

# Back to the 50's WEEKEND

## Back to the 50's VISITOR'S GUIDE

55,000 copies of the Back to the 50's Visitor's Guide are handed out to members and guests as they enter the gates and metro area NAPA stores. This 74 page publication becomes a resource that participants and visitors use throughout the year and includes: a pullout map, the event and entertainment schedule, photos of the MSRA Cars of the Year, cruisin' destinations, vendor information, and important **need to know** information.

We have advertising space available for those businesses that could benefit from exposure in this publication. Even though you may not be able to attend this year, it is a good way to get your name out at the event!



PLEASE CALL FOR AD SIZES AND  
ELECTRONIC ARTWORK/AD SPECIFICATIONS

### Advertising Rates

|           | BLACK ONLY | 4-COLOR |
|-----------|------------|---------|
| FULL PAGE | \$600      | \$730   |
| 1/2 PAGE  | \$410      | \$515   |
| 1/4 PAGE  | \$270      | \$340   |
| 1/8 PAGE  | \$195      | \$245   |

### Advertising Deadline:

**APRIL 7, 2021**

The "Back to the 50's" Visitor Guide is published annually for the Minnesota Street Rod Association by ECM Publishers, Inc., a division of Adams Publishing Group.

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