

2017 ADVERTISING SCHEDULE														
	January	February	March	April	May	June	July	August	September	October	November	December		TOTALS
Explore Minnesota State Guide (I)	\$ 283.12	\$ 283.13	\$ 283.12	\$ 283.13	\$ 283.12	\$ 283.13	\$ 283.12	\$ 283.13	\$ 283.12	\$ 283.13	\$ 283.12	\$ 283.13		\$ 3,397.50
SO MN Travel Guide (I)	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00		\$ 2,400.00
AAA Living Magazine (O)	\$ -	\$ -	\$ 2,234.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,234.00	\$ -	\$ -	\$ -		\$ 4,468.00
Midwest Living (O)	\$ -	\$ -	\$ 1,340.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		\$ 1,340.00
Minnesota Monthly (I)	\$ -	\$ -	\$ -	\$ -	\$ 750.00	\$ 1,100.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		\$ 1,850.00
RochesterMN.com (I)	\$ 105.00	\$ -	\$ 105.00	\$ -	\$ 105.00	\$ 195.00	\$ 105.00	\$ 195.00	\$ 105.00	\$ -	\$ 105.00	\$ 195.00		\$ 1,215.00
Orange 142 (O)	\$ 416.67	\$ 416.67	\$ 416.67	\$ 416.67	\$ 416.66	\$ 416.67	\$ 416.66	\$ 416.67	\$ 416.66	\$ 416.67	\$ 416.66	\$ 416.67		\$ 5,000.00
Facebook Targeted Ads (O)	\$ 111.00	\$ 111.00	\$ 111.00	\$ 111.00	\$ 110.00	\$ 110.00	\$ 110.00	\$ 110.68	\$ 110.58	\$ 110.58	\$ 110.58	\$ 110.58		\$ 1,327.00
AAA EMT Co-op Ad (I)	\$ -	\$ -	\$ 500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 500.00	\$ -	\$ -	\$ -		\$ 1,000.00
TOTALS	\$ 1,115.79	\$ 1,010.80	\$ 5,189.79	\$ 1,010.80	\$ 1,864.78	\$ 2,304.80	\$ 1,114.78	\$ 1,205.48	\$ 3,849.36	\$ 1,010.38	\$ 1,115.36	\$ 1,205.38		\$ 21,997.50
Explore Minnesota Grant Dollars	\$ 316.34	\$ 263.84	\$ 2,103.34	\$ 263.84	\$ 690.83	\$ 910.84	\$ 315.83	\$ 361.18	\$ 1,433.12	\$ 263.63	\$ 316.12	\$ 361.13		\$ 7,600.00
TOTAL Advertising Expense														\$ 14,397.50
Co-op Marketing Dollars								s						
RochesterMN.com	\$ 105.00		\$ 105.00		\$ 105.00	\$ 195.00	\$ 105.00	\$ 195.00	\$ 105.00		\$ 105.00	\$ 105.00		
MN Monthly					\$ 375.00	\$ 1,100.00								
Orange142 Targeted Ads	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00		\$ 100.00			
VG	\$ 205.00	\$ 100.00	\$ 205.00		\$ 580.00	\$ 1,395.00	\$ 205.00	\$ 295.00	\$ 205.00		\$ 205.00	\$ 105.00		\$ 3,500.00