Explore Minnesota Tourism
FY21 Media Flowchart
FY21 Winter Media Budget

Date: 1/6/2021

Campaign	Dec				Jan					Feb			
	30	7	14	21	28	4	11	18	25	1	8	15	22
GENERAL (MN ONLY)													
AWARENESS													
PRINT													
Minneapolis/St.Paul Mag (Feb)										■	■	■	■
CONSIDERATION													
DISPLAY													
High Impact Display								■	■	■	■	■	■
PAID SOCIAL													
Facebook/Instagram								■	■	■	■	■	■
Pinterest								■	■	■	■	■	■
NATIVE													
Native Ad Units								■	■	■	■	■	■
CONVERSION													
DISPLAY													
Retargeting Display								■	■	■	■	■	■
PAID SOCIAL													
Facebook/Instagram Retargeting								■	■	■	■	■	■
WINTER REC NICHE (MN ONLY)													
AWARENESS													
VIDEO													
Online Video (You Tube/Programmatic)			■	■	■	■	■	■	■	■	■	■	■
DISPLAY													
Standard Display			■	■	■	■	■	■	■	■	■	■	■
CONSIDERATION													
DISPLAY													
High Impact Display			■	■	■	■	■	■	■	■	■	■	■
Endemic Display (Trip Advisor)			■	■	■	■	■	■	■	■	■	■	■
PAID SOCIAL													
Facebook/Instagram			■	■	■	■	■	■	■	■	■	■	■

NATIVE			
Native Ad Units			
CONVERSION			
DISPLAY			
Retargeting Display			
PAID SOCIAL			
Facebook/Instagram Retargeting			
DIVERSITY (MN ONLY)			
AWARENESS			
DIRECT PARTNERSHIPS			
Lavender (Dec)			
MN Spokesman Recorder (Feb)			
La Prensa (Feb)			
ADSERVING (Includes Bridge)			
COVID-19 SCORING MODEL PROJECT			
ANNUAL CAMPAIGNS*			
Paid Search and Adserving			
Opportunistic Paid Social			
TOTAL			