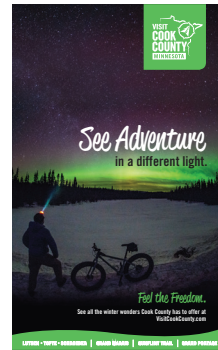


2016-2017 Winter Campaign Overview



Print:

Markets covered: MN, WI, MI, ND, SD, Ontario



Television:

Markets covered: MN, WI

KARE 11: Weather sponsorship, Spot buy, Text to Win contest

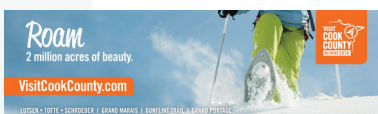
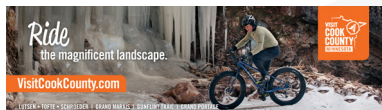
Flight dates: Dec. – Feb.



Outdoor:

Markets covered: TC Metro and key suburbs

Flight dates: Nov. – Feb.





Radio:

Markets covered: MN Statewide, WI
 Stations: KQDS, Townsquare, KCLD, Cities 97
 Featuring Linda Jurek



Website Banners:



Digital:

Digital ads, emailers, video preroll, e-newsletters



Visit Cook County and Lutsen Mountains Collaboration

Minneapolis pillar takeover: Jan. 1 – 31st
 Pillar takeover event: Jan. 11th
 Duluth skywalk visual takeover: Dec. – Mar.
 Winter Fun 101 co-branded ad

