

Explore Minnesota Tourism Shared E-mail Program Behaviorally Targeted E-mails

Behaviorally targeted emails continue to be an extremely effective way to target prime a demographic for tourism and destinations. We have expanded the program to include **10** available dates for participation in 2015 & 2016!

Shared E-mail Program: A total of ten travel specific, behaviorally targeted e-mails will be sent to **50,000 recipients** per blast. E-mails will be sent to a regional audience of individuals and will be crafted to fit with targeting initiatives of the 4-6 participating destinations. Partners can participate in one or all of the scheduled e-mails.

2016 Dates:

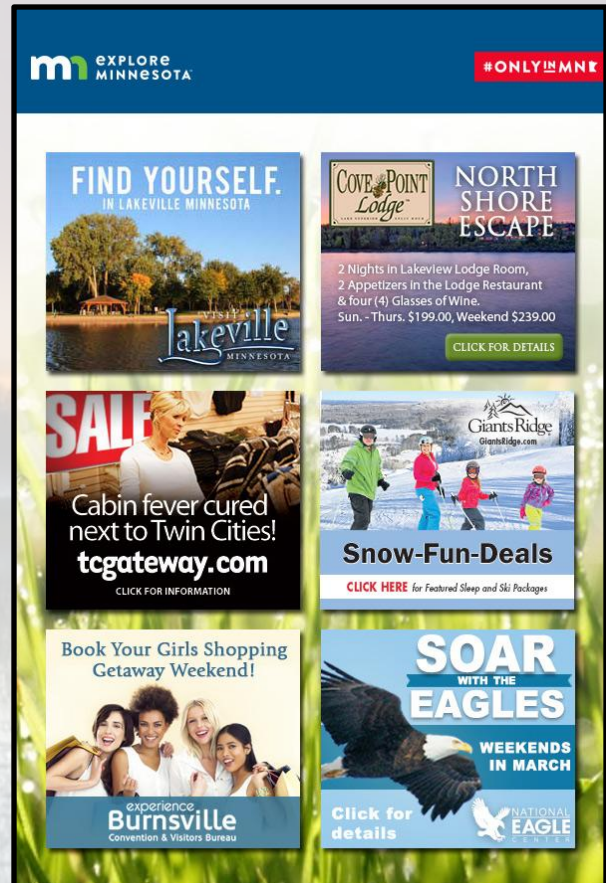
- July 21, 2015
- September 15, 2015
- October 13, 2015
- November 17, 2015
- December 15, 2015
- February 16, 2016
- March 15, 2016
- April 19, 2016
- May 17, 2016
- June 14, 2016

Rate: \$350 per participant*

*Limit of 4-6 participants per E-mail; Participants can advertise in one, multiple or all shared e-mails.

Added Value: With each shared e-mail, there will be an additional e-mail sent to both the TwinCities.com Travel Deals and Events & Promotions lists (10,000 recipients).

With Explore Minnesota's support & vendor discounts and added value, you save an average of **\$1,250!**



Shared E-mail Example

Creative Specs:

255x220 pixels
40K Maximum File Size