



GROUP TOUR PLANNERS												
PRINT ADVERTISING	Itineraries Minnesota (1/2 page)				Itineraries Minnesota (1/2 page)				Itineraries Minnesota (1/2 page)			
STUDENT GROUP TOURS												
PAY PER CLICK / SEARCH ENGINE MARKETING									X	X	X	X
RICH MEDIA LANDING PAGE									Launch			
PUBLIC RELATIONS						X	X	X	X	X	X	X
PRINT ADS	Student & Youth Group Traveler (1/3 page)									Student & Youth Group Traveler (1/2page)		
DIRECT MAIL								X				
EMAIL								X				
NICHE MARKETS												
GLBT PRIDE CELEBRATION												
PAY PER CLICK / SEARCH ENGINE MARKETING				X	X	X						
BANNERS ON OTHER PRIDE SITES			X	X	X	X						
PUBLIC RELATIONS	X	X	X	X	X	X						
PRINT ADS					Regional	Regional						
GENERAL GLBT												
PAY PER CLICK / SEARCH ENGINE MARKETING	Oscars/Diva	Oscars/Diva				State Fair package	State Fair package	State Fair Package				
						Arts Explosion GLBT package	Arts Explosion GLBT package	Arts Explosion GLBT package	Arts Explosion GLBT package			
RICH MEDIA / ONLINE AD BUYS						Arts Explosion GLBT package	Arts Explosion GLBT package					
						State Fair package	State Fair package	State Fair Package				
THE OUTBURST EMAIL NEWSLETTER	X	X	X	X	X	X	X	X	X	X	X	X
PASSPORT MAGAZINE EMAIL / ONLINE ADS												
LAVENDER MAG (1N-MAG / ONLINE PROMOTION)	Oscars/Diva	Oscars/Diva										
GLBT MEDIA TOUR							X					
PRINT ADS						Passport 4-page advertorial	Passport (1/2 page)	Passport (1/2 page)			Passport (1/2 page)	Passport (1/2 page)



PROMOTION / THEME ORIENTED												
<b>ARTS EXPLOSION</b>												
PAY PER CLICK / SEARCH ENGINE MARKETING	X	X	X	X	X	X	X	X	X	X	X	X
CO-OP PAY PER CLICK ADVERTISING CAMPAIGN				X	X	X	X	X	X			
RICH MEDIA AD BUYS												
RICH MEDIA LANDING PAGE				Launch								
RE-TOOL SITE				Launch								
PUBLIC RELATIONS	X	X	X	X	X	X	X	X	X	X	X	X
PRINT ADS				CO-OP: MNI Home Network (1 page)		CO-OP: USA Today (1/2 page)			CO-OP: Conde Nast Traveler (2-sided insert)			
									Travel + Leisure 1 page (Am Ex Diverse Cultures program)	National Geographic Traveler 1 page (Am Ex Diverse Cultures program)		
EMAIL					Extra Scoop							
<b>BACK-TO-SCHOOL</b>												
PAY PER CLICK / SEARCH ENGINE MARKETING							X	X				
PUBLIC RELATIONS					X	X	X	X				
RICH MEDIA LANDING PAGE							Launch					
VIRAL							Launch					
PRINT ADS								CO-OP: MNI Family Network (1 page)				
EMAIL							Extra Scoop	Extra Scoop				
<b>SPORTS</b>												
PAY PER CLICK / SEARCH ENGINE MARKETING	X	X	X	X	X	X	X	X	X	X	X	X
PUBLIC RELATIONS	X	X	X	X	X	X	X	X	X	X	X	X
EMAIL	Extra Scoop for Loppet / Speed Skating / Pond Hockey	Geo-targeted email about March Madness	Extra Scoop (Twins)					Extra Scoop (Vikings)		Extra Scoop (T-Wolves)		
RICH MEDIA LANDING PAGE	Launch for Loppet / Speed Skating / Pond Hockey	Launch for March Madness					Launch for Triathlon			Launch for marathon		

<b>GENERAL LEISURE TOURISM</b>												
<b>PAY PER CLICK / SEARCH ENGINE MARKETING</b>	X	X	X	X	X	X	X	X	X	X	X	X
<b>EMAIL</b>	Monthly e-newsletter	Monthly e-newsletter	Monthly e-newsletter	Monthly e-newsletter	Monthly e-newsletter	Monthly e-newsletter	Monthly e-newsletter	Monthly e-newsletter	Monthly e-newsletter	Monthly e-newsletter	Monthly e-newsletter	Monthly e-newsletter
<b>VISITOR GUIDE REQUEST SITES</b>	24/7 vacations	24/7 vacations	24/7 vacations	24/7 vacations	24/7 vacations	24/7 vacations	24/7 vacations	24/7 vacations	24/7 vacations	24/7 vacations	24/7 vacations	24/7 vacations
<b>PRINT ADS</b>			AAA Living (EMT)		Arthur Frommer's Budget Travel (EMT)			USA Weekend (EMT)	CO-OP: MSP Shops (1 page)		CO-OP: Mpls-St. Paul magazine (1 page)	
			USA Weekend (EMT)	Midwest Living (EMT)								