

BANNER ADS

Visitors to ExploreMinnesota.com viewed more than 8.5 million pages in 2019 while planning their trips. Banner advertising on our site allows you to target your message by site content, season or geography, and our new impressions-over-time model allows you to control your exposure during your desired timeframe.

Rates: 0-249,000 \$12 CPM
 250,000-499,000 \$10 CPM
 500,000+ \$8 CPM

HOW IT WORKS

- Control your exposure with our impressions-over-time model
- Formatted ads are integrated into the site look and feel to drive higher click-through rates (CTR)
- A/B testing available

Business Name:

Contact Name:

Contact Phone:

Address:

Contact Email:

Campaign Start:

Estimate (if applicable):

Number of Impressions:

Total:

Signature:

Attract attention with compelling copy and imagery

Headline: 25 characters (including spaces)

Subtitle: 45 characters (including spaces)

Body Copy: 110 characters (including spaces)

Website URL to link:

Ad 1



TRAVEL OUTSIDE THE LINES.

Wind River Country

Stay in our beautiful new 90-room hotel! Enjoy world class cuisine in our 3 restaurants. Plan your stay!

[LEARN MORE >>](#)

Ad 2



TRAVEL OUTSIDE THE LINES.

Wind River Country

Stay in our beautiful new 90-room hotel! Enjoy world class cuisine in our 3 restaurants. Plan your stay!

[LEARN MORE >>](#)

Email completed form to:

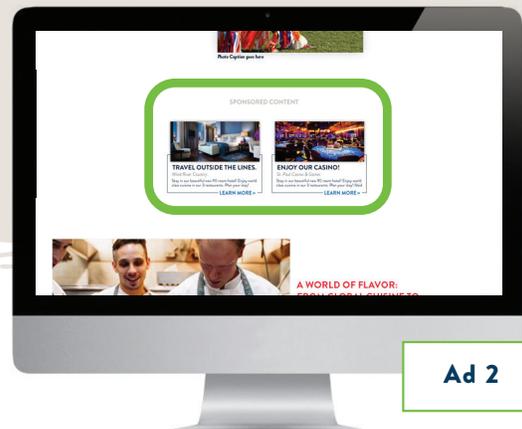
lori.a.peterson@state.mn.us | 651-757-1876

Ad 1: 170 x 135 pixels (.jpg)

Ad 2: 280 x 125 pixels (.jpg)



Ad 1



Ad 2



TERMS AND CONDITIONS

PARTNER CONTENT

Partners are solely responsible for any information contained within their own advertising on exploreminnesota.com. Explore Minnesota reserves the right to remove any language deemed to be offensive, misleading, inaccurate, or is not in the best interest of the agency. Explore Minnesota reserves the right to make final determination of appropriate advertising.

Information about the sale of property, time share, or membership is prohibited within listings or other advertising on exploreminnesota.com. Explore Minnesota reserves the right to edit listings, and to periodically review listings for continued eligibility.

USE OF COPYRIGHTED BRANDS, IMAGES AND CONTENT

Partners must use their own graphics, text, marks or use license free graphics, audio, video or texts in creation of content and advertising. Use of all trademarks and brands are subject to the provisions under the respective labeling law and the rights of the copyright holder.

LEADSHARE/BROCHURE REQUEST

Inquiries for partners on the lead generation page are generated by the consumer and are forwarded directly and automatically from the website. Explore Minnesota does not review the information in the leads, and is not responsible for content.

DATA PRIVACY

Partners agree to abide by all current federal, state and international data privacy laws. Any violation or mishandling of consumer data generated from this program may result in suspension or termination from this program and subsequent disqualification from future Explore Minnesota programs.

ADVERTISING ACTIVATION

Advertisers must allow up to ten (10) business days from time of receipt of contract and creative assets for opportunities to be activated.

ACCURACY OF INFORMATION

Partner is responsible for ensuring the accuracy of their own listing/ad and associated contact information or links. Any change or correction must be reported in a timely manner, in writing (e-mail is acceptable) to Explore Minnesota. If a problem is found to have occurred that caused the partner to not receive services as contracted, reimbursement for any loss of services will be limited to the specific contract line item and for a maximum of one month prior to the discovery and notification to Explore Minnesota.

PAYMENT TERMS

Opportunities will be invoiced to partners at the start of the activation and are payable upon receipt. Explore Minnesota reserves the right to discontinue partner opportunities for lack of payment.