Destination Signals supports Meet Minneapolis with community activation — connecting local businesses with motivated travelers and locals.
Through our strategic marketing platforms, your business can connect with millions of adventurous travelers looking to discover and enjoy the very best our community has to offer. We have options for any budget and experts ready to assist you every step of the way.

**Meet Minneapolis Reaches Visitors Before, During, and After Their Vacation**

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**Our Value Proposition:**

Travelers view the Meet Minneapolis brand as a **Trustworthy** resource, giving you a perfect platform to begin new conversations.

**Amplify** your visibility with a highly-motivated audience of domestic and international travelers. **Craft** engaging campaigns with our in-house advertising specialists.

Your **Support** and advertising dollars help power ongoing marketing campaigns that **influence** increased visitation and spending within our community.

**Collaborate** with our team to measure your campaigns, **gain** valuable insights about traveler behavior and decision making.

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**Advertising Overview**

- **4.8M+** Annual pageviews on website
- **65%** of website visitors are aged 25-54
- **67%** of website visits are on mobile

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**To Get Started, Please Email Sidney.Abramson@Destinationsignals.com**
WHO IS DESTINATION SIGNALS?
In partnership with Meet Minneapolis, Destination Signals manages all digital advertising and sponsored content opportunities on Minneapolis.org

CAN I PLACE SHORT TERM OR SEASONAL PLACEMENTS?
Absolutely! We accommodate both long and short-term runs and give you full flexibility when, where, and how you place sponsored content on the site

I HAVE MULTIPLE THINGS I’D LIKE TO PROMOTE, HOW OFTEN CAN I CHANGE OUT THE ADS?
We allow for unlimited updates to the sponsored content placed on the site. You can swap content in and out as much as you’d like. Just allow for at least a 2-3 day lead time to make sure things get properly scheduled

HOW DOES BILLING WORK?
Invoices are sent digitally via email from Destination Signals. Those can be paid online monthly, quarterly, or annually

HOW WILL I KNOW IF MY CONTENT IS PERFORMING?
Destination Signals will provide detailed quarterly and/or monthly reporting to all businesses that participate in the program

HOW DO I BUILD OUT MY SPONSORED CONTENT ADS?
Destination Signals offers a turnkey service that will assist you in building out your ad content as a complimentary service

I HAVE MULTIPLE BUSINESSES THAT I NEED TO PROMOTE, CAN I PURCHASE ONE SPOT FOR BOTH?
Yes. Through A/B testing we can promote two different businesses or offerings with a single spot. Some placements can also have the content split up so you are promoting relevant ads in the section they are appearing on the site

DO YOU OFFER NON-PROFIT DISCOUNTS?
Yes. All non-profits receive a 20% discount on all digital ads purchased and placed on Minneapolis.org
DIGITAL ADVERTISING

DIGITAL ADVERTISING & SPONSORED CONTENT THROUGH MINNEAPOLIS.ORG

Come See What ALL The Fuss is About

What’s ALL the fuss in Minneapolis? Come, take it ALL in and see. From ALL the

Explore Boundless Wonders Today

Embark on a captivating journey of discovery at the Science Museum of Minnesota. Ignite your curiosity through hands-on exhibits, immersive experiences, and awe-inspiring wonders that bring science to life. Whether you or young at heart, our museum invites you to explore the marvels of the natural world and the frontiers of human knowledge.

[ VISIT US ]
FEATURED PARTNER

INSPIRE VISITORS, BE ONE OF THE FIRST THINGS THEY SEE WHEN THEY LAND ON OUR WEBSITE

Things To Do

Get ready to walk, dance, shop, run, cheer - all day long

Explore Minneapolis the way it was meant to be explored - through multiple outfit changes. Throw on that jacket for the downtown sports teams. Bundle up and drink beer on a frozen lake. Bring your purple dancing shoes and find your way through the crowds. Realize you’re going to need more outfits? Don’t worry - we have tax-free clothing. Whatever you do - just do.

Six (6) Partners rotate through these six spots. Appears near the top of the page.

WHERE ART MEETS STAGECRAFT

SOAR ABOVE THE MINNEAPOLIS

ONE OF A KIND SHOPPING EXPERIENCE

A WILD ADVENTURE AWAITS: ROAM FREE

EXPLORE BOUNDLESS WONDERS TODAY

UNLEASH YOUR IMAGINATION
FEATURED CONTENT

TELL YOUR STORY THROUGH THIS LARGE FORMAT DISPLAY, ROTATE THROUGH THE THREE SPOTS

SPECs

IMAGE: 640x480 pixels
TITLE: 35 characters
BODY: 250 characters

***Character count includes spaces

Three (3) Partners rotate through these three spots. Hover effect on desktop that displays your content.
FEATURED BLOCK
LOOKING FOR EXPOSURE? THIS RUN OF SITE FEATURE IS OUR BEST OPTION FOR COVERAGE ACROSS THE SITE

SPECS
IMAGE: 640x640 pixels
TITLE: 25 characters
BODY: 125 characters
***Character count includes spaces

Three (3) Partners rotate through these three spots. Appears at the bottom of 75% of the website pages.
## Top Digital Options

<table>
<thead>
<tr>
<th>Feature</th>
<th>Featured Partner</th>
<th>Featured Content</th>
<th>Featured Block</th>
</tr>
</thead>
<tbody>
<tr>
<td>Run of Site</td>
<td>-</td>
<td>-</td>
<td>$185.00</td>
</tr>
<tr>
<td>Run of Blog</td>
<td>-</td>
<td>$160.00</td>
<td>-</td>
</tr>
<tr>
<td>Homepage</td>
<td>$215.00</td>
<td>-</td>
<td>-</td>
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<tr>
<td>Things to Do</td>
<td>$210.00</td>
<td>$165.00</td>
<td>-</td>
</tr>
<tr>
<td>Events</td>
<td>$200.00</td>
<td>$160.00</td>
<td>-</td>
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<tr>
<td>Mall of America</td>
<td>$125.00</td>
<td>$100.00</td>
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<tr>
<td>Family Fun</td>
<td>$85.00</td>
<td>$70.00</td>
<td>-</td>
</tr>
<tr>
<td>Food &amp; Drink</td>
<td>$45.00</td>
<td>$40.00</td>
<td>-</td>
</tr>
<tr>
<td>Hotels</td>
<td>$30.00</td>
<td>$25.00</td>
<td>-</td>
</tr>
</tbody>
</table>
All the Things to do at Midtown Global Market

One of the most unique things to do in Minneapolis is to explore the bustling stalls of food and crafts at Midtown Global Market. Located right in the heart of the East Lake Street neighborhood, the market is a vibrant reflection of Lake Street’s cultural diversity and draws over 1.5 million visitors each year. You don’t need to travel far to enjoy the flavors, sounds and art of over 20 different cultures.
# Sponsored Blog Options

<table>
<thead>
<tr>
<th></th>
<th>Monthly Rates</th>
<th>What’s Included</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1-Month</strong></td>
<td>$425.00</td>
<td><em>Word Count</em>: At Least 500</td>
</tr>
<tr>
<td>(Event Guide)</td>
<td></td>
<td><em>Links</em>: At Least 3</td>
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<tr>
<td><strong>Blog</strong></td>
<td></td>
<td><em>Images</em>: At Least 3</td>
</tr>
<tr>
<td><strong>3-Month</strong></td>
<td>$325.00</td>
<td><em>Word Count</em>: At Least 500</td>
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<tr>
<td><strong>Sponsored Blog</strong></td>
<td></td>
<td><em>Links</em>: At Least 5</td>
</tr>
<tr>
<td></td>
<td></td>
<td><em>Images</em>: At Least 3</td>
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<tr>
<td><strong>6-Month</strong></td>
<td>$275.00</td>
<td><em>Word Count</em>: At Least 500</td>
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<tr>
<td><strong>Sponsored Blog</strong></td>
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<td><em>Links</em>: At Least 5</td>
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<tr>
<td></td>
<td></td>
<td><em>Images</em>: At Least 3</td>
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<tr>
<td><strong>12-Month</strong></td>
<td>$250.00</td>
<td><em>Word Count</em>: At Least 800</td>
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<tr>
<td><strong>Sponsored Blog</strong></td>
<td></td>
<td><em>Links</em>: At Least 10</td>
</tr>
<tr>
<td></td>
<td></td>
<td><em>Images</em>: At Least 3-5</td>
</tr>
</tbody>
</table>
SEASONAL PLACEMENTS

GAIN ADDITIONAL EXPOSURE ON DIFFERENT SEASONAL PAGES THAT GET HIGH TRAFFIC SPIKES

HALLOWEEN (2023)
Reach locals and visitors planning for Halloween and ensure your spooky event stands out in the dark!

**COST:** $805.00
**START DATE:** October 1st
**END DATE:** October 31st

CHRISTMAS (2023)
Light up the holiday season for locals and visitors alike and make your Christmas festivities shine with joy and cheer

**COST:** $1,450.00
**START DATE:** December 1st
**END DATE:** December 31st

NEW YEARS EVE (2023)
Capture the attention of locals and visitors planning their New Year’s Eve celebrations in Minneapolis.

**COST:** $525.00
**START DATE:** December 1st
**END DATE:** December 31st

4TH OF JULY (2024)
Reach locals and visitors planning their celebrations to make it a star-spangled holiday to remember!

**COST:** $900.00
**START DATE:** June 1st
**END DATE:** July 4th
THANK YOU!!

TO GET STARTED,
PLEASE EMAIL SIDNEY.ABRAMSON@DESTINATIONSIGNALS.COM

Destination Signals is a division of Tempest, the long time marketing partner for Meet Minneapolis. We support Meet Minneapolis by providing turnkey community engagement services that allow local tourism businesses to activate with their brand.