

Southern Minnesota Tourism Association
2017 Marketing Program

Media Description	Distribution &/or Impressions	Flight Dates	Deadlines	SO MN Amount	EMT Match	Full Program Amount
MIDWEST LIVING MAGAZINE	905,000			\$4,206.45	\$1,793.55	\$6,000.00
May/June Travel 4" Ad (2-1/4" x 4") \$5435, padded to \$6,000 waiting on design fee		Late April				
Two Issue (4 Month) Reader Service						
Midwest Living Travel Featured Destination						
SOUTH DAKOTA MAGAZINE	531,000			\$2,188.89	\$1,078.11	\$3,267.00
1/2 page ad in March/April Issue		Late Feb	1/4/2016			
1/2 page ad in May/June Issue		Late April	3/2/2016			
1/2 page ad in July/August Issue		Late June	5/5/2016			
Online run-of-site ad for 6 months	TBD	TBD	TBD			
PANDORA (50% Iowa, 50% MSP Metro)				\$6,700.00	\$3,300.00	\$10,000.00
30-second audio with companion banner						
Engagement banner (no audio)						
TAKE 5 MEDIA (40% Iowa, 40% MSP Metro, 20% SD)	\$20 cpm			\$6,700.00	\$3,300.00	\$10,000.00
Email 1	TBD		Two weeks prior			
Email 2	TBD		Two weeks prior			
Email 3	TBD		Two weeks prior			
Display Retargeting off emails at \$7 cpm	TBD	1 wk after email				
2017 TOTALS (TENTATIVE)	1,436,000			\$19,795.34	\$9,471.66	\$29,267.00

Market Information (Not including Midwest Living Magazine)	Minneapolis/St. Paul	Des Moines / Northern Iowa	Sioux Falls / SD	Total
Spend	\$9,000.00	\$9,000.00	\$5,267.00	\$23,267.00
Percentage	39%	39%	23%	100%
Tactical Information	Print	Digital	Total	
Spend	\$8,702.00	\$20,000.00	\$28,702.00	
Percentage	30%	70%	100%	