

**Southern Minnesota Tourism Association  
2017 Marketing Program**

| Media Description  | Distribution &/or Impressions | Flight Dates     | Deadlines       | SO MN Amount       | EMT Match         | Full Program Amount |
|--|-------------------------------|------------------|-----------------|--------------------|-------------------|---------------------|
| <b>MIDWEST LIVING MAGAZINE</b>   | 905,000                       |                  |                 | \$4,206.45         | \$1,793.55        | <b>\$6,000.00</b>   |
| 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   |                               |                  |                 |                    |                   |                     |
| <b>SOUTH DAKOTA MAGAZINE</b>   | 531,000                       |                  |                 | \$2,188.89         | \$1,078.11        | <b>\$3,267.00</b>   |
| 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             |                    |                   |                     |
| <b>PANDORA (50% Iowa, 50% MSP Metro)</b>   |                               |                  |                 | \$6,700.00         | \$3,300.00        | <b>\$10,000.00</b>  |
| 30-second audio with companion banner  |                               |                  |                 |                    |                   |                     |
| Engagement banner (no audio)   |                               |                  |                 |                    |                   |                     |
| <b>TAKE 5 MEDIA (40% Iowa, 40% MSP Metro, 20% SD)</b>                                | \$20 cpm                      |                  |                 | \$6,700.00         | \$3,300.00        | <b>\$10,000.00</b>  |
| 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 |                 |                    |                   |                     |
| <b>2017 TOTALS (TENTATIVE)</b>   | <b>1,436,000</b>              |                  |                 | <b>\$19,795.34</b> | <b>\$9,471.66</b> | <b>\$29,267.00</b>  |

|   |                      |                            |                  |             |
|---|----------------------|----------------------------|------------------|-------------|
| <b>Market Information (Not including Midwest Living Magazine)</b> | 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%        |

|                             |            |             |             |
|-----------------------------|------------|-------------|-------------|
| <b>Tactical Information</b> | Print      | Digital     | Total       |
| Spend                       | \$8,702.00 | \$20,000.00 | \$28,702.00 |
| Percentage                  | 30%        | 70%         | 100%        |