

# Explore Minnesota & DNR Grouse Hunting Behaviorally Targeted E-mail Program

Explore Minnesota Tourism and the Minnesota DNR have joined forces in 2015 to promote Ruffed Grouse hunting to a national audience to attract grouse hunters to our state. Minnesota offers some of the best grouse hunting in the country!

**Shared E-mail Program:** A total of TWO interest specific, behaviorally targeted e-mails will be sent to a total of 300,000 recipients (150,000 per e-mail).

E-mails will be sent to a regional and national audience of individuals that fit specific grouse hunting criteria set forth by the Minnesota DNR and Explore Minnesota .



2014 Shared E-mail Example

**Rate: \$450** per participant\*

\*Limit of 6 participants per E-mail.

## 2015 Dates

- April 14, 2015
- June 9, 2015

## Target Audience:

- Men 40+ w/\$100K HHI & Dog Owners interested in Hunting, Outdoors, Hiking

### Creative Specs:

255x220 pixels

40K Maximum File Size

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**Save over \$2000 per participant with exclusive  
Explore Minnesota Tourism rates!**