



B O R E A L

Your Access to the Arrowhead

2017 SPONSORSHIP OPPORTUNITIES



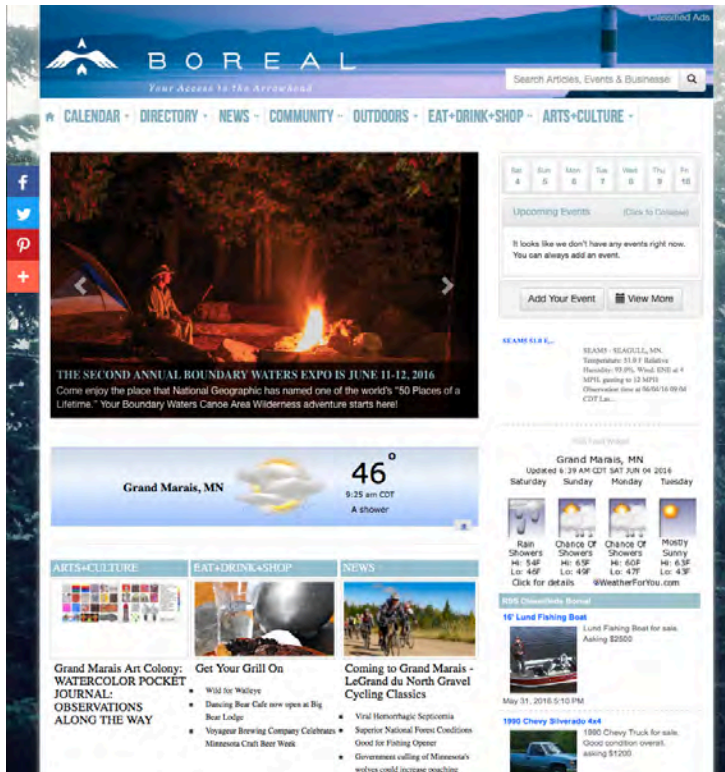
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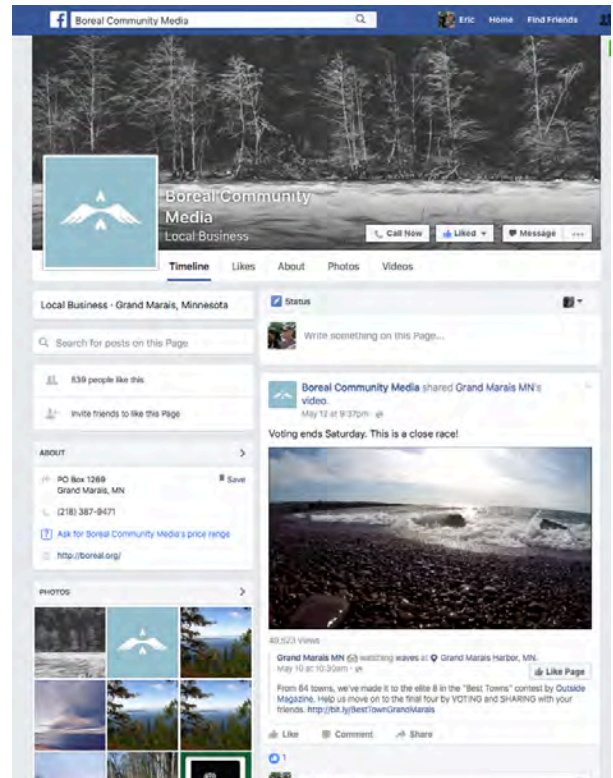
2017 SPONSORSHIP OPPORTUNITIES

Member of the Locable Publisher Network

NEW WEBSITE – EARLY 2017



SOCIAL MEDIA EXPANDED REACH



What Is New at Boreal?

- New website launching in MARCH 2017 utilizing Locable – a unique web software platform and marketing tool-kit built specifically for local community media and its sponsors.
- New sponsorship opportunities including banner advertising, sponsored content, social media promotions and contests.
- Premium Directory Listings featuring customized content for your business.
- Dynamic classified advertising platform with digital imagery posting from both home computers and mobile devices.
- Unique and expanding content partnerships --including Boreal Corps, our new program to teach youth journalists digital media skills--improves breaking news and local information networks throughout the Arrowhead region.
- New branding and enhanced user experience will help Boreal stand apart.
- Awarded grants from Blandin Foundation, Arrowhead Electric and Lloyd K. Johnson Foundation

THE VALUE OF SPONSORSHIP: OUR ABILITY TO CONNECT AUDIENCES.

With Digital Marketing there are a lot of pieces to the puzzle that need to work together in harmony to avoid wasting time and energy.

You can do a lot, but doing it in a coordinated way is critical to success.

Put the Boreal brand, audience and expertise to work for your business.

Boreal users are a large, loyal and diverse regional audience that can impact your business.

In Multiple Ways, On Multiple Days (Full year 2016 Google Analytics)

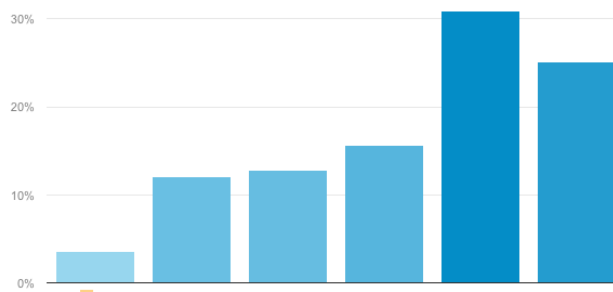
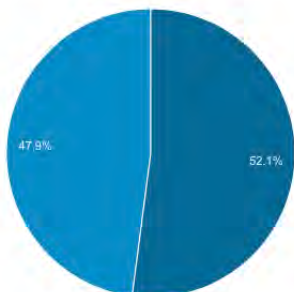


- 196,618 users
- 1,186,965 sessions
- 3,548,014 page views
- 83.9% returning visitors
- 16.1% new visitors
- Average session duration – 4:00 minutes
- Device usage
 - 70.6% laptop
 - 16.6% mobile
 - 12.6% tablet
- Geography of sessions source:
 - 43% from Cook County
 - 12.6 % from Duluth
 - 6.2% from Minneapolis/St. Paul

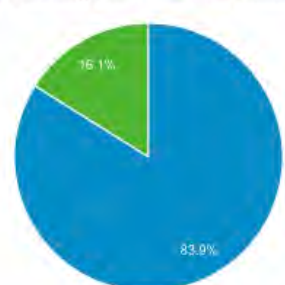


BOREAL USERS REPRESENT ATTRACTIVE DEMOGRAPHICS.

■ male ■ female



■ Returning Visitor ■ New Visitor



2017 BOREAL MEDIA SPONSOR PACKAGES.

RENEWING BUSINESS SPONSOR* - \$250.00 ANNUAL

- RECOGNITION AND THANK YOU ON BOREAL SPONSOR PAGE
- LISTING ON BOREAL BUSINESS DIRECTORY WITH LINK TO YOUR WEBSITE

* - Available only to existing renewing business sponsors.



COMMUNITY SPONSOR - \$500.00 ANNUAL

- RECOGNITION AND THANK YOU ON BOREAL SPONSOR PAGE
- LISTING ON BOREAL BUSINESS DIRECTORY WITH LINK TO YOUR WEBSITE
- 6 ONE WEEK IN-LINE BANNER ADS (130,000 TOTAL IMPRESSIONS)
- YOUR CHOICE OF ONE 2016 BOREAL PREMIUM ITEM



SUSTAINING SPONSOR - \$1,000.00 ANNUAL

- RECOGNITION AND THANK YOU ON BOREAL SPONSOR PAGE
- LISTING ON BOREAL BUSINESS DIRECTORY WITH LINK TO YOUR WEBSITE
- 13 ONE WEEK SIDE-BAR BANNER ADS (280,000 TOTAL IMPRESSIONS)
- YOUR CHOICE OF TWO 2016 BOREAL PREMIUM ITEMS



FOUNDATION BUILDER - \$2,500.00 ANNUAL

- RECOGNITION AND THANK YOU ON BOREAL SPONSOR PAGE
- LISTING ON BOREAL BUSINESS DIRECTORY WITH LINK TO YOUR WEBSITE
- 26 ONE WEEK SIDE-BAR BANNER ADS (572,000 TOTAL IMPRESSIONS)
- YOUR CHOICE OF THREE 2016 BOREAL PREMIUM ITEMS



BOREAL PARTNER - \$5,000.00 ANNUAL

- RECOGNITION AND THANK YOU ON BOREAL SPONSOR PAGE
- LISTING ON BOREAL BUSINESS DIRECTORY WITH LINK TO YOUR WEBSITE
- 24/7/365 PUSH-DOWN BANNER AD (1,144,000 TOTAL IMPRESSIONS)
- YOUR CHOICE OF THREE 2016 BOREAL PREMIUM ITEMS
- FRAMED CERTIFICATE OF RECOGNITION AS BOREAL PARTNER FOR DISPLAY



Sponsors required to submit digital production ready files for all banner ads.
Custom design and creative service work are available at prevailing hourly rates.

2017 BOREAL BANNER AD PLACEMENT & SIZES.

BOREAL
Your Access to the Arrowhead

Search Articles, Events & Businesses

CALENDAR - DIRECTORY - NEWS - COMMUNITY - OUTDOORS - EAT+DRINK+SHOP - ARTS+CULTURE -

LUTSEN 99ER NAMED BEST MOUNTAIN BIKE RACE IN MINNESOTA.
Find out what everyone's talking about! With race distances including the 99er, 69er, 39er and 19er, we have biking fun for everyone. Register today for this Northwoods best-ranked race!

Upcoming Events (Click to Collapse)
It looks like we don't have any events right now. You can always add an event.

Add Your Event View More

Lutsen, Minne...
Fair 61°F Humidity: 67% Wind Speed: 5 MPH Wind Direction: VRB Barometer: 29.61 in. Dewpoint: 50°F Heat Index: 61°F Wind Chill: 61°F Visibility: N/A

PUSH DOWN BANNER AD (970 X 66 px)

NEWS	COMMUNITY	ARTS+CULTURE
<p>Coming to Grand Marais - LeGrand du North Gravel Cycling Classics</p> <ul style="list-style-type: none"> Viral Hemorrhagic Septicemia Superior National Forest Conditions Good for Fishing Opener Government culling of Minnesota's wolves could increase poaching 	<p>Low Vision Clinic at the Senior Center</p> <ul style="list-style-type: none"> CBP to Issue I-68 Canadian Boat Landing Permits 	<p>Grand Marais Art Colony: WATERCOLOR POCKET JOURNAL: OBSERVATIONS ALONG THE WAY</p>

IN-LINE BANNER AD (628 X 60 px)

Grand Marais, MN
Updated 3:24 AM CDT SUN JUN 05 2016

Sunday	Monday	Tuesday	Wednesday
<p>Chance Of Showers Hi: 66F Lo: 48F</p>	<p>Rain Showers Hi: 57F Lo: 41F</p>	<p>Sunny Hi: 63F Lo: 39F</p>	<p>Mostly Clear Hi: 63F Lo: 45F</p>

Click for details *WeatherForYou.com

SIDE BAR BANNER AD (300 X 250 px)

2017 SPONSOR PREMIUMS

BOREAL T-SHIRT



BOREAL HAT



BOREAL SPONSOR WINDOW DECAL



BOREAL Ad HOC OR EVENT BANNER ADS

BOREAL BANNER ADS - The most common form of digital advertising – Boreal offers multiple sizes and locations all designed to maximize exposure at varying price points for varying lengths of time to coincide with your promotions or events. Remain top of mind with your audience and elicit a desired call to action.

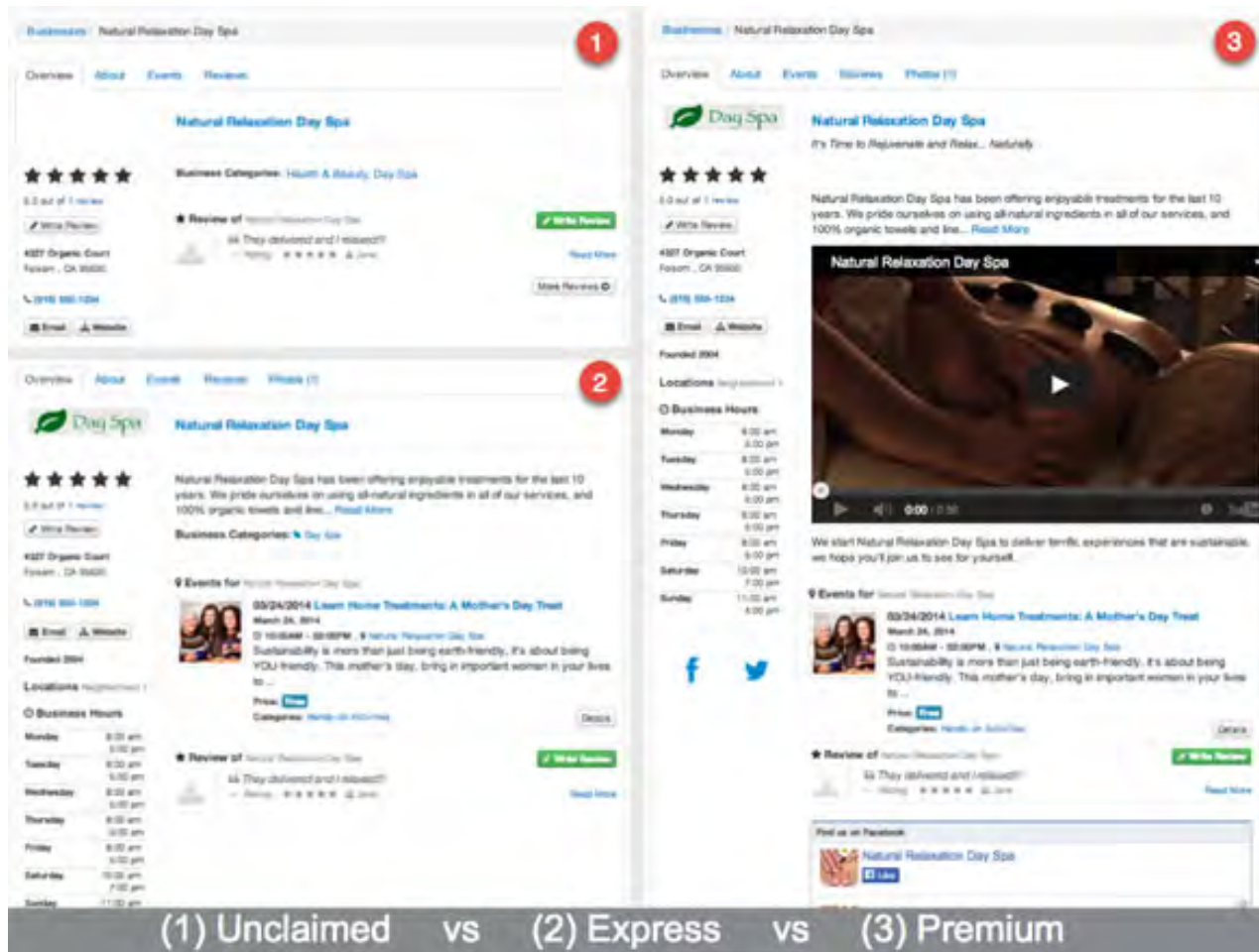
#1 **PUSH DOWN BANNER AD**
(970 X 66 px)

#2 **SIDE BAR BANNER AD**
(300 X 250 px)

#3 **IN-LINE BANNER AD**
(628 X 60 px)

Boreal Banner Ad Rates & Specs		1-3 months	3-6 months	6-12 months
1) Pushdown	- 3 rotations each (970x66px)	\$150	\$125	\$100
2) Sidebar	- 3 rotations each (300x250px)	\$100	\$90	\$80
3) Inline	- 3 rotations each (628x60px)	\$90	\$80	\$75

BOREAL BUSINESS DIRECTORY LISTINGS



DIRECTORY LISTING - Present your business to potential customers, collect reviews, strengthen search engine optimization & build your social media following.

Key Benefits

- Collect and promote customer reviews and show them on your website and Facebook page automatically!
- Participation in directory and related article activities
- Access to digital marketing tools through the IMPACT Marketing Suite

Did you know?

You can post your events to our calendar for free, all events are linked to their business directory listing.



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CONTACT BOREAL TO ACTIVATE YOUR PROGRAM.

Boreal allows your business to reach an important audience of residents and visitors to the Arrowhead region of Minnesota.

We provide a unique digital experience bringing news, information, and events to our users. Sponsors and advertisers can provide information on their business and services in an on-line environment that is interactive, social and dynamic.

Because Boreal is a non-profit community asset, your support shows your commitment to keeping the community informed and engaged on matters of mutual interest and benefit. And all sponsorships or investments with Boreal are tax deductible.

Anne D. Brataas

Development Director

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