



2014 Ruffed Grouse Advertising Program

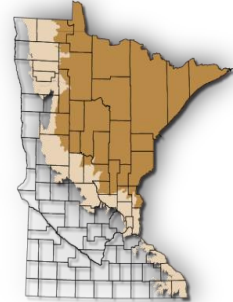
Explore Minnesota and DNR have joined forces to promote Ruffed Grouse hunting in-state and out-of state. The "Share the Passion" campaign is designed to reach a national audience.

- Full page, full color ads will appear in the prestigious **Ruffed Grouse Society Magazine** in May and August. The May issue will also feature a 4-6 page editorial piece on grouse hunting in MN. In addition, a prominently positioned leaderboard ad will run for 6 months on the home page of the RGS website.
- In early spring, a **four page insert** featuring information on Grouse Hunting in Minnesota along with industry ads will appear in the **Pioneer Press** and additional copies will be available for hunting inquiries.
- Co-Opportunities ads are also available in **two behavioral e-mails** (April & June) targeting up to 150,000 affluent hunters who own birding dogs. **Space is limited to a maximum of 6 advertisers per email.**
- In mid June, a EMT/DNR full color ad will run in **The Upland Almanac** and mid July one will run in **Gray's Sporting Journal**.

In addition, a **6 month Search Engine Marketing** campaign will be launched with traffic directed to a grouse hunting web page on ExploreMinnesota.com.

Why Market to Grouse Hunters?

- Minnesota offers some of the best grouse hunting in the country. Even in down years of the grouse population's boom-and-bust cycle, hunters in other states still envy our flush rates and hunter success rates remain high.
- Minnesota is also well known for hosting the National Ruffed Grouse and Woodcock Hunt in Grand Rapids, MN. This prestigious fundraising event attracts affluent hunters from all over the country.



Grouse already know Minnesota is the perfect place, it's time the rest of the country knew too!

To reserve your space, please contact the media representative listed below:

RGS Magazine and/or website: Scott Chereck, 307-635-8899; Cell: 303-579-2400, Email: cherekgroup@bresnan.net

TwinCities.com Emails: Paul Haga 651-767-8769, phaga@twincities.com / Jessica Tok, 651-228-5359, jtok@pioneerpress.com

How can you participate?

Explore Minnesota & the DNR are offering the Minnesota travel industry a cooperative advertising program that has been under-written by this partnership. *Denotes publications with MN grouse editorial content.

Product	Ad or space Size	Publication or Deploy date	Single Ad Rate	Rate Card Savings of:	Combo Rates (prurchase 2 ads or ad and email)	TOTAL SAVINGS BY BUNDLING!	Space Deadline
Ruffed Grouse Society Magazine *	1/6 page Full Color	15-May	\$400 each	\$225	\$350 each	\$325	1-Apr
Ruffed Grouse Society Magazine	1/6 page Full Color	15-Aug	\$400 each	\$225	\$350 each	\$325	1-July
Ruffed Grouse Society Website	160x600 Homepage Ad	April/May &/or June/July &/or Aug/Sept	\$450 for 2 month buy	\$50 for ea. 2 month buy	n/a	\$50	3-15-14 5-15-14 7-15-14
Behavioral Targeted Emails by TwinCities.com	1 of 6 Ads Full color	15-Apr	\$350 per ad unit	\$650	\$350 each	\$925	1-Apr
Behavioral Targeted Emails By TwinCities.com	1 of 6 Ads Full color	10-Jun	\$350 per ad unit	\$650	\$350 each	\$925	27-May
"Share the Passion" Grouse Insert	Full Color listing 3" x 2.5"	4-May In Pioneer Press	N/C with Purchase of April email or May print ad			n/a	7-Apr