ADVERTISING OPPORTUNITY OFFERED BY EXPLORE MINNESOTA, STATE OF MINNESOTA

Reach a very targeted audience of travelers with an exclusive ad on the official Minnesota State Highway Map. Drop a QR code in your ad to give it even more impact! Only three very visible panels on the map are available to advertisers on a first-come, first-served basis.

Publication date: Spring 2019

HIGHLIGHTS OF THIS SPECIAL OPPORTUNITY:

- Reach people as they are planning their trip or on the road. Many families keep a map in each car, and travelers will see your ad many times during the year as they plan their trips.
- Reach more than 265,000 consumers throughout the year for less than 5 cents each.
- Reach travelers from Minnesota and the Midwest, plus visitors from throughout the U.S. and Canada who travel to Minnesota.
- The trend of last-minute trips means many consumers are choosing accommodations and other stops while they are en route, making the map a great way to reach them.
- Be part of one of the most requested pieces from Explore Minnesota, the state’s tourism promotion office.

DISTRIBUTION:

- Sent by Explore Minnesota to prospective travelers in response to advertising and special promotions.
- Provided to travelers at more than 60 state and community Welcome Centers
- Distributed at Mall of America
- Distributed at sports and travel shows
- Ordered by consumers online at exploremnnesota.com, which reaches more than 5 million visitors annually

Ad spaces available to travel-related businesses (attraction, hotel, restaurant, service station, auto insurance, etc.) or organizations with a statewide presence:

- Back 2/3 panel of map (4 3/8 W X 8 3/4 H): $13,000
- 1/2 inside panel (4 3/8 W X 4 1/5 H): $6,500/each

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2019 press run: 265,000