



Meet **Minneapolis**  
City by Nature



## 2023/2024 ADVERTISING GUIDE

Destination Signals supports Meet Minneapolis with community activation — connecting local businesses with motivated travelers and locals.



destination  
signals

# ADVERTISING OVERVIEW

MEET MINNEAPOLIS REACHES VISITORS  
BEFORE, DURING, AND AFTER THEIR  
VACATION

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.

**4.8M+** ANNUAL  
PAGEVIEWS ON  
WEBSITE

**65%** OF WEBSITE  
VISITORS ARE  
AGED 25-54

**67%** OF WEBSITE VISITS  
ARE ON MOBILE



## 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.

TO GET STARTED, PLEASE EMAIL [SIDNEY.ABRAMSON@DESTINATION SIGNALS.COM](mailto:SIDNEY.ABRAMSON@DESTINATION SIGNALS.COM)

# FREQUENTLY ASKED QUESTIONS

## 1 WHO IS DESTINATION SIGNALS?

In partnership with Meet Minneapolis, Destination Signals manages all digital advertising and sponsored content opportunities on Minneapolis.org

## 2 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

## 3 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?

4 Invoices are sent digitally via email from Destination Signals. Those can be paid online monthly, quarterly, or annually

## 5 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

## 6 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

## 7 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

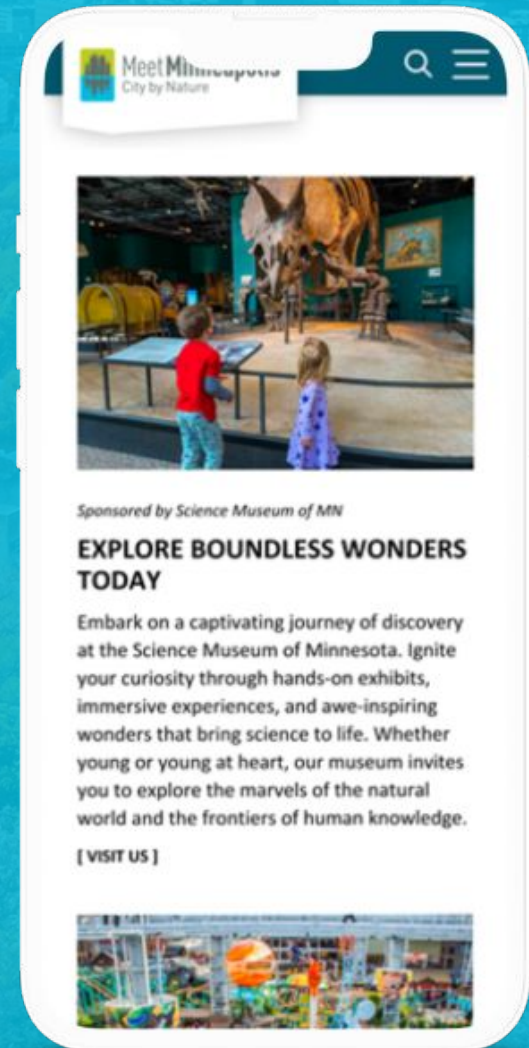
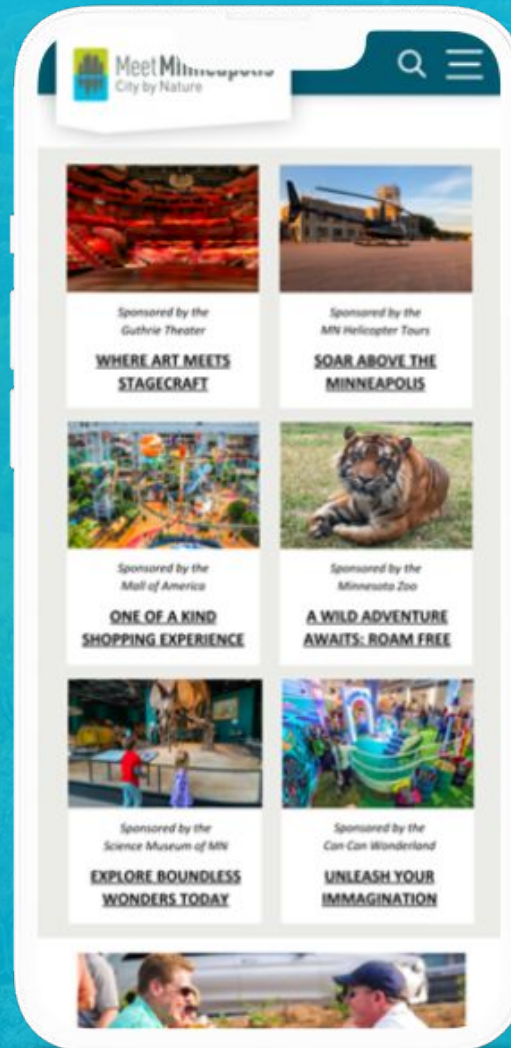
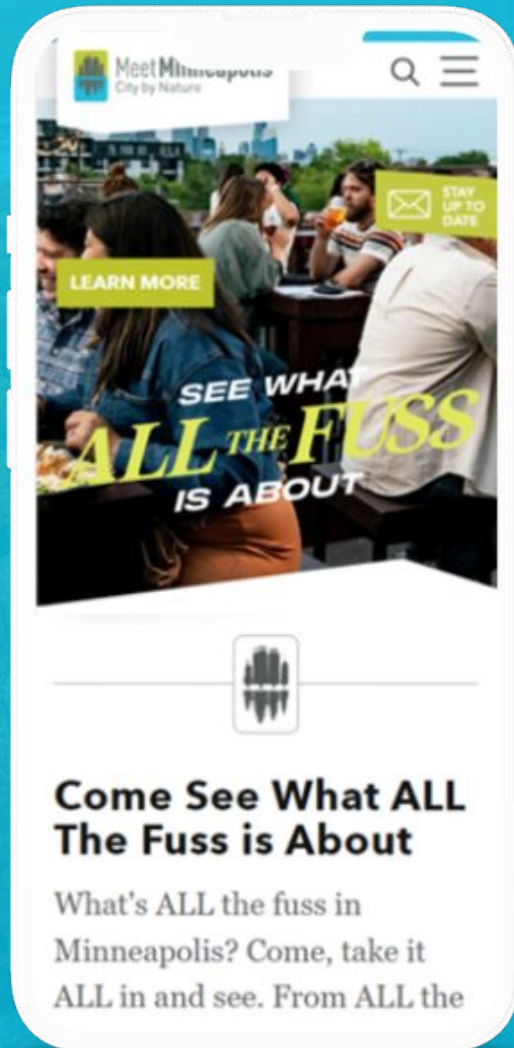
## 8 DO YOU OFFER NON-PROFIT DISCOUNTS?

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



# FEATURED PARTNER

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

## SPECS

IMAGE: 640x360 pixels

TITLE: 35 characters

\*\*\*Character count includes spaces



HOME >> THINGS TO DO

## 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 jersey for your favorite sports teams. Bundle up and drink beer on a frozen lake. Bring your purple dancing shoes and find your way through the city. Realize you're going to need more outfits? Don't worry - we have tax-free clothing. Whatever you do - just do it.

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



1

Sponsored by the  
Guthrie Theater

**WHERE ART MEETS  
STAGECRAFT**



1

Sponsored by the  
MN Helicopter Tours

**SOAR ABOVE THE  
MINNEAPOLIS**



1

Sponsored by the  
Mall of America

**ONE OF A KIND  
SHOPPING EXPERIENCE**



1

Sponsored by the  
Minnesota Zoo

**A WILD ADVENTURE  
AWAITS: ROAM FREE**



1

Sponsored by the  
Science Museum of MN

**EXPLORE BOUNDLESS  
WONDERS TODAY**



1

Sponsored by the  
Can Can Wonderland

**UNLEASH YOUR  
IMMAGINATION**



VISITOR GUIDE



# FEATURED CONTENT

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

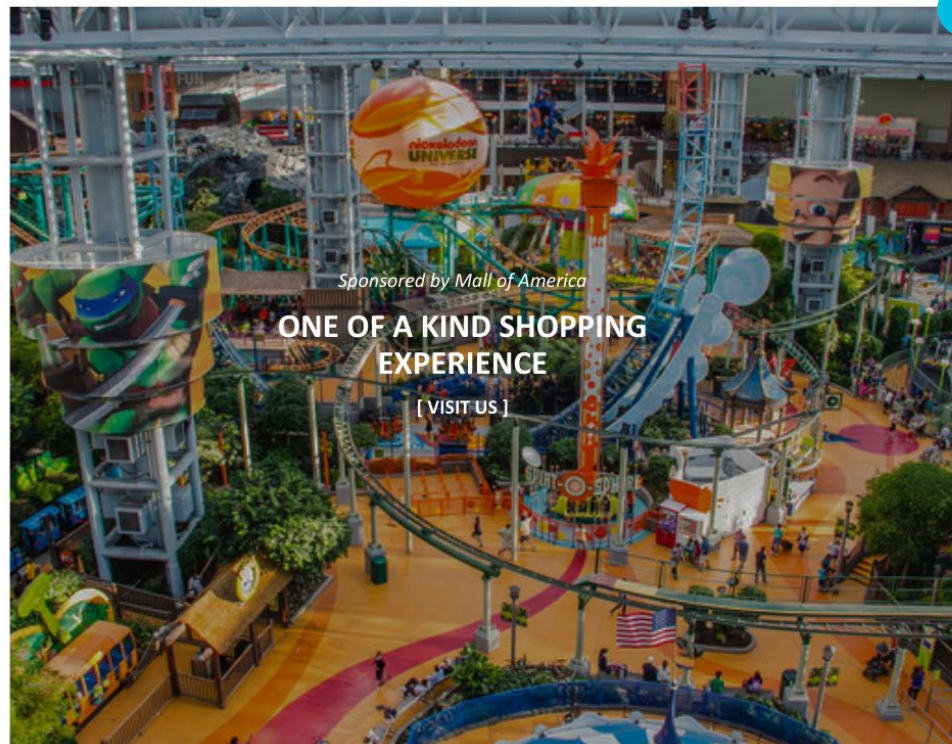
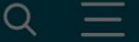
## SPECS

IMAGE: 640x480 pixels

TITLE: 35 characters

BODY: 250 characters

\*\*\*Character count includes spaces



Keyword

SEARCH

Three (3) Partners rotate through these three spots. Hover effect on desktop that displays your content



VISITOR GUIDE

# FEATURED BLOCK

LOOKING FOR EXPOSURE? THIS RUN OF SITE FEATURE IS OUR BEST OPTION FOR COVERAGE ACROSS THE SITE

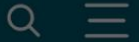
## SPECS

IMAGE: 640x640 pixels

TITLE: 25 characters

BODY: 125 characters

\*\*\*Character count includes spaces



Sponsored by the Guthrie Theater

### WHERE ART MEETS STAGECRAFT

Elevate your night out with premium seating, personalized service, and a backstage peek into the magic.

[ VIEW CALENDAR ]

3



Sponsored by the Can Can Wonderland

### UNLEASH YOUR IMMAGINATION

Embark on a unique journey where mini golf, art, and imagination collide, creating an unforgettable experience for every age.

[ VISIT TODAY ]

3



Sponsored by the Mall of America

### ONE OF A KIND SHOPPING EXPERIENCE

Immerse yourself in endless possibilities and create unforgettable memories with family and friends.

[ BUY TICKETS ]

3

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

## CONTACT INFORMATION

### MEET MINNEAPOLIS

801 Marquette Ave S, Suite 100, Minneapolis, MN 55402  
612-767-8000

### MEET MINNEAPOLIS VISITOR CENTER ON NICOLLET

505 Nicollet, Suite 100, Minneapolis, MN 55402  
1-888-676-6757

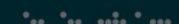


Meet Minneapolis  
City by Nature



DESTINATIONS  
INTERNATIONAL

Meet Minneapolis is an accredited Destination Marketing Organization from Destinations International.



# TOP DIGITAL OPTIONS

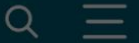
\*\*\*MONTHLY RATES

	FEATURED PARTNER	FEATURED CONTENT	FEATURED BLOCK
RUN OF SITE	-	-	\$185.00
RUN OF BLOG	-	\$160.00	-
HOMEPAGE	\$215.00	-	-
THINGS TO DO	\$210.00	\$165.00	-
EVENTS	\$200.00	\$160.00	-
MALL OF AMERICA	\$125.00	\$100.00	-
FAMILY FUN	\$85.00	\$70.00	-
FOOD & DRINK	\$45.00	\$40.00	-
HOTELS	\$30.00	\$25.00	-



# SPONSORED BLOG

PROMOTE YOUR STORY, LEVERAGE  
THE FULL POWER AND REACH OF  
MINNEAPOLIS.ORG



4

<< BACK

SPONSORED CONTENT

## 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.


SHARE   



STAY  
UP TO  
DATE



71°F

VISITOR GUIDE 

# SPONSORED BLOG OPTIONS

	MONTHLY RATES	WHAT'S INCLUDED
1-MONTH (EVENT GUIDE) BLOG	\$425.00	WORD COUNT: At Least 500 LINKS: At Least 3 IMAGES: At Least 3
3-MONTH SPONSORED BLOG	\$325.00	WORD COUNT: At Least 500 LINKS: At Least 5 IMAGES: At Least 3
6-MONTH SPONSORED BLOG	\$275.00	WORD COUNT: At Least 500 LINKS: At Least 5 IMAGES: At Least 3
12-MONTH SPONSORED BLOG	\$250.00	WORD COUNT: At Least 800 LINKS: At Least 10 IMAGES: At Least 3-5

# 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





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# THANK YOU!!

TO GET STARTED,  
PLEASE EMAIL [SIDNEY.ABRAMSON@DESTINATION SIGNALS.COM](mailto:SIDNEY.ABRAMSON@DESTINATION SIGNALS.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.



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s i g n a l s