EMT FY14 Winter Flowchart WINTER Medium/Vehicle NOV DEC JAN FEB **Spot Television** Minneapolis-St. Paul Madison **Des Moines** Sioux Falls Milwaukee Winnipeg Radio Minnesota Broadcaster's Association Online IN-STATE & OUT-STATE EMAILS Emails & eNewsletters targeted to: IA, IL, MN, ND, SD, WI, Winnipeg OUT OF STATE EMAILS Future Flow Out of State e-mail 250,000 Geo and Behaviorally Targeted Impressions/Email LEAD GENERATION VEHICLES Travelinformation.com 866 Leads/Month TravelGuidesFree.com 1500 Leads/Month ONLINE BANNERS MPR.com 6500 Impressions/month, 300x250 KARE11.com Targeted banners: 300x250, 300x600, 160x600 & 728x90 Winter Olymics online sponsorship Real Media Group 3.3MM impressions - Tandem Banners: 300x250 & 728x90 Undertone (Winter) 5.25MM impressions - Targeted banners (300x250, 300x600, 160x600 & 728x90) RocketFuel - 8.75MM impressions Targeted banners: 300x250, 300x600, 160x600 & 728x90 WeatherBug 2.67MM impressions - Targeted banners: 300x250, 160x600, 728x90 & BrandWrap (includes tablet) Weather.com - 3MM impressions Targeted banners: 300x250 Star Tribune 1.740MM impressions - Targeted banners: 300x250, 160x600 & 728x90 Pioneer Press / TwinCities.com 4MM impressions - Targeted Banners: 300x250, 300x600, 160x600 & 728x90 Pandora (Winter) 2MM impressions - Page Skin, Banners, :30 audio spot on desktop iHeart - 3.125MM impressions Targeted Banners: 300x250 & 300x600, :30 audio spot BringMeTheNews 3,000 Clicks / Month Pandora - 2MM impressions Full page mobile lead-gen banner, :30 audio spot iHeart - 1MM impressions Full page mobile banner, :30 audio spot ONLINE VIDEO BrightRoll - 4.5MM impressions Targeted pre-roll w/ 300x250 companion banner, includes social sharing SOCIAL Facebook & Instagram Targeted CPC Based Like/Lead Initiative Promoted Posts + Engagement Ads Search Engine Marketing Google / Yahoo / Bing Promotions Ski-Shoot-Share Sweepstakes, Partnership with Minnesota Downhill Ski Areas

Check Point MN Promotion, Partnership with Monopoint Media/GearJunkie.com