

Go Guide Co-Op Program

The St. Paul Pioneer Press will publish this highly read Travel Guide tabloid section in August 2015 and March 2016. It helps readers plan their upcoming vacations with suggestions for places to stay and things to do. The section will be featured to over 289,000 readers of the Sunday Pioneer Press for each of its publish dates.

Not only will the Go Guide appear in print, the section will be displayed on TwinCities.com for 30-days potentially reaching 2.5 million unique users.

Brochure Page Ads: Combine the benefits of direct response with the reach of our daily newspaper to promote your travel brochures. This colorful travel section includes opportunities for readers to obtain additional travel information.

Investment includes:

- 2 ¾" x 3 ½" Full Color Ad Space
- Emphasis of web site to increase online requests
- Electronic file of addresses for fulfilling mailing requests
- Your ad will appear online at TwinCities.com with a link to your site
- Shared E-mail blast to over 15,000 travel subscribers.

Rates: \$700 per participant

*Limit of 1 brochure ad per participant and 12 total participants per insertion, unless approved by Explore Minnesota Tourism.

With Explore Minnesota's support & vendor discounts and added value, you save **\$385!**



Available Run Dates:

- August 2015 Issue
- Space Reservation: 8/7/15
- Creative Deadline: 8/14/15
- Publication Date: 8/23/15
- March 2016 Issue
- Space Reservation: 3/11/16
- Creative Deadline: 3/18/16
- Publication Date: 3/27/16

Jessica Tok | Travel Accounts Executive | JTok@pioneerpress.com | (651) 228-5359

Paul Haga | Digital Sales Manager | PHaga@twincities.com | (651) 767-8769

Save With Exclusive Explore Minnesota Rates!