

Local TV & Streaming

KARE 11

About KARE 11

KARE 11 offers a full suite of advertising solutions for businesses in Minnesota. As the NBC affiliate for the Twin Cities, KARE 11 provides a range of marketing services, including on-air, online, and streaming advertising. They work with businesses to create and implement targeted campaigns, offering services from ad production to commercial placement. Backed by their parent company, TEGNA, KARE 11 also provides custom solutions like marketing research and co-op advertising. They aim to help local businesses connect with new customers and drive results through multi-platform advertising.

Package Prices & Deliverables

| Tier 1 \$2,000 (88% off) | Tier 2 \$4,000 (76% off) | Tier 3 \$6,000 (76% off) |
|---|---|---|
| Campaign flight: 4-6 weeks | Campaign flight: 4-6 weeks + 2 weeks local news | Campaign flight: 4-8 weeks + 4 weeks local news |
| 50,000 KARE11+ video impressions | 83,333 KARE11+ video impressions | 166,666 KARE11+ video impressions |
| 89,285 Targeted Premium CTV Impressions | 107,142 Targeted Premium CTV Impressions | 142,875 Targeted Premium CTV Impressions |
| | 54,166 cross platform pre-roll impressions on KARE11.com | 75,000 cross platform pre-roll impressions on KARE11.com |
| | One 24-hour weekday KARE11.com homepage takeover, avg 600,000 impressions/day 100% SOV on all homepage ad units (KARE team will create these) | One 24-hour weekday KARE11.com homepage takeover, avg 600,000 impressions/day 100% SOV on all homepage ad units (KARE team will create these) |
| | 18x :15 second spots in KARE's weekday Newscasts (530,200 impressions) | 36x :15 second spots in KARE's weekday Newscasts (1,860,000 impressions) |

Co-branding Requirements

- Each video must include the [Explore Minnesota logo](#) either in the corner throughout the video or at the beginning and end of each video for a reasonable amount of time (to be approved by Explore Minnesota).
- Each display ad must include the Explore Minnesota logo.
- View Co-branded Video Examples
 - [Visit Lake City](#) (1:00), [Pier B Resort Hotel](#) (:30), [Visit Greater St. Cloud](#) (:15)

Limited Availability

One package per participant

Price

\$2,000 - \$6,000
(see table above)

Contact

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Savings

76-88%