



Targeted Email Program

The Minnesota Star Tribune

About The Minnesota Star Tribune

The Minnesota Star Tribune is an innovative, modern media organization building on an extraordinary 157-year legacy. With seven Pulitzer Prizes and hundreds of other awards, it boasts the Midwest's most prominent news organization and is an unrivaled force for journalistic excellence in Minnesota and beyond.

Program Deliverables & Deadlines

Behaviorally targeted e-mails are still among the most effective ways to reach a highly engaged audience for tourism-related businesses, destinations and events. Leverage the Minnesota Star Tribune's behavioral reach and enhanced e-mail capabilities to pinpoint the ideal traveler's inbox.

- One email sent to 100,000 targeted recipients
 - The participant can customize the email list (geographically, demographically, and behaviorally).
- Explore Minnesota will have a branded header and footer on all co-op email deployments.

Additional Features

- Complimentary Star Tribune Travel FYI e-mail deployment to 15,000 recipients (\$1,000 value).
- Complimentary design services are available to develop email creative.
- Participants can re-send and retarget openers or use opener data in a campaign outside of the co-op program (no Explore Minnesota contribution).

View Examples

- [True North Basecamp](#)
- [Visit Owatonna](#)
- [Visit Lake City](#)
- [Visit Proctor](#)
- [Visit Inver Grove Heights](#)

Limited Availability

40 available | One per participant

Price

\$1,000

Contact

Paul Haga | paul.haga@startibune.com | 612-673-4392

Savings

80%