

Twincities.com

US & Canada Mobile Program

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.

We place your message on news & interest mobile sites, giving you the ability to target users geographically, by device or by interest. No need to count impressions, the following programs are guaranteed to deliver a set amount of clicks to your mobile site every month.

Option #1

- **900** total guaranteed mobile clicks to your website at 300 clicks per month for 3-months.
- Campaign can be geo-targeted, demo targeted and contextually (behaviors/interests) targeted.
- **25,000** FREE mobile impressions on TwinCities.com m.site and applications driving additional clicks.
- Monthly placement of Brochure on TwinCities.com Travel Channel Brochure Widget.
- FREE mobile landing page created and hosted by TwinCities.com.

Rate: \$720 per participant*

**With Explore Minnesota Tourism's support and the vendor's discounts you'll save \$530!*



Creative Specs:

- 120x20 pixels, 40K Max File Size
- 168x28 pixels, 40K Max File Size
- 216x36 pixels, 40K Max File Size
- 300x50 pixels, 40K Max File Size
- 320x50 pixels, 40K Max File Size
- 320x53 pixels, 40K Max File Size
- 640x100 pixels, 40K Max File Size

85% of travelers use their mobile device during a trip*

46% of travelers use their mobile device to find hotel information*

*State of the American Traveler – July 2013

Save With Exclusive Explore Minnesota Rates!

Option #2

- **1,500** total guaranteed mobile clicks to your website at 500 per per month for 3-months.
- Campaign can be geo-targeted, demo targeted and contextually (behaviors/interests) targeted.
- **50,000** FREE mobile impressions on TwinCities.com m.site and applications driving additional clicks.
- Monthly placement of Brochure ad on TwinCities.com Travel Channel Brochure Widget.
- FREE mobile landing page created and hosted by TwinCities.com.

Rate: \$1,125 per participant*

**With Explore Minnesota Tourism's support and the vendor's discounts you'll save \$925!*

Add a Customized MobileSite:

Do you need a mobile site created? We'll create a site for your business, driving exposure and customer conversion! Customization Options include; Coupons, QR codes, Social Media-Facebook-Twitter-Foursquare, Google Maps and User Reviews.

Investment: \$100 per month (with a mobile ad campaign)



Business /Organization Name: _____

Contact person: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

Email: _____

Website: _____