

# YouTube Advertising

## Strike Social

### About Strike Social

Strike Social is a leading social and YouTube advertising company, leveraging technology and talent to deliver impactful social and digital campaigns. They prioritize client success with machine learning-powered solutions for improved performance and transparent media buying. The company was recognized by Inc. Magazine as one of the fastest-growing private companies in the U.S., demonstrating its commitment to continuous innovation and adapting to industry shifts. Their global team is uniquely positioned to handle your social media advertising needs.

### Program Options

- **TrueView In-Stream**
  - This option is ideal to drive views. Use skippable in-stream ads when you have video content you'd like to promote before, during, or after other videos on YouTube.
  - Sold on a cost-per-completed view model (CPCV), there are only charges when the viewer watches the entire video (or for the first 30 seconds if the video is longer).
  - You'll need: a horizontal (1280 x 720) video :15s or longer (no max time).
- **Non-Skippable In-Stream**
  - Designed for cost-effective reach/awareness and can deliver on YouTube TV.
  - Sold on a cost-per-thousand impressions (CPM) model.
  - Users can't skip it and will view your entire video.
  - You'll need: a 6s or 15s horizontal (1280 x 720) video.
- **Video View (VVC)**
  - An ideal option to get the most views across all of YouTube's video formats, including YouTube Shorts. YouTube's newest ad unit runs across more parts of the YouTube supply.
  - Sold on a cost-per-completed view model (CPCV), there are only charges when the viewer watches the entire video (or for the first 30 seconds if the video is longer).
  - You'll need: a horizontal (1280 x 720) video :15s or longer & a vertical (720 x 1280) video :15s-1:00 long.

### Co-branding Requirement

- Each video in TrueView and Non-skippable 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 video on YouTube Shorts will tag the @ExploreMinnesota account.

### View Examples

- [Visit Lake City](#) (1:00)
- [Pier B Resort Hotel](#) (:30)
- [Visit Greater St. Cloud](#) (:15)



## Package Prices & Deliverables

|                                          | TrueView In-Stream             | Non-Skippable In-Stream            | VVC (Including YouTube Shorts) |
|------------------------------------------|--------------------------------|------------------------------------|--------------------------------|
| Bidding Model                            | Cost-per-completed-view (CPCV) | Cost-per-thousand-impression (CPM) | Cost-per-completed-view (CPCV) |
| Guaranteed Rate                          | \$0.03                         | \$15.00                            | \$0.03                         |
| Participant Rate with State Contribution | \$0.015                        | \$7.50                             | \$0.015                        |
| Tier 1: \$1,500                          | 100,000 guaranteed views       | 200,000 impressions                | 100,000 guaranteed views       |
| Tier 2: \$3,500                          | 233,332 guaranteed views       | 466,666 impressions                | 233,332 guaranteed views       |
| Tier 3: \$5,500                          | 366,666 guaranteed views       | 733,334 impressions                | 366,666 guaranteed views       |

### Limited Availability

One package per participant

### Price

\$1,500 - \$5,500  
(see table above)

### Contact

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### Savings

75%