## Minnesota Explorer

New tab format makes your ad stand out with large presence on easy-to-read pages

## Why advertise here?

- Published and promoted by Explore Minnesota Tourism in partnership with Star Tribune
- Mass distribution to reach your audience
  - Inserted in the Sunday Star Tribune (384,460)
  - Distributed by Explore Minnesota (130,000 Spring/Summer; 85,000 Fall/Winter)
- Reach consumers looking for places to visit and things to do in Minnesota
  - 63% plan to keep the publication for future reference
  - 53% found the advertisements useful
- Community directory lists Minnesota's CVB and Chamber of Commerce with space for your logo, location, and contact information

# Exclusive Rate for CVB and Chamber Advertisers

Position	3x Rate	1x Rate
CVB Directory	\$285	\$300
1 col (1.77") x 1.0"		

## Important Dates

### Spring/Summer 2014

- Published: Mar. 23
- · Commit by: Jan. 31

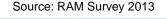
#### **Fall 2014**

- Published: Aug. 17
- Commit by: July 3

#### Winter 2014-15

- Published: Nov. 16
- Commit by: Oct. 3





StarTribune.com/Advertise



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