

Explore Minnesota

Winter Media

Channel Tactic	Spot Length/Ad Size	Nov-19				Dec-19					Jan-20				Feb-20				Mar-20	
		28	4	11	18	25	2	9	16	23	30	6	13	20	27	3	10	17	24	2
PARTNERSHIPS																				
MBA TV & Radio Program Details:	:30, various stations Flight dates TBD																			
MPR Radio Program Details:	Baseline Program :15 script KCMP, The Current																			
MPR Digital Tactics:	mpr.org Standard Dislay																			
Broadcast																				
FSN Program Details:	Hockey Day 1/18 TV spots + Dasher board																			
Cable Tactics:	Minneapolis, Omaha, Des Moines :30 & :15																			
CTV Tactics:	Minneapolis, Greater MN, Des Moines, Omaha, Winnipeg, Sioux Falls, Eau Claire :30 & :15																			
OTT Tactics:	Minneapolis, Greater MN, Des Moines, Omaha, Winnipeg, Sioux Falls, Eau Claire																			
CONTENT PARTNERSHIPS																				
Delta SKY	Winter Rec Magazine - Top 10 Winter Rec																			
Delta SKY	Digital Extension																			
Shopping Influencer	Shopping																			
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		28	4	11	18	25	2	9	16	23	30	6	13	20	27	3	10	17	24	2
DIGITAL																				
Display: Standard Coegi	General																			
	Shopping																			
	Winter Recreation																			
	Arts & Culture																			

