

2014 EXPLORE MINNESOTA CO-OPPORTUNITIES

For complete details, visit: www.exploreminnesota.com/industry-minnesota/index.aspx

Comcast TV & XFINITY.com – Chicago & Suburban Area

This is your chance to **reach Chicagoland TV viewers** and **save 50% on this combo package**. The on air, 2 week campaign includes, **62** on air :30 commercials coming Chicago and suburban areas. Spots will run on targeted networks such as: Discovery, Food Network, HGTV, History, National Geographic, and CBS Chicago. This package also includes 294,142 Adult 25+ impressions on XFINITY.com. Participation is limited. **Two week program rate of \$5,525 includes production of an Explore Minnesota co-brand TV spot with your content.**

Available: January – June, 2014

Contacts: Gretchen Mattson, Gretchen.mattson@nccmedia.com Tel: 612-334-3310

Matt Schneider, Matt.schneider@nccmedia.com Tel: 612 334-3310

Comcast TV & XFINITY.com – Minneapolis-St. Paul & Greater Minnesota

Reach MSP metro and MSP DMA, approximately 70% coverage of MN, and save over 50% on this combo package. The on air, 2 week campaign includes, **60** on air :30 commercials to run on targeted networks such as Discovery, Food Network, HGTV, History, National Geographic, Outdoor, Weather Channel, The Travel Channel, and USA. This package also includes 187,500 Adult 25+ impressions on XFINITY.com. Participation is limited. **Two week program rate of \$4,500 includes production of an Explore Minnesota co-brand TV spot with your content.**

Available: January – June 2014 – Book ASAP as Avails are limited, especially in May.

Contact: Ann Miller, Comcast Spotlight, Regional Account Executive, ann_miller@comcast.com

Tel: 763 205-0725

Clear Channel Digital Outdoor - Minneapolis-St. Paul Metro

Digital Outdoor advertising will put your message in “bright lights” for thousands of Minneapolis-St. Paul drivers and passengers to view. Digital Outdoor gives advertisers the ability to change copy & executions with no production costs. Clear Channel’s full service art department provides creative support. Buy multiple weeks, one board or multiple boards. **The rate for one board for one week (8,750 spots) with Explore Minnesota underwriting is \$800** for one board, one week. Value of \$2000 – **60% discount**. **Available:** January - June 2014

Contact: Tom Hooker, Account Executive, Clear Channel Outdoor, tomhooker@clearchannel.com, Tel: 612-605-5110

US and Canada In-Banner Video

77% of adults in the U.S. watch online video at least once per month, and on-line video users spend 25% more time with video ads than non-video ads. AdTaxi & TwinCities.com can target your in-banner video ads geographically by zip, city, state or Canada, and by age, gender, behavioral and content. Use your already produced B-roll or television ads and we’ll co-brand it with Explore Minnesota. **Rates begin at \$1500.** With Explore Minnesota’s support and the vendor’s discounts you’ll **save from \$500 to \$3,300.**

Available: January – June 2014

Contact: Paul Haga, Digital Sales Manager, Twincities.com Tel: 651-767-8769 or phaga@twincities.com

Midwest Living Magazine

This year, in the March/April issue, Explore Minnesota’s six page insert will reach the **entire circulation of 905,000** in MN WI IL IA ND SD MI NE MO IN OH, plus subscribers outside of this area. Advertisers will receive two editions of Reader’s Service – the March/April insert edition and the May/June issue. Explore Minnesota is partially underwriting the cost of the March/April insert to provide the tourism industry’s non-profit and private sector with very affordable rates. This issue sells out every year –to insure your ad space, reserve well in advance of the deadline.

Space Deadline: December 9, 2013 **Rates begin at \$2,802.**

Contact: Kim Sommerfeldt, Midwest Living Magazine, kim.sommerfeldt@meredith.com Tel: 815 363-1417

US and Canada Mobile

Mobile is now the fastest growing segment of digital advertising. It reaches the new generation of traveler that’s on the go with timely and relevant advertising. Take advantage of millions of targetable mobile impressions across many different sites and networks. TwinCities.com’s mobile program will allow you to target users geographically by zip, city, state or Canada, and by device or interest. Choose from two options, **rates start at \$240 per month.** With Explore Minnesota’s support and the vendor’s discounts you’ll **save from \$530 to \$925.**

Available: January – December 2014

Contact: Paul Haga, Digital Sales Manager, Twincities.com, phaga@twincities.com, Tel: 651-767-8769

Winnipeg Free Press

Reach Winnipeg travelers advertising in the May 17th Travel Section **featuring Minnesota as the destination**. In 2013, there were over two pages of editorial plus industry advertisers under an Explore Minnesota banner. As a bonus, this year 50,000 ROS leaderboard impressions will link visitors to an online version of the section. With Explore Minnesota support, you'll **save up to 55% off the rate card**. **Rates begin at \$490.63 CN.**

Space Deadline: No later than April 28, 2014

Contact: Ron DeLaronde, ron.delaronde@winnipegfreepress.com, Tel: 204-697-7181

Behaviorally Targeted E-Newsletters

Reach highly targeted, qualified subscribers who are interested in travel destinations specific to your area, with "Behavioral Targeting Technology," provided by TwinCities.com. By tracking users' search terms, relevant pages viewed, advertising clicks and search result clicks, the results are nearly double that of traditional GEO subscriber lists. Choose from two options: **1) Shared program for only \$450** **2) Solo e-mail for only \$800**. With Explore Minnesota's support and the vendor's discounts you'll **save from \$950 to \$1200 per e-mail**.

Available: January – June 2014

Contact: Paul Haga, Digital Sales Manager, Twincities.com, phaga@twincities.com, Tel: 651-767-8769

Leisure Group Travel Magazine, April & June 2014 Issues

Bring more tour groups to hotels, restaurants and attractions in your city with Leisure Group Travel Magazine. This publication reaches U.S. Tour operators (20,000 subscribers) with travel ideas and destination information. This year, Explore Minnesota Tourism is partnering with Leisure Group to offer ads in the April and June issues. April will include editorial on Minnesota along with the Co-Opportunities page(s). In the June Tour Itinerary Planning guide, Explore Minnesota's Travel Trade Group will feature a Minnesota culinary travel themed itinerary.

Space Deadlines: February 15 and April 15, 2014, **rates begin at \$435**. With Explore Minnesota's support and the vendor's discounts you'll **save up to 55% off the rate card**.

Contact: Linda Ragusin, linda@PTMgroups.com, Tel: 630-794-0696

Group Tour Magazine Travel Trade – February & August 2014

Group Tour Magazine showcases group-friendly destinations across the United States and Canada providing a meeting place that serves (15,626 subscribers) both the tour buyer and the tour supplier. The editorial staff scrutinizes every destination with the eyes of a group planner and hunts for unique experiences, reliability, and value. Group-focused itineraries and features give the readers the information they need to hone their tours.

Space Deadlines: December 1, 2013 and June 1, 2014, **rates begin at \$724**. With Explore Minnesota's support and the vendor's discounts you'll **save up to 55% off the rate card rates**.

Contact: Jim Holthaus, JimH@GroupTour.com, Tel: 859-273-6464 X24

Minnesota Monthly

Explore Minnesota will be featured in two special sections of Minnesota Monthly, with inserts ranging from 4 to 8 pages.

March 2014, "The Food & Wine Issue" will explore epicurean events, culinary hotspots and outstate chefs that make traveling within Minnesota a must for any foodie. From themed resort weekends, farm to table dinners, to craft brewery and local vineyard tours/tastings, Minnesota is rich with product, people, and tastes. The **November 2014** issue will showcase holiday shopping and activities, plus winter outdoor activities. The holiday season is a magical time across the state, from shopping crawls, to holiday light tours, small town events to themed celebrations – there is something for everyone.

Space Deadlines: January 27 and September 29, 2014. **Full color rates start as low as \$375**. With Explore Minnesota's support and the vendors' discounts you'll **save up to 53%!**

Contact: Keely Riley, kriley@greenspring.com, Tel: 612-371-5807

Explore Minnesota will continue to look for new Co-Opportunities discounts in 2014 and announce them in EMT Express newsletters. To receive our periodic Explore Minnesota Co-Opportunities newsletters, e-mail lane.sloan@state.mn.us with "Add me to the Co-Opportunities e-newsletter" in the subject line.

If you have questions, contact:

Lana Sloan, lane.sloan@state.mn.us, 651-757-1869 or 800-657-3638

More Coming Soon:

Solo e-mails targeting the fishing and hunting enthusiasts