United States & Canada In-Banner Video Program

Video is presently one of the fastest growing online segments . Video ads accounted for 31% of ALL videos views online and 85.2% of US internet users viewed videos online as recently as July, 2013.

- **77%** of adults in the US watch online video at least once per month.
- Online video users spend **25%** more time with tune-in and pre-roll video ads than non-video ads.
- Utilize your already produced television ads with Ad Taxi and Twincities.com's in-banner video capabilities!
- Age, Gender, Geographic, Behavioral and Content targeting available.

In-Banner Video Example

<u>Option #1</u> – 250,000 Impressions

- Utilize a :15, :30 or larger video format
- Video ads will most likely be 300x250 or 300x600 with embedded video player
- Video ads can be geographically, demographically and behaviorally targeted
- Explore Minnesota Tourism will have the 2-3 image sponsorship before and/or after the video (no video editing required)
- Final image sponsorship can have 1-2 click-thru's to both client website as well as EMT
- Impressions can run for 3-6 months

Rates per participant:

In-State = **$1,500**

US & Canada = **$2,000**

You SAVE $500!

Reuse your already produced TV ads Online!

Option #2 – 500,000 Impressions

- Utilize a :15, :30 or larger video format
- Video ads will most likely be 300x250 or 300x600 with embedded video player
- Video ads can be geographically, demographically and behaviorally targeted
- Explore Minnesota Tourism will have the 2-3 image sponsorship before and/or after the video (no video editing required)
- Final image sponsorship can have 1-2 click-thru's to both client website as well as EMT
- Impressions can run for 3-12 months

Rates per participant:

In-State = **$2,300**

US & Canada = **$3,300**

You SAVE $1,700!

Option #3 – 750,000 Impressions

- Utilize a :15, :30 or larger video format
- Video ads will most likely be 300x250 or 300x600 with embedded video player
- Video ads can be geographically, demographically and behaviorally targeted
- Explore Minnesota Tourism will have the 2-3 image sponsorship before and/or after the video (no video editing required)
- Final image sponsorship can have 1-2 click-thru's to both client website as well as EMT
- Impressions can run for 3-12 months

Rates per participant:

In-State = **$2,700**

US & Canada = **$4,200**

You SAVE $3,300!

Creative Specs:

- Video Size – 720x540, 640x480 or 480x360 Frame Sizes
- Video Formats Accepted: .asf, .dv, .flv, .mpeg, mp4, .mov, .wmv, 3gp,

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