2014 Advertising opportunities on exploreminnesota.com

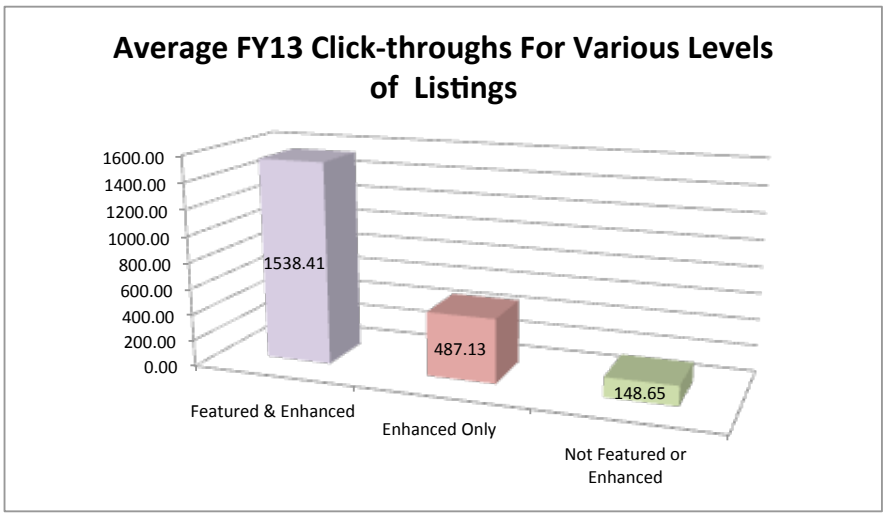
Why advertise on exploreminnesota.com?

Because it works!

Increased Marketing - In 2013-14, Explore Minnesota Tourism's marketing budget has been increased by 67%, providing for greater exposure to better drive more and more visitors to the site.

Increased Visitation - Site visitation continues to grow steadily.

Proven Performance of Purchased Buys - The system is geared to connecting consumers to tourism listings.



explore Minnesota ® EMT

Advertising Opportunities on **exploreminnesota.com**

The Minnesota tourism industry is invited to purchase advertising on the state's official travel Web site. Advertising on www.exploreminnesota.com is generally open to nonprofit tourism promotional organizations (Chambers, CVB's, etc.), accommodations businesses, attractions and events. Entities must do business in Minnesota, and only the Minnesota part of the business can be advertised on www.exploreminnesota.com. Explore Minnesota Tourism reserves the right to refuse any advertising it deems not in the best interests of Minnesota tourism.

Free Listing:

Available to attractions, accommodations, tourism organizations, and events

• On Search Results pages: thumbnail photo, location information, up to 256 characters of text, and an "Add to My Trip" button

• On listing details page: general information, editable lure copy, one photograph, Trip Advisor ratings and reviews (optional), and Deals.

• What's Nearby feature showing nearby attractions, events, and lodging (if the listing page is for a lodging property, only events and attractions will appear)

• Map it! Brings up a map of the Listing's location

• Hyperlink to Listing's web site

Enhanced Listing: $350 per year

Available to attractions, accommodations, tourism organizations and events

• All features listed under free listing

• Enhanced display on Search Results:

- With Book Now, Visit Website buttons, highlighted by shading

• On Listing Detail Page:

- Option to display multiple images, up to 10
- Option to display video
- Option to display "supporting" links to social web sites, an optional Book Now link, and inclusion of Facebook "Like" functionality
- Display of associated events specific to business or property/ sponsor/host
- Display of associated listings (located on Advertiser's property, e.g., golf course, outfitting)
- Shading of information area on listing detail page

• Tourism Organizations with an Enhanced Listing have the option to be listed on the Brochure Order Page

• Sold annually ending last day of month

Enhanced Deals: $300 per year

Available to attractions, accommodations and tourism organizations

• Deals must reflect a percentage discount, extra days, packages, or some other form of added value to qualify

• Deals appear in special "Swell Deals" section and appear only during valid dates

• Appear randomly on content pages, based on relevance

• Included in weekly Deals E-Newsletter (maximum of three)

• EMT reserves the right to limit the number of deals per advertiser in the Deals eNewsletter.

• Sold annually ending last day of a month

Featured Search Results: $100 per month

Available to attractions, accommodations and tourism organizations

• Advertisers with this feature will appear more frequently at the top of the page on relevant user searches. Initial search on a broad category (e.g., Arts & Culture, Resorts, etc.) will automatically populate a list. The more a user refines their search criteria, the fewer Featured Search Results there are likely to be, based on relevance.

• Up to ten Featured Search Results advertisers will appear on a search results page, dependent on search relevance. The more specific the consumer's search criteria, the fewer Featured Search Results listings will appear.

• Minimum initial purchase is three (3) months

• Monthly after initial purchase, no minimum

• Sold monthly ending on last day of month

Bonus Bundle: $600 per year

Available to attractions, accommodations and tourism organizations

• Enhanced Listing

• Three months of Featured Search Results

• Sold annually ending last day of month

Premium Bundle: $1,675 per year

Available to attractions, accommodations and tourism organizations

• Enhanced Listing

• Twelve (12) months of Featured Search Results

• Enhanced Deals

• Sold annually ending last day of month

Graphic Ads: Many ways to purchase

Available to attractions, accommodations, tourism organizations, and events

• One page for a full year: $2,000, two or more pages for $1,500 each*

• Tier 1 Pages: $250 per month**

• Tier 2 Pages: $150 per month**

• All Graphic Ads are on an as available basis.

• Explore Minnesota Tourism reserves the right to limit Graphic Ad sales on any page or location within www.exploreminnesota.com web site.

*** Annual Purchase Graphic Ads must be fully paid by December 27, 2013.**

****See Terms and Conditions/Graphic Ad Details for more information**

E-Newsletter: Reach a highly targeted audience

E-newsletter offerings have been expanded and allow you to deliver your message to a large and targeted audience.

Large circulation e-newsletters featuring a mixture of purchased lists and EMT opt-ins are $700 per month. Buy any two months for $1,250. EMT opt-in lists only issues are $400 per month. Contact David Bergman for details.

www.exploreminnesota.com
The official website of Explore Minnesota Tourism

2014 Online Enhancement & Advertising Contract and Invoice

All Contracts begin the 1st day of the month and end the last day of a month

Advertiser	Contact
Address/City/State/Zip:	
Phone	E-mail

ENHANCEMENT OPPORTUNITIES

☐ **Enhanced Listing**:

$350 Annually

Start date:_____
End date: _____

☐ **Deals**:

$300 Annually

Start date:_____
End date: _____

☐ **Featured Search Results**:

$100 per month
(Minimum initial purchase of three months)

Number of months:_____ @ $100 = $_____
Start date:_____ End date: _____

☐ **Bonus Bundle**:

$ 600 Annually
(Enhanced Listing plus three consecutive months of featured Search)

Start date:_____ End date: _____

Featured Search:
Start date:_____ End date: _____

☐ **Premium Bundle**:

$ 1,675 Annually
(Enhanced Listing, 12 months Featured Search, Deals)

Start date:_____ End date: _____

E-NEWSLETTER

☐ **E-Newsletter**: Month(s) _____ Total $_____

Full List: $700 per month. Internal List Only: $400 per month. Two months (need not be consecutive): $1,250. Contact David Bergman for details.

GRAPHIC ADS

☐ **Annual Page Purchase:** $2,000 per page*

Page_____

January 1-December 31, 2014

☐ **Annual Two or More Pages,** $1,500*

Page 1_____

Page 2_____

January 1-December 31, 2014

☐ **Monthly Purchase: Tier 1****

Page(s) _____

months @ 250 per month:_____

List Months:_____
_____

☐ **Monthly Purchase: Tier 2****

Page(s) _____

months @ $150 per month:_____

List Months:_____
_____

***Must be fully paid by December 27, 2013**
****See Terms and Conditions for details.**

Total Graphics Price:_____

METHOD OF PAYMENT

Total Due: $_____

☐ Check
☐ Credit Card (Card Type): ____Mastercard ____VISA _____3-Digit Security Code

Card Number: _____ Expiration Date: _____

Advertiser's Signature Date

Print Name

This is a legally binding contract. Signer accepts all Terms and Conditions as part of this contract.

Send contract and check to:

Tina Skala
Explore Minnesota Tourism
121 7th Place E., Suite 100
St. Paul, MN 55101

Web Enhancement Representatives:

Northwest, Central and Southern Regions:
David Bergman david.bergman@state.mn.us
888-563-7777; 218-681-0997; FAX: 218-681-0999

Northeast and Minneapolis/St. Paul Regions:
Tim Campbell tim.campbell@state.mn.us
888-876-6784; 218-723-4692; FAX: 218-723-4689

Terms and Conditions

Information on www.exploreminnesota.com:
Advertisers are solely responsible for any information they include within their advertising on www.exploreminnesota.com. Explore Minnesota Tourism reserves the right to remove any language deemed to be offensive, misleading, inaccurate, or that in any way is not in the best interest of Minnesota tourism. Explore Minnesota Tourism reserves the right to make final determination of appropriate advertising. Information about the sale of property, time share, or membership is prohibited from Enhancement Listings or other advertising on www.exploreminnesota.com. Explore Minnesota Tourism reserves the right to edit listings, and to periodically review listings for continued eligibility.

Responsibility for Monitoring
The Advertiser agrees to be responsible for reviewing their advertising on www.exploreminnesota.com on a regular basis. Any problems found by the Advertiser must be reported in a timely manner, in writing (e-mail is acceptable) to the appropriate EMT staff. If a problem is found to have occurred that caused the advertiser to not receive services contracted for, reimbursement for any loss of services will be limited to the specific contract line item and for a maximum of one month prior to the discovery and notification to Explore Minnesota Tourism.

Eligibility:
If an Advertiser who purchased an Enhanced Listing under this contract subsequently becomes ineligible to be listed in the Explore Minnesota Tourism database, such an Enhanced Listing shall be terminated at the time the advertiser's listing is deleted from the Explore Minnesota Tourism database.

Contracts and Payment:
For all advertising on www.exploreminnesota.com a written contract and payment in full is required before any advertising is activated. Advertisers must allow six (6) business days from time of receipt of contract and payment for any ad buy to be activated.

Leadshare/ Brochure Page:
Inquiries for DMO's from the Free Brochure order form are generated by the consumer and are forwarded directly and automatically from the Web Site. Explore Minnesota Tourism does not review the information in the leads, and is not responsible for their content.

Start Dates and End Dates:
All ads start on the first day of the month of the Start Month and end on the last day of the month of the End Month. Advertisers must allow six (6) business days from time of receipt of contract and payment for any ad buy to be activated.

Graphic Ads Details:
Tier 1: Places to Stay/Landing Page, Places to Stay/Camping Page, Places to Stay/Resorts Page, Things to Do/Landing Page, Things to Do/Outdoor-Nature Page, Things to Do/Amusements-Zoos Page. Events/Landing Page, Events/Festivals and, Events Page and Where to Go Landing Page.

Tier 2: All pages not listed as Tier 1.

Annual Purchase Graphical Ads must be paid in full by December 27, 2013.

Graphic Ad Specifications:
Image size is 210 pixels wide x 175 pixels tall.
Images may be in the following formats: .jpeg, .gif, or animated .gif. (no animated .gif for eNewsletter)
Maximum file Size is 60K

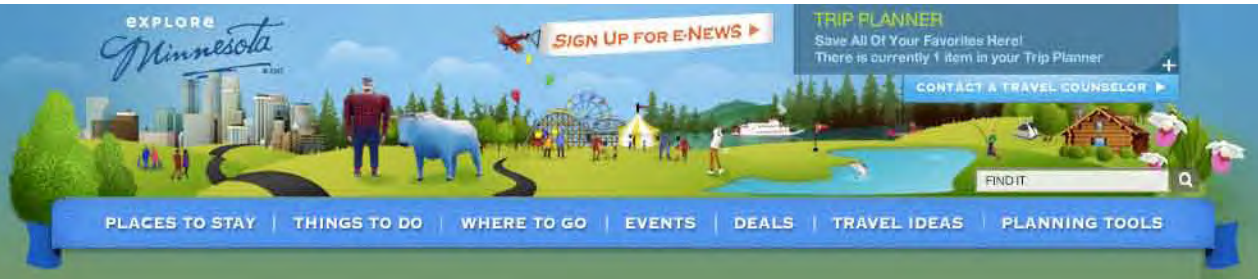
Deals:
EMT reserves the right to limit the number of deals per advertiser in the Deals eNewsletter.

These terms and conditions are subject to change at the discretion of Explore Minnesota Tourism. It is the intent that these Terms and Conditions shall be in force through December 31, 2014.

Explore Minnesota Tourism is the sole source for advertising on www.exploreminnesota.com and all advertising must be purchased from Explore Minnesota Tourism using the written Contract provided by Explore Minnesota Tourism.

Disclaimer and Discretion:
Explore Minnesota Tourism tracks user statistics via Google Analytics. We do not guarantee viewer statistics in our advertising sales. Explore Minnesota Tourism reserves the right to alter www.exploreminnesota.com, including, but not limited to, appearance, navigation and architecture at any time at its discretion.

Revised: November 2013



SALES REPRESENTATIVES:

For the Northwest, Central and Southern Regions:

David Bergman
218-681-0997, 888-563-7777
david.bergman@state.mn.us

For the Northeast and Metro Regions:

Tim Campbell
218-302-6378, 888-876-6784
tim.campbell@state.mn.us

Advertisers are solely responsible for any information they include within their advertising on exploreminnesota.com. Explore Minnesota Tourism reserves the right to remove any language deemed to be offensive, misleading, inaccurate or that in any way is not in the best interest of Minnesota tourism.

Explore Minnesota Tourism reserves the right to make final determination of appropriate advertising. Information about the sale of property, time share, or membership is prohibited from listings. Explore Minnesota Tourism reserves the right to edit listings, and to periodically review listings for continued eligibility.

explore Minnesota ® EMT

Explore Minnesota Tourism
121 7th Place East, Suite 100
Saint Paul, MN 55101