/X-1a preferred). Crop marks included on bleed ads.
 - **Color:** CMYK only - RGB and spot colors cannot be color-matched or guaranteed.
 - **Resolution:** 300 dpi minimum for all photos and graphics.
 - **Fonts:** All fonts must be outlined or embedded.
 - **VectorArtLogos:** Vectorartlogoswithinyouroriginaldocument are preferred.
 - **Bleed & Live Area:** Build full bleed ads to the bleed size above; keep text and logos 0.25" inside trim.
- Computer files not prepared to these specifications may be subject to prep charges and less-than-optimum reproduction.

LET'S GET STARTED

Reserve Your Space

Space is limited and premium placements sell out first. Here's what you need to know to lock in your spot in the 2027 Official Saint Paul Insider's Guide.

SPACE RESERVATION DEADLINE

SEPTEMBER 1

MATERIALS DEADLINE

SEPTEMBER 15

RESERVING YOUR SPOT

Reservations must be received by the September 15th deadline - submit via the link or QR code below:

[INSIDER'S GUIDE RESERVATION FORM](#)



Billing & Submission

All advertisements must be paid in full by the materials deadline unless a payment agreement has been established in advance. No ad or sponsored content will be placed without payment. Files must meet the specifications on page 4 — incomplete files may delay placement or incur prep charges.

Cristina Archila

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Thank you for being part of Saint Paul's story.

Visit
SAINT PAUL
Official Convention & Visitors Bureau