

Explore Minnesota Tourism Snowmobiling Program Behaviorally Targeted E-mails

Explore Minnesota Tourism is proud to promote the 2014-2015 snowmobiling season in Minnesota to a wide regional audience attracting snowmobile owners and enthusiasts to our state. Minnesota offers some of the greatest snowmobile trails in the country!

Shared E-mail Program: A total of 2 snowmobiling specific, behaviorally targeted e-mails will be sent to 75,000 recipients per e-mail**. E-mails will be sent to a regional audience of individuals that fit specific snowmobile owner and enthusiast criteria set forth by Explore Minnesota Tourism. These e-mails are designed to promote the more than 20,000 designated snowmobile trails throughout the state.

Rate: \$350 per participant*

*Limit of 6 participants per E-mail.

**If a total of 6 are not sold, the number of recipients will be revised accordingly

2014 Dates:

- November 4, 2014
- December 2, 2014

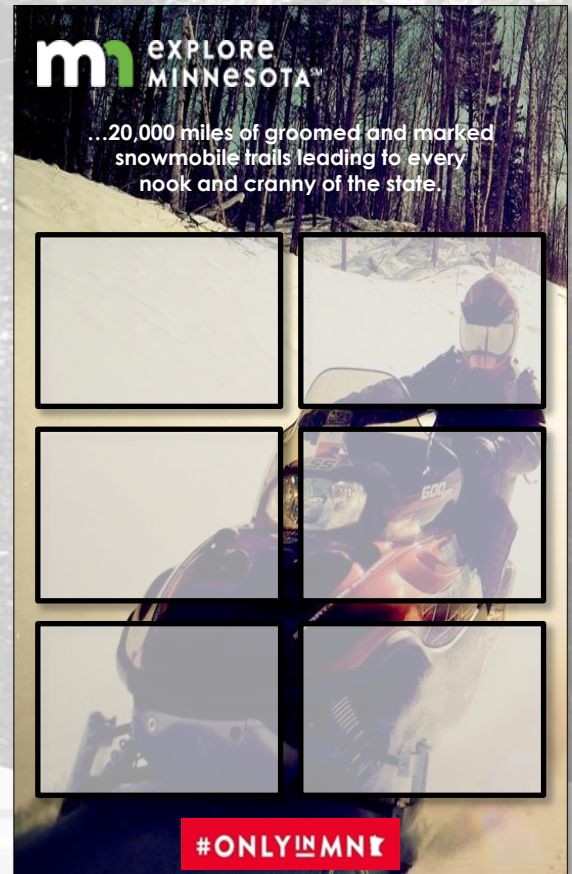
Behaviors Targeted:

- Adults 18+ w/\$75K HHI
- Interested in Snowmobiling

Geography Targeted:

- MN, ND, SD, IA

Added Value: There will be an additional **100,000** promotional display impressions (50,000 impressions per e-mail) positioned on TwinCities.com; driving consumers to a digitized version of this e-mail for 30-days after the e-mail sends.



Shared E-mail Example

Creative Specs:

255x220 pixels
40K Maximum File Size

Save With Exclusive Explore Minnesota Rates!