EMT FY13 Spring/Summer Flowchart

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Medium/Vehicle	MAR	Summer APR MAY	JUN
Television Spot Television: FY13 Spring:			
Chicago, Des Moines, Madison, Milwaukee, Minneapolis (incl. Univision), Winnipeg			
Spot Television: Canada FSNW, Fox Sports Net Twins Brewers			
Radio			
KCMP::The Current			
Minnesota Broadcaster's Association			
Print			
Midwest Living			ı
Minnesota Monthly Online			
IN STATE EMAILS Star Tribune Travel e-mail	i		
25,000 Impressions/Month			
Star Tribune FYI Anchor E-mail 260,000 Impressions/Month			
Star Tribune FYI Advantage Email			
150,000 Impressions/Email - Highly Targeted		·	!
Pioneer Press Solo Email (Behaviorally Targeted) 300,000 Impressions/Month			
Pioneer Press e-mail 15,000 Impressions/Month			
OUT OF STATE EMAILS			
Future Flow Out of State e-mail 250,000 Geo and Behaviorally Targeted Impressions/Email			
Chicago Sun-Times 360,000 Demo/Behaviorally Targeted Chicagoans that opted into Travel			
Chicago Sun-Times (Wisconsin Targeted) 360,000 Demo/Behaviorally Targeted Wisconsonians that opted into Travel			
Des Moines Register 160,000 Iowans that opted into Travel			
Forum Communications 50,000 North Dakotans			
LEAD GENERATION VEHICLES			
Travelinformation.com			
866 Leads/Month TravelGuidesFree.com			
1500 Leads/Month			
ONLINE BANNERS MPR Content Boxes			
65,000 Impressions/Month			
MPR Pre-pend Digital XX Impressions/Month			
BringMeTheNews 3,000 Clicks / Month			
SOCIAL / MOBILE Facebook			
CPC Based Like/Lead Based Initiative - 70-80 MM impressions			
GreyStripe Mobile Network 7,791,026 Standard Ad Impressions Geo/Demo/Content Targeted (Winnesota) 7,500,000 Mobile Ad Impressions across mobile & tablet, Geo/Demo/Content Targeted (Spr/Sum)			
WeatherBug Mobile			
1MM Standard Mobile Ad Impressions Geo/Demo/Content Targeted			
SWEEPSTAKES PROMO ENGINES Star Tribune			
Double Bill and ROS High-Impact Units - 2,900,000 Double Bill, Half-Page and ROS Ad Impressions - 10,850,000			
Twin Cities.com Pencil Billboard Units + ROS Units - 4,000,000 impressions			
WeatherBug Sponsor Select and BrandWrap + ROS Units - 3,500,000 impressions (Winnesota)			
BrandWrap + Targeted Banners - 6,000,000 impressions (Spr/Sum)			
ValueClick Geo-targeted CPC Display Banners - 8,000,000 impressions (Winnesota) Geo-targeted CPC Display Banners - 20,000,000 imps / 33,333 guaranteed clicks (Spr/Sum)			
RadiumOne			
Geo-targeted CPC Display Banners - 9,000,000 impressions			
Search Engine Marketing Google / Yahoo / Bing			
3rd Party Ad Serving DoubleClick/Adswerve			
Spongecell (custom in-banner video unit)			