

EXPLORE MINNESOTA

Native Advertising Co-Op

Extend the reach of your brand with our customized native advertising program. Collinson builds dynamic campaigns based on your specific targeting objectives and optimizes both manually and programmatically to ensure the best possible return on your marketing dollar.

Each campaign includes:

- A custom-written article by Collinson Media in-house travel writers
- Demographic targeting
- Geo-targeting
- Weekly reporting

Key Benefits

- Article appears to be written by publisher sites
- Included article will be owned by each partner for use on their website and social media
- All results are reported with complete transparency

With Explore Minnesota’s underwriting of this program and Collinson Media discount, you’ll save \$3,500.

Native Advertising*

COST	REACH	CONTENT	ADDED VALUE
<p>\$2,000</p> <p><i>Program costs \$3,000, and Minnesota invests \$1,000 for each partner.</i></p>	<p>133,000 article headline impressions</p>	<p>A custom-written article by Collinson Media travel writers</p>	<p>500 “opt-in” leads</p> <p>50,000-recipient email blast from Collinson Media traveler database</p>

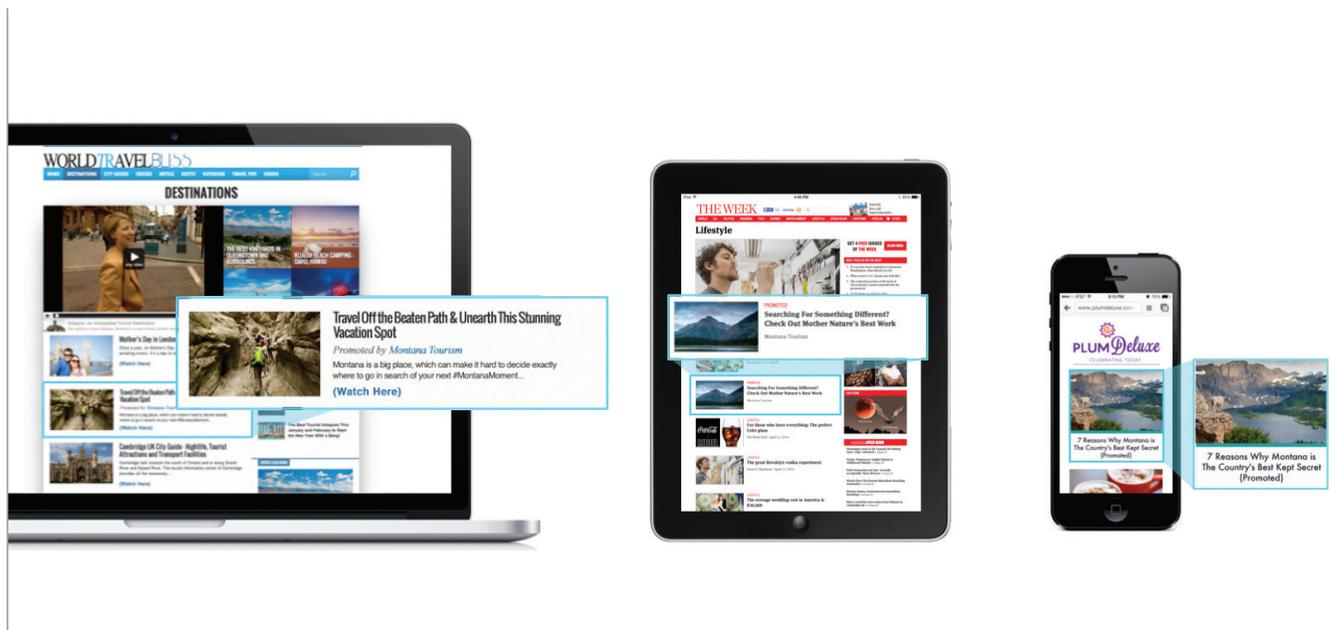
*10 programs available, limit one per participant unless approved by Explore Minnesota. Sold on first come first served basis.

Collinson Media & Events is one of the nation’s fastest-growing media companies specializing in events and destination marketing. Our major interests include digital programs and solutions, meeting business magazines and trade shows, and destination information distribution through broadcast and custom programs. Discover for yourself why we are one of the most talked about media companies in the industry, with a solid reputation for delivering ROI to destinations, attractions and hospitality clients.

For more information contact Doug Mankiewicz | 678-987-9981 | dmankiewicz@collinsonmedia.com

NATIVE ADVERTISING

Native advertising is a form of paid media where the ad experience follows the natural form and function of the user experience in which it is placed. Native ads match the visual design of the experience in which they live, look and feel like natural content, behave consistently with the native user experience, and function just like natural content.



- Digital advertorials
 - Headline in news articles
 - Custom landing pages
- Content appears to be from publisher
- Headline matched to the look and feel of each publication
- Contextually relevant with surrounding content

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