


MINNESOTA

Thriving in the North

- »  Print
- »  Web
- »  Digital
- »  Mobile




 businessclimate.com/minnesota

MINNESOTA

THRIVING IN THE NORTH

- » Foreign firms find world of opportunity in Minnesota
- » Research prowess, intellectual capital drive health IT growth



GAME CHANGER

Innovation, talent, quality of life write Minnesota's success story

SPONSORED BY THE MINNESOTA DEPARTMENT OF EMPLOYMENT AND ECONOMIC DEVELOPMENT | 2017



Dear Business and Community Leaders,

We are pleased to announce that work has begun on development of the 3rd annual *Minnesota: Thriving in the North* magazine and its new digital extensions, sponsored by the Minnesota Department of Employment and Economic Development (DEED).

We are working in collaboration with Livability Media to encourage business investment and talent recruitment to Minnesota by reaching corporate executives and site-selection professionals, entrepreneurs and talented individuals attracted to our quality of life. We will also use this publication and digital content to globally promote the many aspects of our state that appeal to visitors as well as corporate executives and entrepreneurs.

In a significant expansion of our digital marketing efforts Livability.com, a rapidly growing national website reaching more than 10 million visitors annually, will host a content-rich home page devoted to Minnesota Economic Development. A digital version of the print magazine, also viewable on mobile devices, will be visible on the home page and in multiple other locations on the site.

Distribution of the upcoming print edition will target industry decision-makers, site selectors, corporate real estate professionals, talent prospects and economic development and government partners. In addition, DEED and its partners will utilize the magazine as a primary marketing tool at events, trade shows and meetings.

DEED uses digital content in the publication to push out information about the state through our website and social media channels. The content is used to expand awareness of statewide activity and further market Minnesota as a prime location to live, work and play.

Matt McWhorter, our Livability Media representative will be contacting you soon to discuss how your business can participate in this program and gain year-round exposure to a vital target audience. You may also email mmcwhorter@livmedia.com or call (615) 957-8347 for more information.

Thank you for your continued support in this joint effort to promote Minnesota.

Sincerely,

KEVIN MCKINNON

Deputy Commissioner Economic Development

Minnesota Department of Employment and Economic Development (DEED)



THE PROGRAM'S PURPOSE:

Recruit and attract new businesses to the state by reaching a highly targeted audience including site selectors, relocation professionals, c-level executives and talent prospects. We actively promote key topics, such as business climate, innovation, infrastructure talent, health care and quality of life.

PROGRAM COMPONENTS

- Presence on Livability.com, a national quality of place and relocation website reaching more than 10 million viewers annually.
- A newsstand-quality publication with engaging photography highlighting your business climate and quality of place.
- An easily sharable digital magazine that's accessible on computers, tablets and mobile phones.

PRINT DISTRIBUTION

Print magazine that is distributed throughout the year by the sponsor and additional channels, including:

- Direct mailings to site selectors and corporate relocation professionals
- Fast-growth companies in target markets
- Trade shows, conferences and events
- Targeted mailing to c-level decision-makers in key industries
- Major employers
- Mailing to prospects inquiring about the state
- Regional partners
- Distribution in high-trafficked venues, such as business hotels and corporate airports

ONLINE DISTRIBUTION

An inbound marketing model that consistently produces engaging business and quality of place content on Livability.com, driving readers back for more information.

Includes:

- Search Engine Optimization (SEO)
- Social media campaigns (Facebook, Twitter, LinkedIn, etc.)
- Email marketing campaigns
- Content engagement campaigns
- 25% increase in traffic since 2015
- 64% of traffic comes from mobile devices



REACH

This program reaches a targeted audience – c-level executives, site selectors and corporate relocation professionals. The publication is also sent out to talent prospects seeking more information about the overall business climate and quality of place before relocating to the area.

IMPACT

The publication allows the sponsor and surrounding communities to be more effective at promoting the state's amenities. The program allows your organization to get in front of key decision-makers earlier in the site-location process.

ADVERTISER ADVANTAGES

- **Relative Exclusivity:** A limited number of advertisers helps increase your exposure.
- **Competitive Advantage:** Opportunities to be in front of new business prospects earlier in the decision-making process.
- **Linkability:** Multiple links from the digital magazine and Livability.com route prospects back to your website.

Your Integrated Marketing Program

Extend your brand across multiple platforms with the LIVABILITY.COM integrated marketing program



HIGH-QUALITY PRINT MAGAZINE

- The magazine mirrors national business publications in design and content to create a credible outbound marketing vehicle.
- Allows the state to be more effective at promoting key industries.
- Upgraded in design to reflect changes in reader habits: more visuals, more graphics, more engaging editorial content.



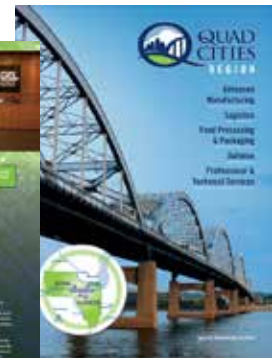
NATIONAL ONLINE EXPOSURE

- Your content, including your advertisement, featured on Livability.com.
- Dedicated pages on a nationally recognized website that spotlights communities and their innovative companies, entrepreneurs and quality of life.
- Responsive design provides an optimal viewing and interactive experience.



INTERACTIVE DIGITAL MAGAZINE

- Users have instant access to your publication whenever they want and wherever they are.
- Links throughout the digital magazine help direct readers to more information.
- An effective tool to use in talent recruitment.



RISING STAR PREMIUM UNITS

These opportunities deliver web page dominance alongside content that complements your brand message.

- **Billboard:** Expand to fill top of page horizontal position
- **Half Page:** Expand to fill dominant vertical position

PREMIUM CUSTOMIZATION: SPONSORED CONTENT SECTION

A custom magazine within a magazine – in both print and digital:

- Sponsored multipage publication that showcases your company or organization
- Content, photography and editing services overseen by in-house editorial team
- High-quality marketing tool that includes 1,000 overrun copies
- Stand-alone digital magazine with a unique URL
- In-feed promotion on Livability.com pages
- Paper upgrade and additional overrun quantities available



Affluent and active investors are heavy print magazine readers.

(Source: MPA; Magazine Media Factbook 2015)

TARGET AUDIENCE

- Corporate decision-makers
- Corporate site location consultants
- Corporate facilities managers
- Prospective business and industry investors
- Entrepreneurs
- Fast-growth companies
- Relocating talent

DIGITAL PROMOTION

- Digital publication on dedicated Minnesota page on Livability.com
- Digital publication on select Minnesota communities on Livability.com
- Content promotion campaigns through social media including Facebook, Twitter and LinkedIn
- Digital publication on Minnesota DEED website
- Content highly optimized for organic search

STRATEGIES FOR DISTRIBUTION

- Targeted mailings to proprietary database of business decision makers in key industry categories
- Targeted mailings to fast-growth companies and entrepreneurs
- Targeted mailings to Fortune 1000 facilities managers
- Targeted mailings to site location consultants
- Targeted mailings to corporate real estate professionals
- Mailings to key prospects
- Distribution at major conferences and events



Client Testimonial



“We use our publication and digital content to globally promote the many aspects of our region that appeal to tourists as well as corporate executives and entrepreneurs.”

*– John Chaffee
President & CEO
NCEast Alliance*

Get to Know Livability.com



GROWING WEBSITE

The story of your state will be showcased on Livability.com, a rapidly growing website that highlights the assets of cities and regions nationwide.

DOMAIN AUTHORITY

Leveraging the domain authority of Livability.com yields search and traffic benefits coupled with a strategic social media campaign.

ORIGINAL CONTENT

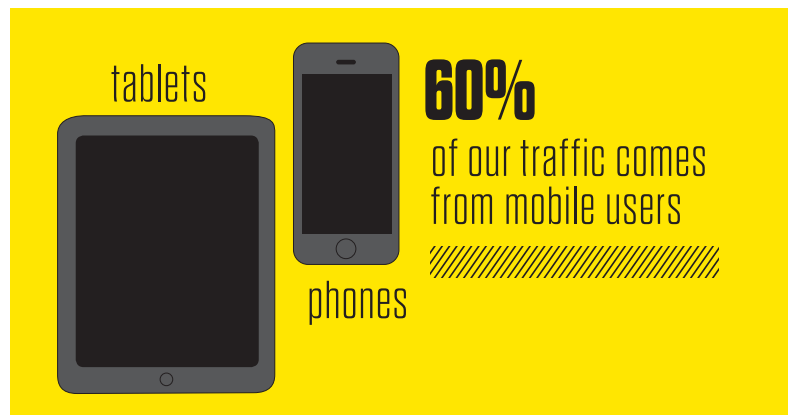
Livability showcases original content related to both economic development and quality of place and regularly receives national media attention for its data-driven lists and city rankings.

37,000,000+
Pageviews

2:35
Average Session Duration

3.9
Pages per Session

9,500,000
Sessions



TOP 5 CITIES VISITING LIVABILITY.COM

- New York
- Chicago
- Dallas
- Houston
- Los Angeles

TOP 5 COUNTRIES VISITING LIVABILITY.COM

- United States
- Canada
- United Kingdom
- India
- Australia

LIVABILITY.COM HIGHLIGHTS

- 35% increase in sessions from 2015 to 2016.
- 80% of traffic comes from new visitors as we continue to attract more readers to the website.

LIVABILITY.COM AUDIENCE

- The website splits almost evenly male and female
- Visitors are well-versed in our content topics and are likely to visit other resources on: travel, politics, regional/local news, religion, online trading and science/nature.

Livability.com: What's New

Livability is a nationally recognized web platform highlighting quality of place and business climate assets of cities and regions nationwide



While business expansion and retention remain primary goals of most economic development efforts, talent recruitment and talent retention have become economic development imperatives. Content related to those themes is a staple on Livability's global and local pages.



In August 2016, Livability partnered with *Entrepreneur* magazine to create and showcase "The 50 Best Cities For Your Startup."



Livability's widely referenced annual Top 100 Best Places to Live was created in partnership with Richard Florida's Martin Prosperity Institute and ranks cities based on more than 40 data points in categories including demographics, amenities, education and others.

LIVABILITY.COM AS SEEN ON

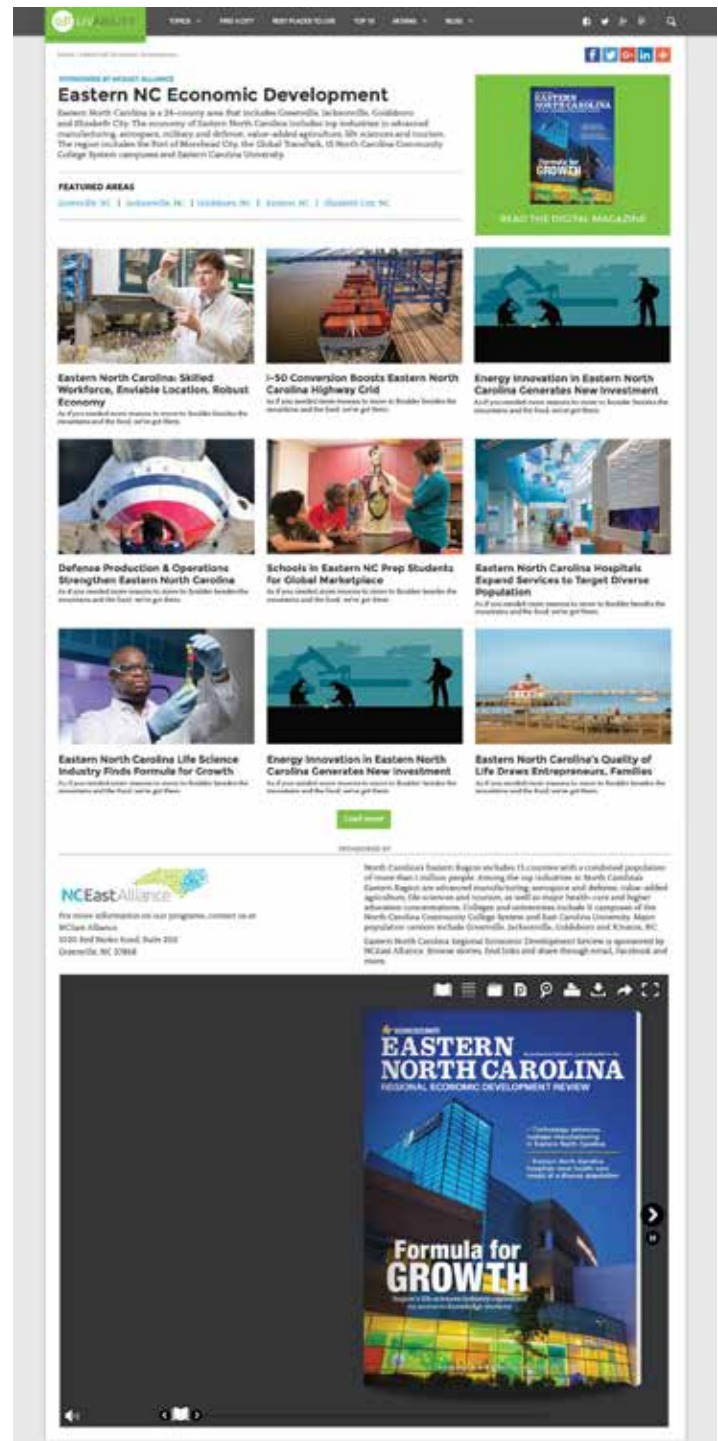


LIVABILITY DATA AND CONTENT PARTNERS



How We Tell Your Story

- **Content about your state will be displayed on Livability.com as a branded home page** and on sections of the site devoted to specific regions within the state page. As a result there are far more entry points to lead viewers to your state's content.
- Capitalizing on Livability's success in building traffic through content promotion, **specific articles about the region's assets will be promoted digitally** to promote your state's content.
- **Articles about the state or specific attributes of its business community will be displayed in other strategic locations on the site**, meaning some articles may also display on primary cities within the state or as business content on the well-trafficked Livability state pages.
- **Content promotion strategies have proven effective to engage readers** with the state's content and will continue to attract visitors to specific articles about the state. Linking strategies will also attract them to the home page for a rich overview of the state's assets.
- **Expanded visibility for the digital magazine.** In addition to strategically placed articles and photographs, the digital version of the print magazine, also viewable on mobile devices, will be displayed on the branded home page, primary city home pages and the region's state page.
- Constituent cities will be eligible for **content upgrades** to showcase their assets on Livability's city pages.
- **Advertisers benefit by having a rotating presence on multiple pages** displaying the region's contents, including the city pages of all primary cities in the region. Wherever the magazine content is published, your ads will display. The equivalent of a billboard being on every road leading into town.



Branded Home Page Example

Connect Directly to Your Target Market

The Livability Media program focuses on trends and insights that affect talent recruitment, site location, economic development, job creation and quality of place. Get your message out to an audience primed for talent recruitment and business relocation. Livability.com offers engaging content – articles, photography, a digital magazine – all extending time spent with your brand.

DISPLAY ADS

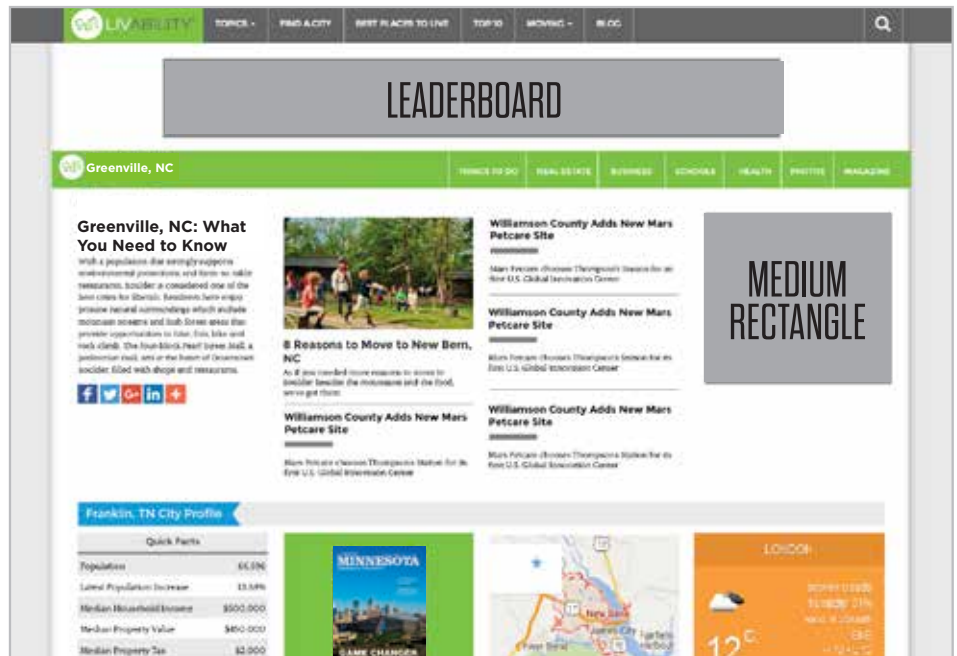
Display ads will link to your website, expanding reach and branding opportunities. One of these display ads is included in your integrated media package.

- Leaderboard
- Medium Rectangle

(Display ads appear alongside state content in multiple locations)

INCLUSION IN DIGITAL MAGAZINE

Your ad not only appears in the digital magazine but also clicks through to your designated website – increasing your exposure across multiple platforms.



PREMIUM RUN OF STATE PLACEMENT

Positions are available throughout the popular Minnesota state pages where visitors may begin their search for information about locations in the state.

Rising Star Ad Units: Tap Into Technology

Rising star units provide new tools that resonate with consumers and serve as powerful advertising vehicles.

Development of these new IAB* units has started the next generation of interactive advertising.

BILLBOARD

- Billboards are designed to highlight key messages and provide increased presence.
- Your display ad fills the width of the website, providing horizontal dominance without disrupting the viewer experience.
- General placement showcases your ad above all content related to the state accessed by site visitors.

HALF PAGE

- Positioned beside the editorial content, the sidebar has generous, dominant dimensions – allowing ample space for design and copy related to your message.
- This unit also expands to comfortably fit in its designated position on the page.
- General placement showcases your ad beside content about your state viewed by site visitors.

*The Interactive Advertising Bureau (IAB) develops industry standards and conducts research for the online advertising industry.



Telling Your Story, Promoting Your Brand

Content Marketing: informing and engaging a target audience by selling without selling

Let a Livability Media team of writers, photographers, editors and designers tell your story in a custom publication designed for print and online exposure. An 8- or 16-page section will be inserted in your magazine, strategically posted online and promoted via in-feed editorial display. In addition, the digital version of your section can enrich your own website with high-quality, shareable content.

CHOOSE FROM FULL OR DIGEST SIZE SECTIONS TO FIT YOUR MARKETING GOALS:

Choose from:

- Community Profile
- Economic Development
- Major Community Stakeholders
- Tourism



HOW CAN I USE THESE MARKETING TOOLS?

Your sponsored content section is a great tool to promote your business and your cause, and can be used in a variety of ways, including:

- Recruiting staff, students, relocating businesses and/or families
- Showcasing new or enhanced facilities and programs
- Educating business' decision-makers and site-location professionals
- Enriching web communications and social media profiles
- Extending branding in print and online at places such as trade shows and events
- Sending out as a direct mail piece to customers and prospects
- Providing content for reports and newsletters to customers and/or constituents
- Highlighting the region's individuality and vitality – its quality of place

Content marketing is creating high-quality, valuable content to attract, inform and engage an audience, while also promoting your brand. The key word here is "valuable."

Forbes

1 PRINT

In addition to the exposure you'll receive through the targeted print distribution network, you will receive 1,000 copies of the sponsored content section to use as your stand-alone marketing piece. Choose from:

- 8 or 16 pages
- Two sizes (full magazine or digest size)
- Four content categories: Community Profile, Economic Development, Major Community Stakeholders and Tourism



2 DIGITAL MAGAZINE

A digital version of your sponsored content section will be posted prominently and also displayed inside the digital magazine as an interactive stand-alone feature.



3 MARKETING LANDING PAGE

Turnkey development of a marketing landing page on a dedicated page on Livability.com is included. This page features photographs and short copy blocks that link to full articles about your region.



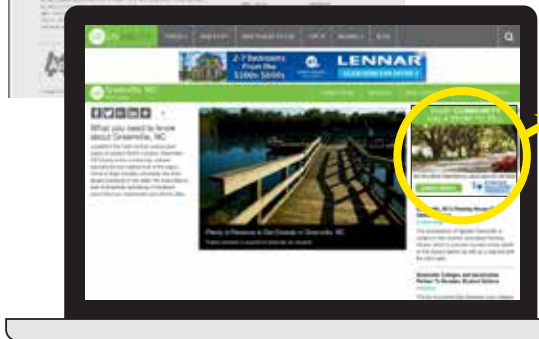
4 MEDIUM RECTANGLE DISPLAY AD CAMPAIGN

We will create an attractive rotating medium rectangle ad to be placed on pages pertaining to your region.



5 IN-FEED PROMOTION

Your digital sponsored content section promotion will be labeled and displayed alongside editorial content on relevant pages pertaining to your region.



Interested in thicker paper copies? Our standard copies print on magazine paper, but we offer a paper upgrade if you're looking for a more substantial brochure.



Product Specifications

Maximize your impact when selecting ad sizes. You have to show up to be seen ... and be seen to be remembered.

Email: ads@livmedia.com | Ad Resource Center: livmedia.com/ads

PRINT SIZES



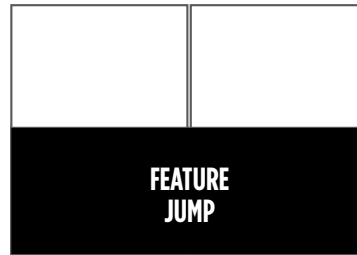
TWO PAGE SPREAD

Bleed size: 16" w x 11.125" h
Trim: 15.75" w x 10.875" h
Live area: 15.25" w x 10.375" h
Allow .25" for gutter on each side



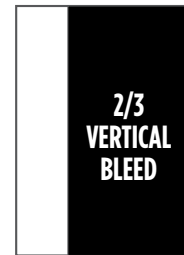
FULL PAGE BLEED

Bleed size: 8.125" w x 11.125" h
Trim: 7.875" w x 10.875" h
Live area: 7.375" w x 10.375" h



FEATURE JUMP

Bleed size: 16" w x 5.625" h (left/right side & bottom)
Trim: 15.75" w x 5.5" h
Live area: 15.25" w x 4.625" h
Allow .25" for gutter on each side



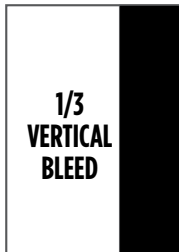
2/3 VERTICAL BLEED

Bleed size: 5.28" w x 11.125" h
Trim: 5.03" w x 10.875" h
Live area: 4.53" w x 10.375" h



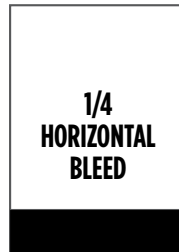
1/2 HORIZONTAL BLEED

Bleed size: 8.125" w x 5.625" h (Left/right side & bottom)
Trim: 7.875" w x 5.5" h
Live area: 7.375" w x 5.25" h



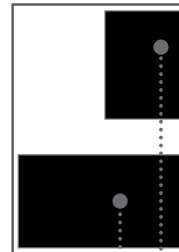
1/3 VERTICAL BLEED

Bleed size: 3.06" w x 11.125" h
Trim: 2.81" w x 10.875" h
Live area: 2.31" w x 10.375" h

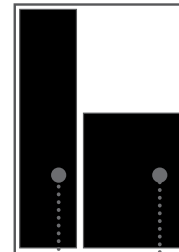


1/4 HORIZONTAL BLEED

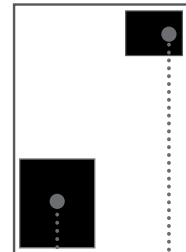
Bleed size: 8.125" w x 3.125" h (Left/right side & bottom)
Trim: 7.875" w x 3" h
Live area: 7.375" w x 2.75" h



1/2 Horizontal
6.5" w x 4.625" h
1/3 Vertical
4.125" w x 4.625" h

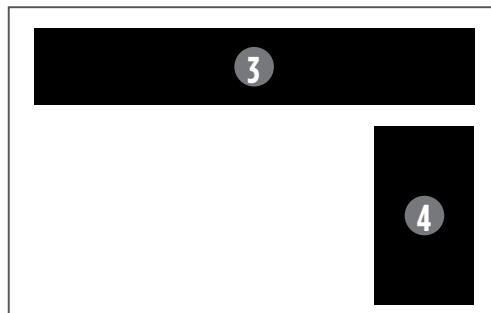


1/3 Vertical
1.937" w x 9.375" h
1/2 Vertical
4.125" w x 6.5" h



1/4 Vertical
3.167" w x 4.625" h
1/8 Horizontal
3" w x 2.25" h

ONLINE SIZES



- 1 Leaderboard**
728 pixels wide x 90 pixels high
- 2 Medium Rectangle**
300 pixels wide x 250 pixels high

- 3 Billboard**
Desktop: 970 pixels wide x 250 pixels high
Tablet: 728 pixels wide x 90 pixels high
Mobile: 320 pixels wide x 50 pixels high

- 4 Half Page**
Desktop: 300 pixels wide x 600 pixels high
Tablet: 160 pixels wide x 600 pixels high
Mobile: 300 pixels wide x 250 pixels high

Digital Submission Guidelines

VIA FTP: WWW.JNL.COM/FTP

- **Username:** ads; **Password:** client
- Upload files and complete the contact information form. Once files are uploaded, a message indicating a successful transfer will be posted. Detailed FTP instructions are available from your sales rep.

VIA EMAIL: (ADS@LIVMEDIA.COM)

- Include business name, magazine name and ad size in your email message.
- Compress your files into a single compressed, self-extracting file. We can only accept file sizes less than 10 MB.
- Email your files to ads@livmedia.com.

VIA DISK

- We accept Mac-formatted CDs/DVDs. Please email PC-formatted files.
- We hold supplied disks until publication. If you would like your disk returned, submit a self-addressed stamped envelope. Allow 6-8 weeks after publication for a returned disk.

PRODUCT INFORMATION

- A color PDF proof will be sent for approval prior to publication (ads set by JCI only).
- Basic typesetting and layout included in rate.
- Custom production will be subject to additional charges.
- Please note: The quality of materials is the responsibility of the supplier.

ADS PRODUCED BY LIVABILITY MEDIA

– PHOTO/LOGO SCANS, IMAGES AND ARTWORK MUST BE:

- Scanned/created at 300 dpi or higher to size. (Photos or logos from websites cannot be accepted due to low print quality)
- Set up grayscale or CMYK.
- Saved as TIFF, JPEG, EPS or high-resolution PDF files.

SUPPLIED FILES POLICY

- Journal Communications is not responsible for enhancing advertisers' digital files or resizing to match the ad space purchased.
- If any additional work is necessary or if files deviate from the size or specifications on this form, the files will be rejected and must be resubmitted. Please proof your ad carefully before submission. Resubmitted files will be subject to a \$50 processing fee.
- Any extra charges incurred by Journal Communications due to problems with supplied files will be billed to the advertiser with a detailed explanation of the problem.

PROOFING POLICY

- We do not provide a proof for ads we do not produce. It is understood that the files are set up as the advertiser intended and were approved prior to submission to Journal Communications.
- Please provide a color proof for content reference (SWOP preferred).

PRINT AND ONLINE SUBMITTED ADS

- Print ads submitted as a high-resolution (300 dpi) PDF (PDF/X-1a).
- Online ads submitted in one of the following formats: GIF, Animated GIF, JPEG or Flash. If submitting Flash, also supply a backup GIF for users who do not have the Flash plug-in. Files may not exceed 45 KB. Additionally, the linking URL must be provided.

ANIMATED WEB AD SPECIFICATIONS

- **Required Files:** All rich-media ads must be submitted as a .swf or .fla file with a backup GIF or JPEG file. The .fla file is used for troubleshooting only. If users do not have a Flash player installed on their machine, a backup GIF or JPEG will be served.
- **ClickTAG:** All ad units must be coded properly for clickTAGS and launch a new browser window when clicked on. If files do not contain the proper coding or deviate from the specifications on this form, the file will be rejected and must be resubmitted.
- **DoubleClick supports ActionScript 2** in the following environments: Flash 8, Flash 9 and Flash 10 (Adobe CS5 and CS6), and ActionScript 3 in Flash 9 and Flash 10 (Adobe CS5, CS5.5 and CS6).
- **Adding a clickTAG to a Flash ad:** Go to www.flashclicktag.com for information on how to insert a clickTAG ActionScript into a Flash file.



A Division of  Journal Communications

sales@livmedia.com
(800) 333-8842 ext. 292
725 Cool Springs Blvd., Suite 400
Franklin, TN 37067