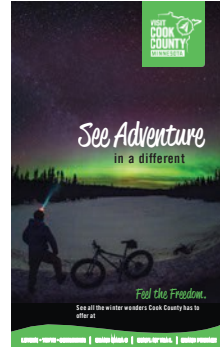


# 2016-2017 Winter Campaign Overview



## 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



Giant Voices