



Meet **Minneapolis**  
City by Nature

MEET MINNEAPOLIS | DESTINATION SIGNALS

# 2025 DIGITAL ADVERTISING GUIDE

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



# ADVERTISING OVERVIEW

**3.6 MILLION**

Annual Website Visitors

**85%**

Visitors Aged 25-54

**70%**

Visits Are Mobile

## 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 ASK QUESTIONS

## 1 WHO IS DESTINATION SIGNALS?

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

## 2 HOW DOES BILLING WORK?

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

## 3 HOW DO I BUILD CREATIVE FOR MY ADS?

Our team will provide complimentary content recommendations for your digital ads and sponsored blogs. For all other advertising options we will send you specs and guidelines to assist with building out your own ad creative.

## 4 DO YOU OFFER NON-PROFIT DISCOUNTS?

Yes. All non-profits, minority-owned, and veteran-owned businesses receive a 40% discount on all digital advertising.

## 5 I HAVE MULTIPLE BUSINESSES THAT I NEED TO PROMOTE, CAN I PURCHASE ONE SPOT FOR BOTH?

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

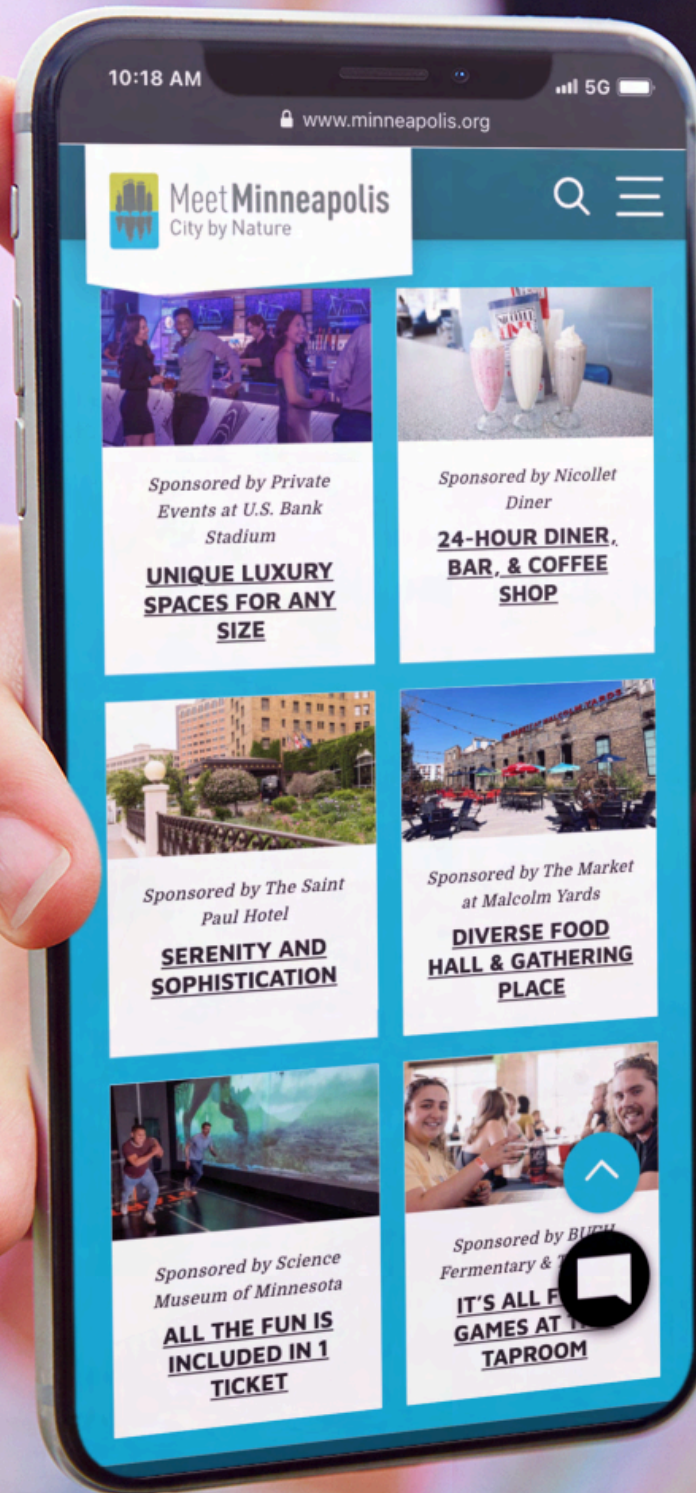
## 6 HOW WILL I KNOW IF MY CONTENT IS PERFORMING?

Destination Signals will provide detailed quarterly and/or monthly reporting to all businesses that participate in the program.

## 7 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

## HOMEPAGE - FEATURED PARTNER



## FEATURED PARTNER

- Inspire visitors, be one of the first things they see when they come to **Minneapolis.org**
- **Featured Partners** are targeted placements that are showcased near the top of the page
- Partners rotate evenly around the six spots available through this placement

**640 X 360**

Image Specs

**35 CHARACTERS**

Headline/Title

**N/A**

Body Copy

**N/A**

Call-to-Action

\*\*\*Character count includes spaces

# FEATURED CONTENT

- Leverage this large format display to promote your business and everything you offer
- **Featured Content** is a targeted placements that are visible around the middle of the page
- Partners rotate evenly around the three spots available through this placement

**640 X 480**

Image Specs

**35 CHARACTERS**

Headline/Title

**250 CHARACTERS**

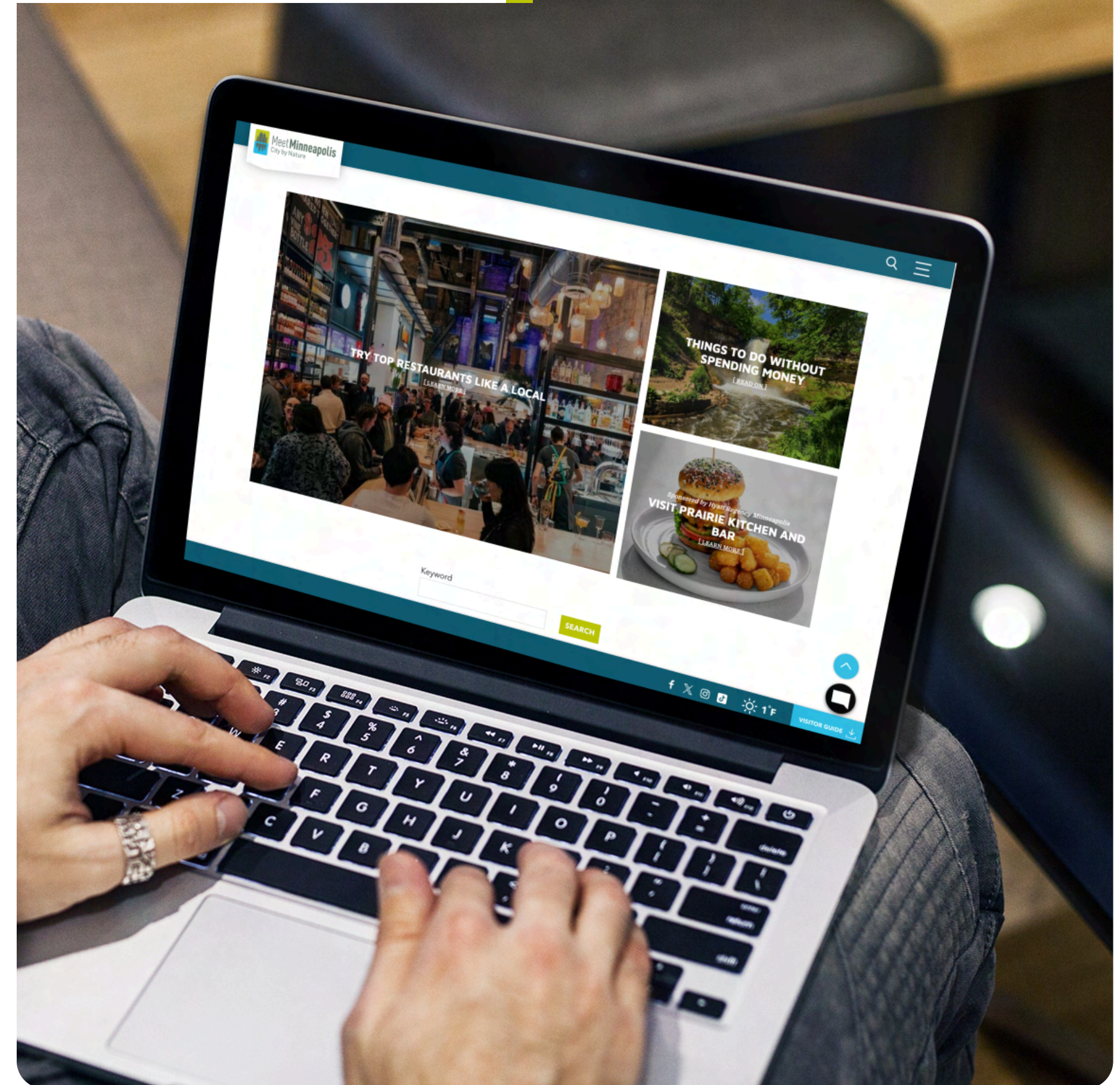
Body Copy

**20 CHARACTERS**

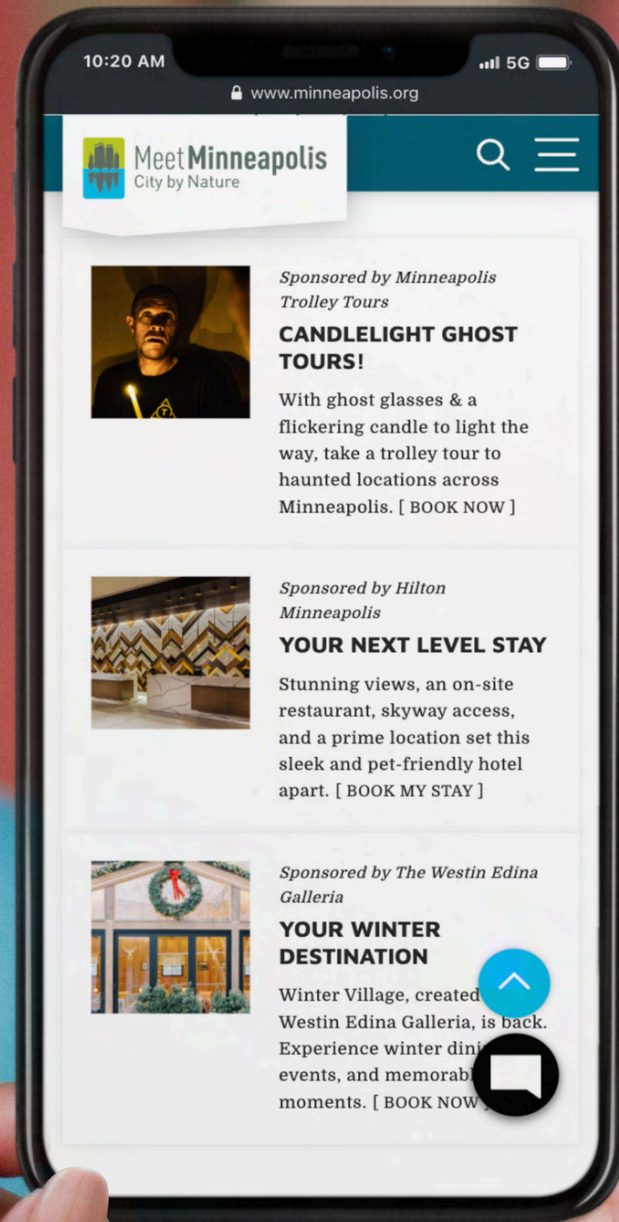
Call-to-Action

*\*\*\*Character count includes spaces*

## THINGS TO DO - FEATURED CONTENT



## RUN-OF-SITE FEATURED BLOCK



# FEATURED BLOCK

- Looking for huge exposure? This placement is our best option for coverage across the site
- **Featured Blocks** are run-of-site placements that are showcased above the footer of the page
- Partners rotate evenly around the three spots available through this placement

**640 X 640**

Image Specs

**25 CHARACTERS**

Headline/Title

**125 CHARACTERS**

Body Copy

**20 CHARACTERS**

Call-to-Action

*\*\*\*Character count includes spaces*

# AVAILABLE PACKAGES

	SPOTLIGHT	FOCUS	IMPACT	A LA CARTE
<b>Monthly Costs</b>	\$150.00	\$300.00	\$500.00	Custom
<b>Annual Impressions</b>	60,000 - 90,000	120,000 - 180,000	200,000 - 300,000	Custom
<b>Target CPM</b>	\$25.00	\$25.00	\$25.00	\$25.00
<b>Target CPC</b>	\$1.00 - \$2.00	\$1.00 - \$2.00	\$1.00 - \$2.00	\$1.00 - \$2.00
<b>Content Creation</b>	Complimentary	Complimentary	Complimentary	Complimentary
<b>Content Updates</b>	Unlimited	Unlimited	Unlimited	Unlimited
<b>Ongoing Optimization</b>	Included	Included	Included	Included
<b>Performance Monitoring</b>	Included	Included	Included	Included
<b>Reporting</b>	Quarterly	Quarterly	Monthly	TBD

# TOP “A LA CARTE” OPTIONS

\*\*\*Monthly Rates

	FEATURED PARTNER	FEATURED CONTENT	FEATURED BLOCK
<b>Run of Site</b>	-	-	\$155.00
<b>Run of Blog</b>	-	\$155.00	-
<b>Homepage</b>	\$215.00	\$155.00	-
<b>Things To Do</b>	\$165.00	\$135.00	-
<b>Music &amp; Nightlife</b>	\$65.00	\$55.00	-
<b>Family Fun</b>	\$135.00	\$110.00	-
<b>Events</b>	\$230.00	\$155.00	-
<b>Hotels</b>	\$35.00	\$30.00	-
<b>Food &amp; Drink</b>	\$70.00	\$55.00	-

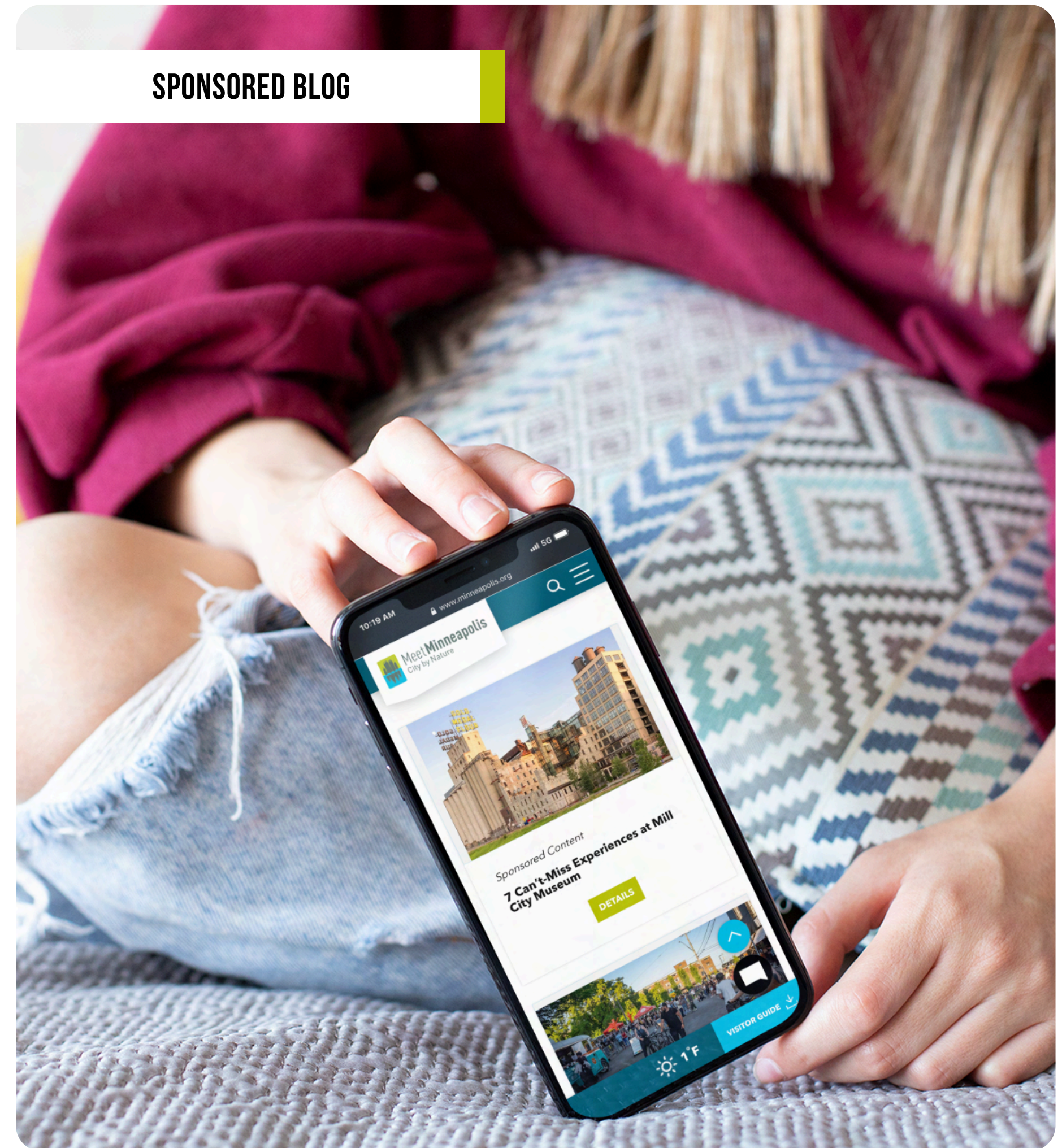
\$35.00



# SPONSORED BLOG

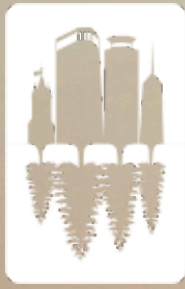
- A **Sponsored Blog** is a professionally written article tailored towards your business, service, or offerings in an evergreen format
- It lives in the blog section of **Minneapolis.org** for 1, 3, 6 or 12 month periods of time and is promoted using Featured Partner and Featured Content placements
- This collaboration between our team and yours, allows us to research topics, create content, and initiate ongoing optimization to ensure high performance
- Our team conducts in-depth keyword research to ensure your Sponsored Blog targets high-performing search terms, maximizing visibility & engagement
- You also have the option of doing a round up, which is a blog article featuring multiple businesses

## SPONSORED BLOG



# SPONSORED BLOG OPTIONS

	1-MONTH	3-MONTH	6-MONTH	12-MONTH
<b>Monthly Costs</b>	\$450.00	\$350.00	\$300.00	\$200.00
<b>Word Count</b>	At Least 500	At Least 500	At Least 500	At Least 800
<b>Links</b>	At Least 3	At Least 5	At Least 5	At Least 10
<b>Images</b>	At Least 3	At Least 3	At Least 3	At Least 5
<b>Content Creation</b>	Included	Included	Included	Included
<b>Content Updates</b>	Unlimited	Unlimited	Unlimited	Unlimited
<b>Ongoing Optimization</b>	Included	Included	Included	Included
<b>Blog Promotion</b>	Included (x2)	Included (x2)	Included (x2)	Included (x2)
<b>Keyword Research</b>	Included	Included	Included	Included



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**THANK YOU!**

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