

## NEWSLETTERS

Our e-newsletters reach a highly-qualified opt-in audience with content designed to inspire engagement. In the Minnesota Outdoors and Events updates newsletters there are 2 units available per month. In the Minnesota Explorer newsletter there are 4 units available per month. All are on a first come contracted opportunity. Limit is 4 units per Newsletter type, per partner per calendar year.

- The **Explorer** newsletter features seasonally focused articles to inspire travel. Topics this past year have included shopping historic downtowns, must-see museums, a series of Trip on a Tankful road trips and more. Each edition also highlights six upcoming events.
- The **Outdoors** newsletter combines the information previously found in Birding, Fishing, Winter Trails and Fall Color newsletters into a format that shines a spotlight on year-round outdoor recreation opportunities including those listed above as well as biking, golfing, hiking, paddling and more.
- The **Events** Update features a roundup of what's happening statewide, including festivals, live music, arts and theater, sports, food and drink, seasonal and other events.

## MATERIALS NEEDED\*:

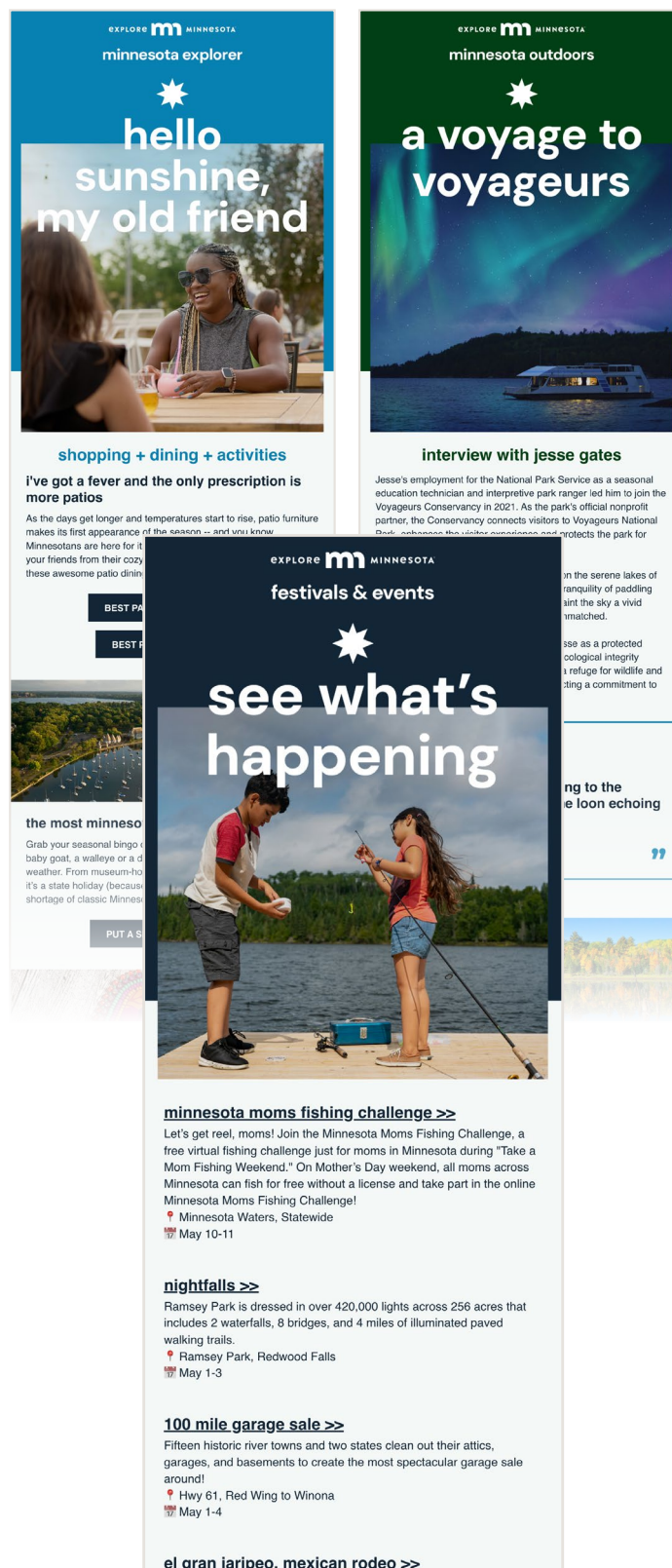
Ad size: 600x150px (.jpeg or .png)

- All colors used must be RGB or Index (Web safe recommended)
- All photos and graphics must be RGB or black and white.
- All images, graphics and logos must be 96 dpi
- Website URL to link

\*Submit ads 4 weeks prior to issue

Email Opportunities are first come, first served

Please email materials to  
ALLY.DREES@MILESPARTNERSHIP.COM





# Explore Minnesota NEWSLETTERS

## SPONSORED PARTNER EMAIL

Email Subject Line (40 characters max, all lowercase)

Email Preview Text (140 characters max, all lowercase, can include 1 emoji)

Business Name

Main Image Headline (30 characters max)

Main Image (.jpeg or .png. ≥1000px W x ≥1000px H. RGB or Index, 96ppi.  
Will be cropped to fit the Hero Image Template.)

Main Image URL

Email Subhead (NO max character count)

Email Intro Paragraph (NO max character count)

Topic #1 Headline (NO max character count)

Topic #1 Image (.jpeg or .png. 1000px W. RGB or Index, 96ppi.  
May be slightly cropped for layout.)

Topic #1 Copy (NO max character count)

Topic #1 Call-to-Action Text (20 characters max)

Topic #1 URL

Single Color Logo (.png. 500px W.  
RGB or Index, 96ppi.)

About Copy (250 characters max)

## OPTIONAL

Topic #2\* Headline (NO max character count)

Topic #2\* Image (.jpeg or .png. 1000px W. RGB or Index, 96ppi.  
May be slightly cropped for layout.)

Topic #2\* Copy (NO max character count)

Topic #2\* Call-to-Action Text (20 characters max)

Topic #2\* URL

Topic #3\* Headline (NO max character count)

Topic #3\* Image (.jpeg or .png. 1000px W. RGB or Index, 96ppi.  
May be slightly cropped for layout.)

Topic #3\* Copy (NO max character count)

Topic #3\* Call-to-Action Text (20 characters max)

Topic #3\* URL

Pull Quote\*

**\*Topic #2 & Topic #3 Headline, Image, Copy, CTA, URL,  
and Pull Quote are not required**

## COLOR SPECIFICATIONS AND RESOLUTION

All images, graphics and logos must be at least 96 dpi, RGB or Index. Web safe recommended

## FEES AND PRODUCTION SERVICES


Sponsored emails receive one review before deployment, which includes one round of edits. Each additional round of edits would be a rush upcharge of \$500.

Ad design production is available. Contact your Production Contact for rates and samples of work. If ad materials are built by Miles, production fees will be added.

## SUBMITTING MATERIALS

Email assets to [Ally.Drees@milespartnership.com](mailto:Ally.Drees@milespartnership.com)

## NATIVE AD



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](#)

Main Image (.jpeg or .png. 1000px W x 375px H. RGB or Index, 96ppi.  
No text. "SPONSORED" tag will be added at the bottom of the image.)

Headline (65 characters max)

Copy (300 characters max)

Call-to-Action Button Text (20 characters max)

URL

## BANNER AD

Banner Ad (.jpeg or .png. 600px W x 150px H.  
RGB or Index, 96ppi.)

URL

### 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](#)

### COLOR SPECIFICATIONS AND RESOLUTION

All images must be at least 96 dpi, RGB or Index.  
Web safe recommended

### FEES AND PRODUCTION SERVICES

Ad design production is available. Contact your Production  
Contact for rates and samples of work. If ad materials are built by  
Miles, production fees will be added.

### SUBMITTING MATERIALS

Email assets to [Ally.Drees@milespartnership.com](mailto:Ally.Drees@milespartnership.com)