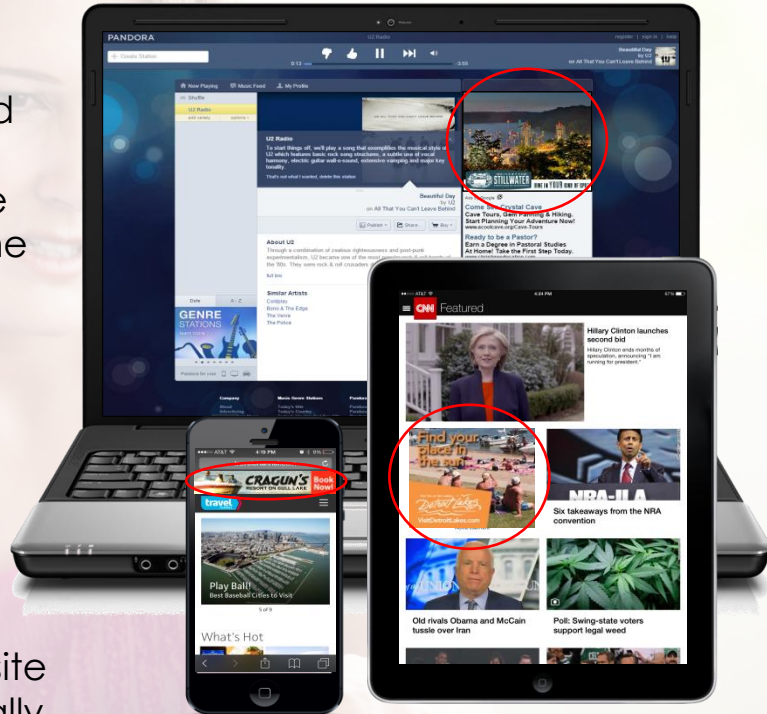


# Explore Minnesota Tourism Programmatic Display Campaign

AdTaxi's Audience Segmentation Engine automatically delivers your message to your ideal target audience (age, gender, income, geography, behavior, interest and more!) wherever they are across millions of sites on desktop, mobile and tablet display and through the best programmatic targeting methods in the industry. It's not a run of the mill display campaign!

## Advanced Display Targeting:

This technology will not only track the clicks made on your display campaign...but also track the consumers who DID NOT click on your ads, yet still visited your website within a 30-day period. Additionally, program can offer **conversion** metrics to track what users do once they visit your site like booking a lodging package or downloading a visitor guide.



**Display Specs:**  
Desktop = 728x90 & 300x250  
Tablet = 728x90 & 300x250  
Mobile = 640x100 & 300x50

**Rates: \$500-\$1,150** per participant\*

\*Limit of 20 participants across all options; Limit of 1-program per participant unless approved by Explore Minnesota Tourism.

**Available Run Dates:** July 1, 2015 – June 30, 2016

Package options expanded on Page 2...

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**Save With Exclusive Explore Minnesota Rates!**

## Option #1: \$500 per participant\*

\*Limit of 10 participants; Limit of 1-program per participant unless approved by Explore Minnesota Tourism.

**Program Details:** Target users geographically, demographically and by behaviors and interests specific to your campaign needs. For the investment above, you will receive **100,000+** targeted display impressions (mobile, tablet and desktop) that can be used over a 30-day period.

**Added Value:** There will be an additional **25,000** display impressions positioned on TwinCities.com; driving further traffic to your site!

With Explore Minnesota's support & vendor discounts and added value, you save **\$750!**

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## Option #2: \$1,150 per participant\*

\*Limit of 10 participants; Limit of 1-program per participant unless approved by Explore Minnesota Tourism.

**Program Details:** Target users geographically, demographically and by behaviors and interests specific to your campaign needs. For the investment above, you will receive **200,000+** targeted display impressions (across mobile, tablet and desktop) that can be used over a 30-day period. Additionally, all "Advanced Display" and Conversion Tracking capabilities will be included for improved campaign tracking.

**Added Value:** There will be an additional **50,000** display impressions positioned on TwinCities.com; driving further traffic to your site!

With Explore Minnesota's support & vendor discounts and added value, you save **\$1,350!**

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