

A photograph of a forest at dusk or dawn. In the foreground, a campfire is burning brightly, with flames and sparks rising from a circle of dark rocks. The background is filled with tall, thin trees, their trunks silhouetted against a soft, golden light filtering through the canopy. The overall mood is serene and inviting.

Explore  
**UPNORTH**

*Visitors Guide*

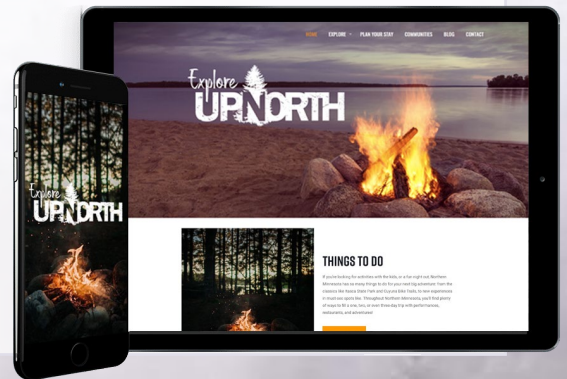
# DISTRIBUTION

## Digital

2,000,000+ Impressions

With our digital first approach, we run highly targeted, paid media campaigns using intent to travel, household income, interest, etc.

- Facebook
- Google
- Instagram



## Print

750,000 Readers

We ship thousands of guides annually to potential visitors at the following locations throughout the state of Minnesota:

- MSP Airport
- Mall of America
- Chambers of Commerce and Tourism Centers Statewide



# ATTENTION IS A PRECIOUS COMMODITY IN TODAY'S WORLD. THAT'S WHERE WE COME IN.

Explore UpNorth helps our audience follow its passions and get the most out of every day. We take readers and site visitors inside the most amazing and inspiring experiences in Minnesota - from restaurants and travel destinations to recreation activities and retail experiences - inviting them along for the journey instead of merely being spectators. We have 18 years of digital experience\* and we currently manage properties with the following statistical data for 2020.

315K+

Followers

2.5M+

Post Reach

400K+

Video Views

30.2M+

Impressions

700K+

Link Clicks

Here are some clients we have consulted with on their digital strategies in the last 5 years



THINKING MAN FILMS



Aqua-Vu®



\* Explore UpNorth is a DBA of Innovative Brand Lab, LLC

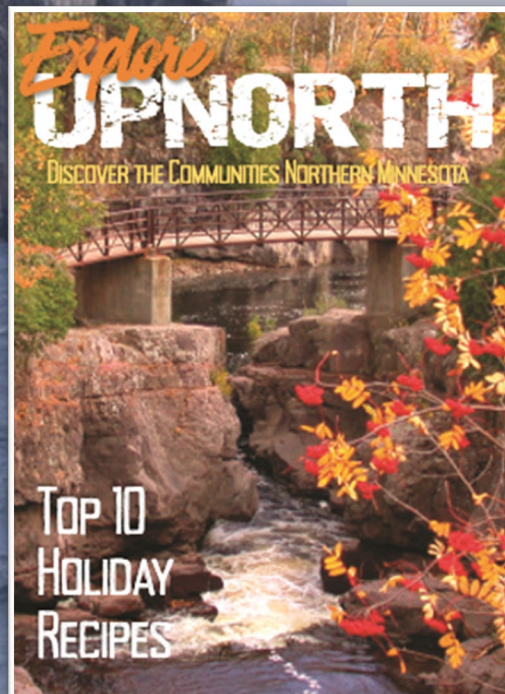


We produce an online digital guide with companion website, and three printed editions of the Visitors Guide to showcase all that Northern Minnesota has to offer year-round.



## NOW SELLING AD SPACE FOR SUMMER 2022

Summer, Fall-Holiday, Winter



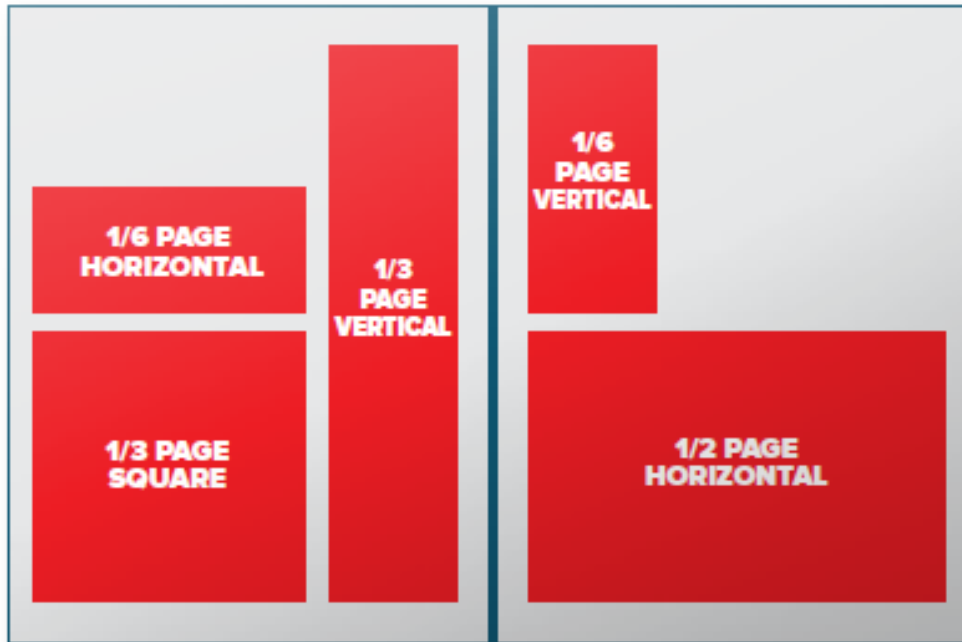
# DISPLAY AD RATES

Visitors Guide Ad Sizes & Prices

DISPLAY AD SIZE		WIDTH	HEIGHT	AMOUNT	
<input type="checkbox"/>	1/6 Page (Vertical)	2.3"	4.8"	\$500	
<input type="checkbox"/>	1/6 Page (Horizontal)	4.77"	2.34"	\$500	
<input type="checkbox"/>	1/3 Page (Vertical)	2.3"	9.75"	\$1,000	
<input type="checkbox"/>	1/3 Page (Square)	4.77"	4.8"	\$1,000	
<input type="checkbox"/>	1/2 Page	7.25"	4.8"	\$1,500	
<input type="checkbox"/>	Full Page *	8.25"	10.25"	\$2,500	
<input type="checkbox"/>	PREMIUM PLACEMENT	Outside Back Cover *	8.25"	10.25"	\$4,000
<input type="checkbox"/>		Inside Front Cover *	8.25"	10.25"	\$3,000
<input type="checkbox"/>		Credits *	8.25"	10.25"	\$3,000
<input type="checkbox"/>		Table of Contents *	8.25"	10.25"	\$3,000
<input type="checkbox"/>		Inside Back Cover *	8.25"	10.25"	\$3,000

\* Ad size includes .25" bleed.

SAVE 20% WHEN YOU BUY 2 OR MORE DISPLAY ADS



# BUNDLE UP!

*Upgrade your business presence with these affordable advertising add-ons. Great options for all budget sizes!*

## DIRECTORY LISTING.....\$100

Business name, address, phone number, website, and 25-word description.

## BUSINESS SPOTLIGHT.....\$300

Business name, address, phone number, website, 50-word description, and photo.

## EXPLORE BUNDLE .....\$350

Includes both a directory listing and a business spotlight!

