



Explore Minnesota Sponsored Social Media ADVERTISING SPECIFICATIONS

PARTNER NAME

PARTNER FACEBOOK URL

PARTNER INSTAGRAM HANDLE

IMAGE REQUIREMENTS

- Provide 10+ image options, all in the same orientation (portrait or landscape). *Must be high resolution, maximum file size is 4MB, please include a photo description and photo credit where applicable.*
- Provide Click-Through Link (URL)

PARTNER MESSAGING

Please provide a goal for your post(s) and the general message you would like to share with the Explore Minnesota audience. *This can be a bulleted list, copy you already have for us to edit or a general sense of what you'd like your post to be about:*

VIDEO (Optional)

- Video should be in MP4 format
 - Must be high resolution, 4GB max.
 - No Youtube/Vimeo links, original files only
- Video Time: 15 – 60 seconds
- Recommended Ratio:
 - Facebook or Instagram in-feed: 816 x 1020, 4:5 ratio
 - Instagram Story: 1080 x 1920, 9:16 ratio
- Provide Click-Through Link (URL)

MATERIALS DEADLINE

4 weeks prior to publish date

Social media posts are guaranteed to be delivered during the month contracted but specific dates within month cannot be guaranteed.



Once contracted, assume all offerings are non-cancellable. All content (text, ads, images, etc.) placed on Explore Minnesota owned media channels must adhere to Explore Minnesota's brand voice and look and feel and is subject to edits if content strays too far. Explore Minnesota has the right to postpone the post if there is a need for us to go dark due to natural disasters, political unrest, etc.



QUESTIONS? CONTACT ALLY AT 800-683-0010 OR EMAIL
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