

Explore Minnesota Tourism FY21 Media Flowchart FY21 Recovery Media Budget



Total Budget: \$501,130

= Planned
 = Purchased

Campaign	Jun	Jul				Aug					% of Budget			
	22	29	6	13	20	27	3	10	17	24			31	
RECOVERY CAMPAIGN														
VIDEO												93%		
TV (Network + Cable)													50%	
CTV/OTT												26%		
Online Video (YouTube, Programmatic Video)												17%		
DISPLAY												3%		
Standard Display												3%		
PAID SOCIAL												4%		
Facebook/Instagram													4%	
ALWAYS LIVE CAMPAIGNS														
Paid Search and Adserving														
Contingency Fund														

Note: 2 week summer extension to be planned at conclusion of recovery media plan for select activities (8/3-8/16)