

## Blog Writing + Social Promotion

Advance Travel & Tourism

### About Advance Travel & Tourism

Advance Travel & Tourism, part of Advance Local Media, offers a unique blend of local expertise and national reach. It leverages its strong community ties and trusted brands to understand and serve local markets.

As a major media publisher, the company has access to extensive data, allowing it to target customers anywhere precisely. However, its true value lies in its strategic approach. It doesn't just use a standard set of tools; it uses its expertise to craft customized, creative marketing plans for each client. By continuously monitoring and optimizing campaigns in real time, it ensures maximum results for travel and tourism destinations.

### Program Deliverables

- Two Written Blogs
  - Professionally written blogs of 600-800 words each about topics of your choice and provided to be placed on your website.
  - Advance Travel & Tourism's travel writers research and understand each destination, resort or attraction before writing and proofs will be provided to the co-op participant before the final draft is supplied.
- 200,000 Social Display Ad Impressions
  - Two Flights of 100,000 social display impressions each to promote the blog to your desired audience.

### Co-branding Requirements

- The webpage where the blog content lives must have the Explore Minnesota logo that links to [exploreminnesota.com](http://exploreminnesota.com)
- Each social promotion must tag the Explore Minnesota account (@ExploreMinnesota)

### Limited Availability

One package per co-op participant

### Price

\$1,450

### Contact

Laura Wiltz | [lwiltz@advancetravelandtourism.com](mailto:lwiltz@advancetravelandtourism.com) | 616-813-6138

### Savings

73%