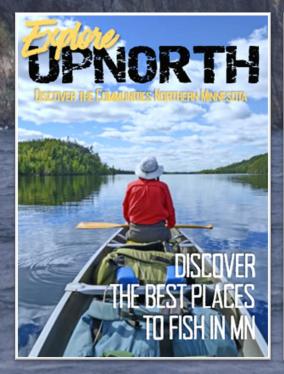
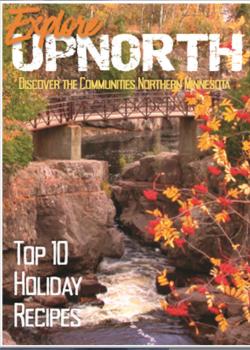


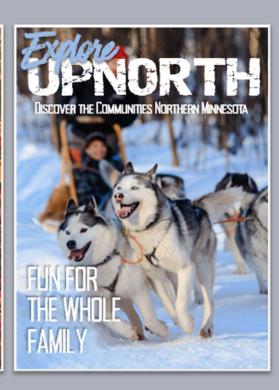
We produce an online digital tourism guide with a companion website, and three printed editions to showcase all that Northern Minnesota has to offer year-round.

NOW SELLING AD SPACE FOR 2023

Summer, Fall/Holiday, Winter







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

Explore UpNorth is a consulting and marketing agency with a passion and vision of how tourism can stimulate economic growth in communities. We understand the importance of market-driven strategies and have the tools and experience to connect businesses and destinations to target markets. We believe the key to engaging your audience is through storytelling. The best stories give an experience to your audience. For centuries, stories have served as a way to connect with others. This connection is why emotionally engaging stories affect more areas of the brain than rational datadriven messages. We've developed storytelling tools to increase the connection between our clients and their audiences such as websites, mobile apps, social media management, digital training, and printed guides for our clients. We provide improved visibility in search engines, local marketing, and social media management. We have over 20 years of digital experience* and we currently manage properties with the following statistical data for 2022.

315K+ 2.5M+ 400K 30.2M 700K+

Followers

Post Reach

Video Views

Impressions

Link Clicks

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



^{*} Explore UpNorth is a DBA of Innovative Brand Lab, LLC

DISTRIBUTION



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

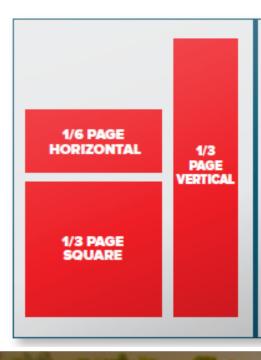
We ship thousands of guides annually to potential visitors at the following locations throughout the state of Minnesota:

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



AD PRICING

Visitors Guide Ad Sizes & Prices			PRICING INCLUDES PRINT AND DIGITAL		
DISPLAY AD SIZE			WIDTH	HEIGHT	AMOUNT
1/6 Page (Vertical)			2.3"	4.8"	\$500
1/6 Page (Horizontal)			4.77"	2.34"	\$500
1/3 Page (Vertical)			2.3"	9.75"	\$1,000
1/3 Page (Square)			4.77"	4.8"	\$1,000
1/2 Page			7.25"	4.8"	\$1,500
Full Page *			8.25"	10.25"	\$2,500
	PREMIUM	Outside Back Cover *	8.25"	10.25"	\$4,000
		Inside Front Cover *	8.25"	10.25"	\$3,000
		Credits *	8.25"	10.25"	\$3,000
		Inside Back Cover *	8.25"	10.25"	\$3,000





ADD-ONS

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

BUSINESS SPOTLIGHT.....\$300

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

CONTENT ARTICLE\$1,500

A one-page story about your business and up to 2 photos.

HIGHLIGHT ARTICLE\$3,500

A two-page spread including a story about your business and up to 5 photos.





Contact Alyssa Neistadt for Advertising Opportunities and Questions alyssa@exploreupnorth.com | (218) 820-9661