

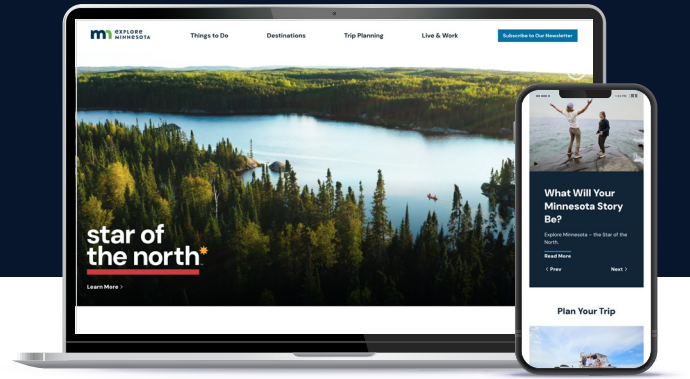


official advertising opportunities 2025–2026

CONTENTS

- ▶ Travel Guide
- ▶ Featured Business Listings
- ▶ Featured Event Listings
- ▶ Lead Generation
- ▶ Native Advertising
- ▶ Sponsored Content
- ▶ Social Media
- ▶ Newsletters
- ▶ Premier Partner Marketing Program

Minnesota Visitor Insights



EXPLOREMINNESOTA.COM

9.1M+
visits

13.7M+
pageviews

2:24
average time on site

TOURISM NUMBERS

80.2 Million
trips in 2023

Source: Tourism Economics

\$24.2 Billion
in total economic impact
for the state in FY2024

Source: Tourism Economics

\$14.1 Billion
visitor spend

WEBSITE VISITATION TOP MARKETS

Domestic Top 10

Minnesota, Illinois, Texas, California, Wisconsin,
Iowa, Missouri, New York, Florida, Kansas

International

Canada, United Kingdom,
Germany, India

DEMOGRAPHICS OF MINNESOTA TRAVELERS *

Household Income

- <\$50K = 17%
- \$50K – \$74,999 = 17%
- \$75K – \$99,999 = 24%
- \$100K – \$124,999k = 14%
- \$125K – \$149,999k = 10%
- >\$150K = 18%

Education

- Postgraduate: 31%
- College Graduate: 41%
- Some College: 18%
- High School or Less: 10%

Age

- Under 25: 3%
- 25–34: 18%
- 35–49: 29%
- 50–64: 24%
- 65+: 26%

Sources: *SMARI Spring/Summer 2023 Traveler Profile Study



SOCIAL
MEDIA
634,529



263,752



297,130



5,844



3,925



12,139

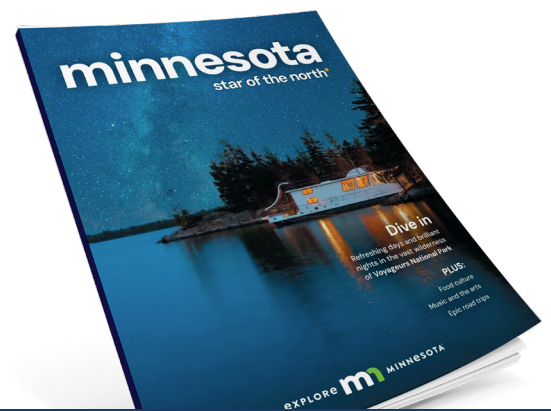


51,739

Explore Minnesota's 2026 Travel Guide

The official publication for Explore Minnesota's national and international media, PR and direct sales efforts, the Minnesota Travel Guide invites visitors from around the world to come visit and explore our state.

Packed with inspirational and trip-planning content, the guide provides Minnesota tourism partners with unparalleled access to highly qualified travelers who are using the guide to plan their trips prior to arrival and then, once they're in the state, to make decisions about what to see and do.



84%

of visitors found a Visitor's Guide helped make their decision to travel to the destination, based on a Destination Analysts study*

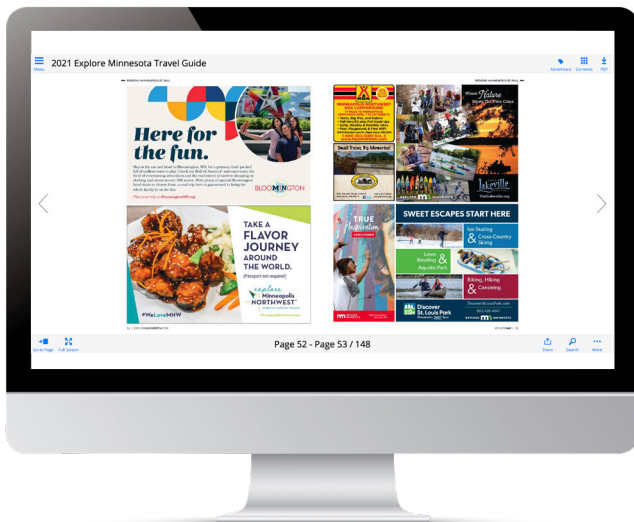
PRINT
225K

Digital**
250K

Of those, **44.9%** intended to plan & book a vacation and **40.5%** intended to specifically review accommodations, attractions, dining & other businesses.

*Source: <https://www.destinationanalysts.com/research/official-visitor-guide-readershipconversion-study/the-value-of-dmo-visitor-guides/>

**Estimated impressions from Places.Travel website, Facebook, ExploreMinnesota.com and email marketing



PRINT DISTRIBUTION

Explore Minnesota will distribute the Minnesota Travel Guide through existing channels, including:

- **Minnesota Welcome Centers**
- **Tourism Partners**
- **Major Airports & Transportation Stations, Hotels, Resorts and Campgrounds**
- **Direct Requests**
Consumer requests via partnerships with other in-state destinations

Ad Opportunities & Sizes*

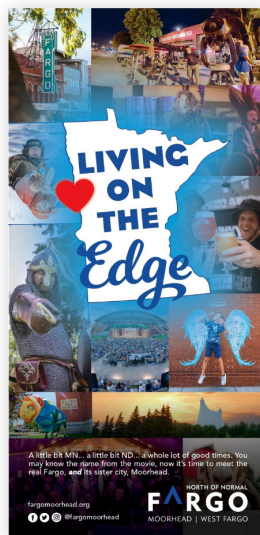
ADVERTISERS ENJOY:

eGuide ad linking to your website

1/3 Square



2/3

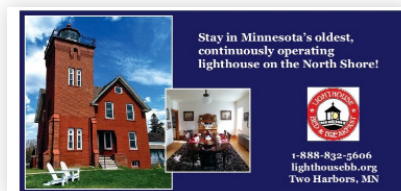


1/12*



*Formatted ad unit; actual design may vary.

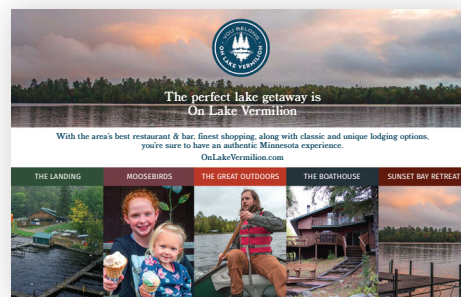
1/6 Horizontal



1/6 vertical



1/2



Fishing Feature

HOOK THE READER

Resorts, outfitters, CVBs and chambers of commerce: Get in front of travelers as they're looking to plan the ultimate Minnesota fishing trip.

Your Formatted Ad Includes:

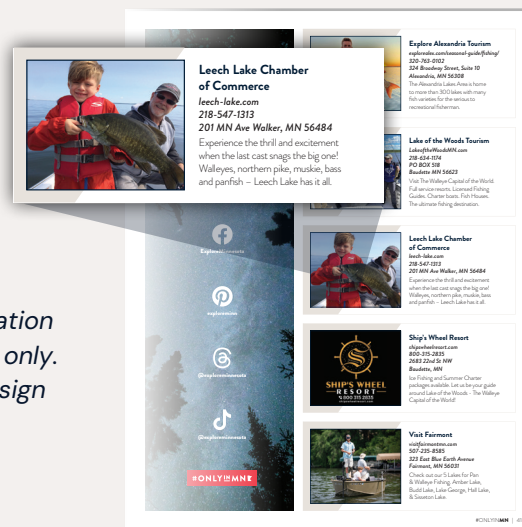
- Business Name
- Description
- Contact Information (URL, Address, Phone Number)
- Image

FISHING FEATURE RATE.....\$675

This opportunity gives you a powerful presence alongside engaging editorial content that's all about fishing.

The standalone fishing guide is no longer published.

For illustration purposes only. Actual design may vary.



Digital Travel Guide Add-Ons

All Explore Minnesota Travel Guide advertisers receive both print + digital exposure! Advertisers also have the option to add advertising within the digital guide for increased exposure.

PERFORMANCE NUMBERS

1.00% CTR

Industry benchmark is 0.08%

Sponsorship Performance: eGuide Display/
Formatted/Interstitial banner advertising

PACKAGE A

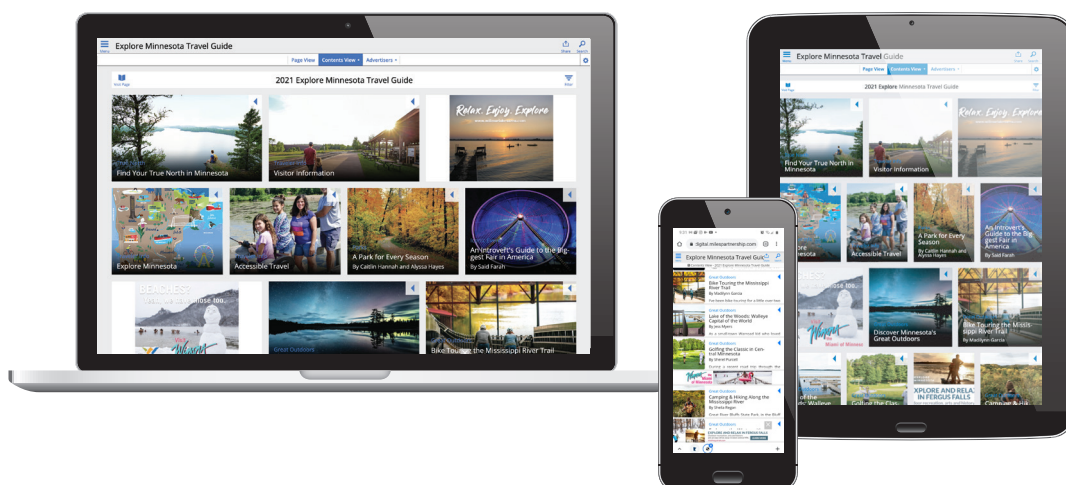
- 2-Page Spread or Full-Page Premium Ad in the 2026 Travel Guide
- Digital Ads in eGuide and web landing page
- ROS Web ads on ExploreMinnesota.com (250K paid impressions + 250k reward impressions) 500k total
- (2) inclusions in the Explorer monthly newsletter

PACKAGE B

- Full Page Ad in the 2026 Travel Guide
- Digital Ads in eGuide and web landing page
- ROS Web ads on ExploreMinnesota.com (100K paid impressions + 100k reward impressions) 200k total
- (1) inclusion in the Explorer monthly newsletter

PACKAGE C

- 2/3 Page Ad in the 2026 Travel Guide
- Digital Ads in eGuide and web landing page
- ROS Web ads on ExploreMinnesota.com (50K paid impressions + 50k reward impressions) 100k total
- (1) inclusion in the Events monthly newsletter



EXPLORE MINNESOTA OFFICIAL ADVERTISING OPPORTUNITIES

Travel Guide Rate Card

Early Bird Discount Deadline

Travel Guide Sales Close

May 16, 2025

September 5, 2025

*Dates subject to change.

Ad Sizes	Early Bird Rate	Full Rate
2-Page Spread	\$15,810	\$16,605
Full Page	\$7,905	\$8,305
2/3 Page	\$5,375	\$5,645
1/2 Page	\$4,025	\$4,225
1/3 Page Square	\$2,675	\$2,800
1/6 Page Horizontal or Vertical*	\$1,350	\$1,415
1/12 Page Formatted	\$700	\$735

*Horizontal or vertical placement will be determined and provided post-sale, based on ad space.

Packages	Early Bird Rate	Full Rate
Package A: 2-Page Package	\$21,500	\$22,000
Package A: Premium Page Package	\$17,500	\$18,000
Package B	\$11,500	\$12,000
Package C	\$8,500	\$9,000

Premium Positions	Early Bird Rate	Full Rate
Premium Full Page	\$11,500	\$12,000
Back Cover	\$15,000	\$15,800

Digital Add-Ons	Early Bird Rate	Full Rate
Digital Ads for Travel Guide and Web Landing Page	\$2,800	\$2,840

Lead Gen Program

Reach highly qualified visitors who are looking to visit your area, by offering mailed or downloadable versions of your travel guide to help with planning process.

How it Works

- Available to non-profit DMO, tourism promotion agencies.
- A singular brochure/fulfillment piece must be used that directly matches with the name/ title of the listing.
- Due to data privacy, leads cannot be shared with other organizations, businesses or partners.
- DMO will receive a daily report including a list of site visitors who have requested to receive your brochure by mail or access your lead report anytime.
- Site visitors will receive an email from Explore Minnesota with your custom message upon requesting your brochure. Use this opportunity to provide a short snippet of information about your destination and to set expectations about when they will receive your brochures or link directly to your digital brochure.

PRICE LEVELS

\$300 Annually: Link to DMO's Digital Guide and/or download-only brochure listed.

\$600 Annually: Includes a downloadable brochure and up to 1000 mail-order leads.

\$900 Annually: Includes a downloadable brochure and up to 2000 mail-order leads.

\$1,200 Annually: Includes a downloadable brochure and up to 3000 mail-order leads.

\$1,500 Annually: Includes a downloadable brochure and unlimited mail-order leads.



Travel Guides

Get free travel brochures to assist with your Minnesota travel planning and vacation choices.

For personalized assistance, please contact our Travel Counselors at explore@state.mn.us or 1-888-VISITMN (1-888-847-4866).

Delivery available to the US and Canada only.



- ☐ Get the Travel Guide and bonus Highway Map by mail

Copy about the guide here:

- Story 1
- Story 2
- Story 3

[View Guide Online](#)

Choose Additional Free Travel Guides

Requests for specific region, city and town tourism brochures and free travel guides are forwarded directly to those organizations for fulfillment. Vacation brochures of this nature are excellent resources for travel planning.

Minnesota Publications



Specialty Guides



- ☐ **2022-2023 Minnesota Snowmobiling Destinations**
[View Online](#)
- ☐ **2024-25 Minnesota OffRoad Adventures**
[Download](#)
- ☐ **2021 Minnesota State Bicycle Map**
[View Online](#) [Download](#)

Free Guides By Region



- ☐ I acknowledge that by checking this box, I am consenting to allow Explore Minnesota to provide my information to the parties necessary to fulfill my order.*
- ☐ Please sign me up to receive ExploreMinnesota.com's travel newsletters by email.

We won't share or sell your email address or personal information with any other party for any reason. You may unsubscribe at any time. For more details, read our [privacy policy](#).

[Submit](#)

Featured Listings

FEATURED BUSINESS LISTINGS

Featured Business Listings allow you to reach an incredibly qualified audience that is looking to convert. Featured partners always display in a top-tier sort in random order, affording you premium positioning. Drive conversions by promoting your business to the 9.1 million visitors to ExploreMinnesota.com.

How It Works:

Featured Listings get top sort priority, giving you greater visibility in a traveler's search, which greatly increases clicks to your full profile and website.

PRICING

Choose 1 Billing Frequency:

- \$400 Quarterly
- \$1,500 Annually

FEATURED EVENT LISTINGS

Featured event listings allow you to feature events on a monthly basis. These featured spots take priority in the monthly grid similarly to featured business listings.

PRICING

- \$350/month or \$900/quarter

** small business rates available.*

Please inquire for pricing



★ Featured

Cozy Nook Cabins

Lake of the Woods

Rustic charm meets modern comfort, offering a secluded forest retreat with crackling fireplaces and breathtaking views under the Minnesota stars.

[Visit Website](#)

[Learn More >](#)



★ Featured

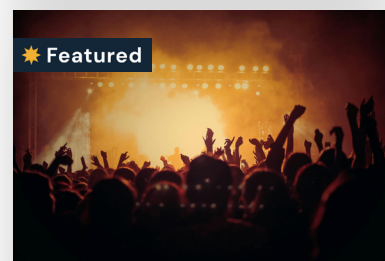
Ski Summit

Itasca

Shred the slopes all day and unwind in ultimate comfort, offering ski-in/ski-out access and panoramic mountain views right from your haven.

[Visit Website](#)

[Learn More >](#)



★ Featured

The Soundwaves Series

Minneapolis

Get ready to groove all season long, bringing electrifying live music and unforgettable performances to the heart of our community.

[Visit Website](#)

[Learn More >](#)

Native Advertising

The newly redesigned Explore Minnesota website will shift from banner display ads to native advertising to create stronger results and allow you to better target your message to Explore Minnesota's website audience. The impressions over-time model allows you to control your exposure during your desired time frame.

Key Points:

- Viewability: Native ads are viewed more than display ads, by as much as 53%.
- Consumers interact with native ads 20–60% more than display ads.
- Native ads are effective for building brand awareness, trust, and long-term customer relationships.
- Performance tracking: Native ads focus on post-impression conversions, which can make it easier to produce concrete results.

PRICING

- 50K – 100K impressions (2–5 month campaign):
\$700 – \$1,400
- 125K – 200K impressions (6–8 month campaign):
\$1,750 – \$2,800
- 250K – 400K impressions (9–10 month campaign):
\$3,000 – \$4,800
- 500K – 1M impressions (12+ month campaign):
\$5,000 – \$10,000



Northwoods Serenity Retreat

Escape to tranquil lakeside cabins boasting breathtaking Minnesota views and cozy fireplaces. Unwind amidst nature's beauty, creating unforgettable memories. Book your peaceful getaway today!

[Read More >](#)



Minnesota Waters Guide

Unlock premier fishing experiences across Minnesota's stunning waters with seasoned local experts. Discover abundant catches and create lasting memories on the lake. Explore our guided tours now.

[Read More >](#)



Harvest Bounty Market

Savor the freshest local produce, artisanal cheeses, and handcrafted goods at our vibrant Minnesota market. Support local farmers and enjoy the season's best flavors. Visit us this weekend!

[Read More >](#)

Sponsored Content

Sponsored content gives you the opportunity to create a custom article on the ExploreMinnesota.com for optimization around keywords and engagement. This content is completely created by you to directly control the messaging to the 9.1 million visitors to ExploreMinnesota.com.

ARTICLES

Custom articles designed for DMOs, accommodations, attractions, etc. Supported by native ads to drive traffic. Limited number of partners per year and content category. Created content subject for approval by Explore Minnesota.

PRICING

- Industry partner: \$3,200
- Non-Industry: \$5,000

No impression guarantee. Limited to 15 total slots available per year

Add-Ons

- Newsletter* (starting at +\$400 shared/\$1500 custom)
**Price dependent on newsletter placement*
- Social post (+\$850)
- 24-hour spotlight (+\$2,000)

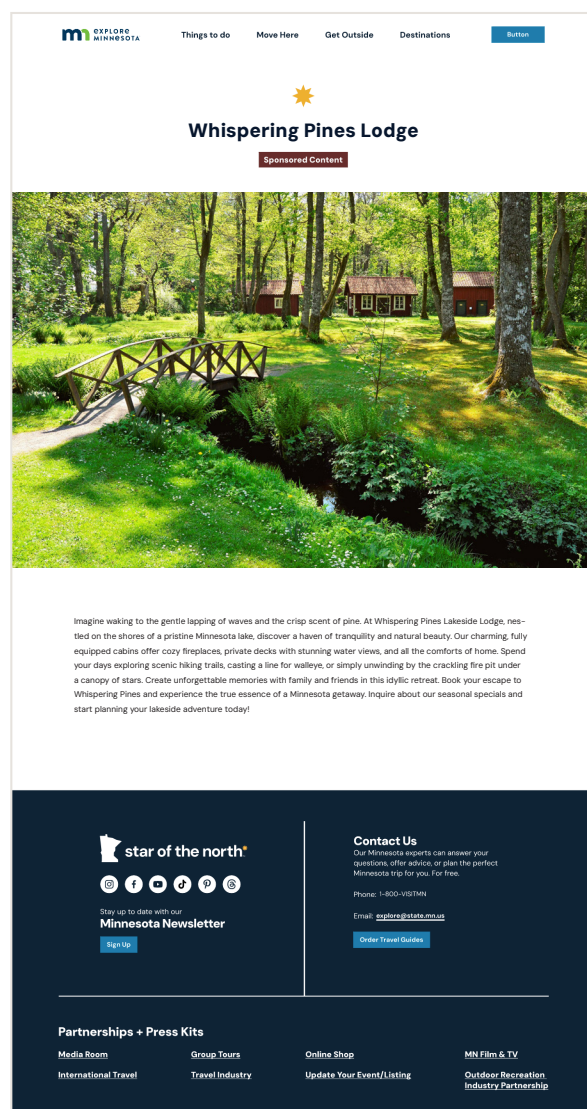
DESTINATION PAGES

- Takeover pages for destinations to own their own page content. You provide the photos, content and links for the year.
- Web banners added to destination pages allow the community to promote local businesses swapping creative quarterly.
- Pages are searchable on site and linked in Places to Go page. Organic and on-site search.
- Includes social post promotion.

**Limited availability of 15 destination pages per year.
Limited to one per destination.*

PRICING

- \$5,500/year *No impression guarantee.*
- Email add on* (starting at +\$400 shared/\$1500 custom)
**Price dependent on newsletter placement*



Social Media

Social Media marketing is perfect for expanding your reach and targeting a highly qualified audience. Social media advertisers connect with Explore Minnesota's Facebook or Instagram community of more than 560,882 combined followers.

Single Story

Max of 3 photos or 1 video to Explore Minnesota's Facebook and Instagram Story.

24 Hour Spotlight Collaboration

Includes one story and choice of one static post or reel on Explore Minnesota's Facebook and Instagram over a 24-hour period using Meta's collaboration function.

PRICING

- Single Story: \$1,000
- 24 Hour Spotlight: \$3,000

**Limited availability. Subject to creative approval from Explore Minnesota*



Newsletters

Explore Minnesota newsletters reach a highly-qualified opt-in audience with content designed to inspire engagement.

Explorer

Minnesota Explorer connects highly engaged travelers with seasonally curated bucket-list activities, helpful itineraries, and exclusive stories that inspire real trip planning. Each email showcases articles, videos, and interviews that fuel travel planning, giving advertisers access to an audience ready to explore, book, and go.

166K SUBSCRIBERS

59% OPEN RATE

5% CTR

Outdoors

Minnesota Outdoors reaches active, experience-driven travelers with expert tips, personal stories, and seasonal guides to the state's best outdoor adventures. From fishing and hiking to biking and camping, advertisers engage with an audience eager to gear up, get outside, and discover new destinations year-round.

92K SUBSCRIBERS

55% OPEN RATE

4% CTR

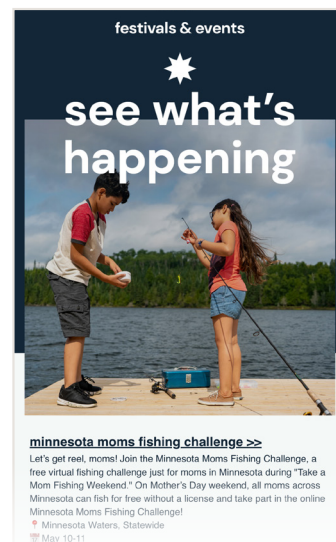
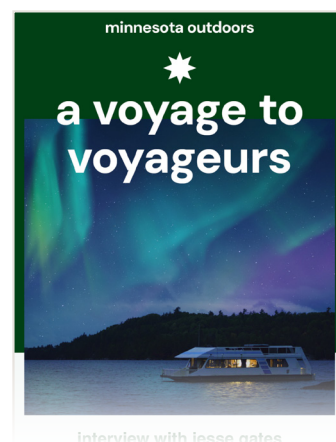
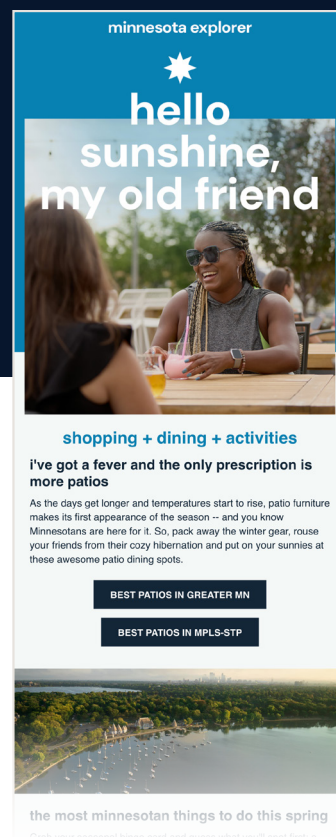
Event

Festivals & Events helps travelers discover Minnesota's diverse lineup of festivals, performances, exhibits, and community celebrations. Each email inspires trip ideas and cultural exploration statewide. Advertisers gain direct visibility with an audience actively seeking out ephemeral, trendy, and can-not-miss happenings.

42K SUBSCRIBERS

48% OPEN RATE

5% CTR



Newsletters (Cont.)

CUSTOM NEWSLETTERS

Custom Newsletters give partners 100% share of brand voice.

How It Works:

Ad partner provides copy and photos for a custom, brand-focused message delivered to their preferred audience segment.

PRICING

- Custom Explorer: \$2,900
- Custom Outdoors: \$2,250
- Custom Events: \$1,500

**Limited Availability: One custom Newsletter available per month (12 total).*

EXPLORE MINNESOTA
BRANDING

ATTENTION GRABBING
HERO IMAGE

COMPELLING COPY
– SINGLE SOURCE
MESSAGING FOR 100%
SHARE OF VOICE

STRONG CALL
TO ACTION

EXPLORE **mn** MINNESOTA

explore mn x mn slopes

the 411 on downhill skiing

SPONSORED CONTENT

winter fun for everyone

Dreaming of carving down pristine slopes under a crisp winter sky? Yearning for the exhilarating rush of fresh powder and the cozy warmth of a crackling fireplace after a day on the mountain? Look no further than MN Slopes, your premier winter destination nestled in the heart of Minnesota's stunning landscape.

At MN Slopes, we offer more than just exceptional skiing and snowboarding; we provide an immersive winter adventure for all skill levels. Whether you're a seasoned pro seeking challenging black diamonds or a beginner eager to learn the basics, our meticulously groomed trails and dedicated learning areas ensure an unforgettable experience. Imagine the crisp Minnesota air against your face as you glide down expertly crafted runs, surrounded by the breathtaking beauty of snow-covered pines and rolling hills.

Our slopes are designed with you in mind. From gentle beginner slopes perfect for building confidence to exhilarating advanced terrain that will test your skills, MN Slopes has something for everyone. Our state-of-the-art snowmaking equipment ensures optimal conditions all season long, while our modern lift system will whisk you back to the summit in comfort and style, maximizing your time on the snow.

[LEARN MORE](#)

SHARED NEWSLETTERS

Banner ads:

- Ad size: 600 x 150 px (jpeg or png)
- Website URL to promote visitation to partner's site from ad
- Email opportunities are first come, first served

our partners

CLICK-WORTHY SPONSORED CONTENT

BW | Best Western
Hotels & Resorts

More Minnesota fun for the whole family.

20+ hotels, visit
BestWesternMinnesota.com

[BOOK NOW](#)

PRICING

- **Explorer** Banner Ad: \$850
- **Outdoors** Banner Ad: \$650
- **Events** Banner Ad: \$400



SPONSORED CONTENT

cheers to the best cocktail makers

Around here, mixologists don't just pour drinks — they craft edible (well, drinkable) art. We're talking cocktails so creative you'll want to snap a pic before you take a sip. Taste bold new flavors or tip your hat to a perfectly executed classic with these Twin Cities spots.

[RAISE A GLASS](#)

New Native Advertising

- Supporting link ads provide an opportunity for native advertising within the newsletter
- Premium placement in the newsletter
- These ads will feature an image, Headline, custom content (limited character count) and Website URL to promote visitation to partner's site from ad

PRICING

Explorer Supporting
Link Ad: \$1,100

Corporate Sponsor Program

Put your brand in the spotlight with Explore Minnesota's Corporate Sponsor program and connect with a highly engaged audience across our digital, print, and event channels. This unique opportunity allows your business to align with Minnesota's premier travel and tourism platform—amplifying your visibility, strengthening your reputation, and reaching both local and national audiences ready to explore.

What's Included

- Premium placement Travel Guide full page + all-inclusive digital
 - Web sponsored content
 - Custom Newsletter
 - Featured Business Listing
- 250,000 Native ad impressions
 - Social spotlight

PRICING

\$25,000



Advertising Essentials

Great advertising includes 4 elements that drive travelers' decisions.

AWARENESS

Stands out and captures attention

INTEREST

Draws travelers in and creates engagement

DESIRE

Connects with the traveler's emotions

ACTION

Encourages response through a clear call-to-action

4 Tips for Developing Effective Print Ads

1

HAVE A CLEAR PURPOSE

Build awareness or drive immediate action.

2

BE CONSISTENT

Make your print and digital ads tightly integrated.

3

USE ENGAGING IMAGES

Photography is at the heart of the best advertising.

4

RECOGNIZE GOOD WRITING AND DESIGN

Size and design quality create a connection with the traveler.



TO PARTICIPATE
IN THE 2025-2026
PROGRAM, CONTACT

Sebrina Williams

Director, Destination Partner Development

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