Explore Minnesota Co-op Opportunities

- **Comcast Spotlight & Xfinity – Bundled TV and Pre-Roll Video, 2 week campaign**:
  - Save over 50% advertising on Comcast Spotlight TV & Xfinity in the Minneapolis-St. Paul metropolitan area and Comcast interconnect partners reaching out-state Minnesota viewers in the Minneapolis –St. Paul DMA which covers approximately 70% of the state.
    - Sixty (60) :30 on air commercials, co-branded with Explore Minnesota to run on targeted networks such as Discovery, Food Network, HGTV, History, National Geographic, Outdoor, Weather Channel, TLV, TNT and USA.
    - Online: 105,000 Targeted CSV+ Impressions; Interactive PRE-ROLL Video with options to order your brochure or link to your home page
      - Extends your TV campaign to multiple screens
      - Targeted to web/mobile/tablet viewers within same market/zone as TV
      - Demo & Geographic targeting available
      - Audience verification ensure people are viewing, NOT BOTS
      - Performance reporting
    - Request for Information (RFI): Overlay messaging on :30 second commercial allowing viewers to request EMT and Ind. Partners Travel Guides, allowing for lead generation for individual co-ops.
  - Rate: $5,000 per package (production costs are extra)
  - Limited: Five (5) packages with one package per partner
  - Savings: With Explore Minnesota's support and the vendors' discounts you'll save OVER 50% on each package!

- **Comcast Xfinity – Pre-Roll Video, 4 week campaign:**
  - Save over 50% advertising on Interactive PRE-ROLL Video with options to order your brochure or link to your home page using Targeted CSV+ Technology
      - Extends your TV campaign to multiple screens
      - Targeted to web/mobile/tablet viewers within same market/zone as TV
      - Demo & Geographic targeting available
      - Audience verification ensure people are viewing, NOT BOTS
      - Performance reporting
      - 180,000 Targeted CSV+ Impression
  - Rate: $3,000 per package (Production costs are extra)
  - Limited: Ten (10) packages with one package per partner
  - Savings: With Explore Minnesota's support and the vendors' discounts you'll save OVER 50% on each package!

- **Contact: Ann Miller; ann_miller@cable.comcast.com; Tel: 763-205-0725**

- ***Each Co-Opportunities TV ad must include an opening and closing Explore Minnesota voice over tagline (script provided by Explore Minnesota) on screen EMT logo and hashtag and direct viewers to www.exploreminnesota.com/escapes in the final screen. In addition, all TV spots must be approved by Explore Minnesota prior to running in order to qualify for co-op funds. Please review Co-op TV spot guidelines.***

explore MINNESOTA

COMCAST SPOTLIGHT