

2027 Panhandle Frontier Finds (PFF) TRAIL GUIDE

Put Your Business in Front of PFF Shoppers

Reach shoppers exploring the Nebraska Panhandle!

The **Panhandle Frontier Finds (PFF) Trail Guide** is an essential resource for shoppers planning their three-day adventure. Your advertisement puts your business directly in front of visitors who are traveling throughout the region and looking for places to shop, eat, explore and experience.

WHY ADVERTISE IN THE PFF TRAIL GUIDE?

Your ad provides:

- Visibility in the printed **PFF Trail Guide**
- Exposure to shoppers traveling throughout the Nebraska Panhandle
- A **pin on the PFF website Google Map**, helping shoppers locate your business
- An opportunity to promote your business, products, services or special offers
- Association with a regional event designed to **promote tourism and support local businesses**

2027 TRAIL GUIDE ADVERTISING RATES

Ad Size	Price	Ad Dimensions	Includes
Full Page	\$200	7.5" W × 10" H	Trail Guide ad + Google Map pin
Half Page	\$125	7.5" W × 5" H	Trail Guide ad + Google Map pin
Quarter Page	\$75	3.75" W × 5" H	Trail Guide ad + Google Map pin
Eighth Page	\$50	3.75" W × 2.5" H	Trail Guide ad + Google Map pin

Advertising Artwork: All Trail Guide advertisements will be printed in black and white. Advertisers are responsible for providing print-ready artwork in the selected ad dimensions. PFF may make minor adjustments to ensure the ad fits the available space.

HELP SHOPPERS FIND YOU

Your advertising opportunity goes beyond the printed Trail Guide. **Every Trail Guide advertisement includes a pin on the PFF website Google Map**, making it easier for shoppers to find your business while planning their PFF adventure.

Whether you are a retailer, restaurant, lodging provider, attraction, service business or another organization serving PFF shoppers, the Trail Guide provides an affordable way to increase your visibility during the event.

ADVERTISING POLICY

All advertising purchases are final. PFF does not provide refunds for advertising purchases. Please review your ad size, business information and artwork carefully before submitting your order.

Advertising space will be accepted based on available established submission deadlines.

PFF will include your advertisement in the section of the Trail Guide based on which tier of the Panhandle you are located within (Northern, Central or Southern). We will make an effort to place your ad near the city in which you are located, but that placement is not guaranteed.

JOIN US IN SUPPORTING THE NEBRASKA PANHANDLE

Advertise in the 2027 PFF Trail Guide and help shoppers discover your business!

Panhandle Frontier Finds — promoting tourism, supporting local businesses, encouraging regional collaboration, and showcasing the unique communities, attractions and experiences that make the Nebraska Panhandle a destination.

Ready to advertise with us?
Click this link.