

# 2022 PRICING

Group Marketing Programs • September 1, 2021

PARTNER OPTIONS	WEBSITE PARTNER	STANDARD PARTNER	PREMIUM PARTNER	ALA CARTE PRICING
<b>PRICING...</b> Monthly Credit Card or Single Annual Payment	<b>\$45/month</b> \$495 Annual - 1 pymt	<b>\$165/month</b> \$1895 Annual - 1 pymt	<b>\$190/month</b> \$2195 Annual - 1 pymt	<i>The BIG Directory &amp; Partner Webpage</i> \$195
<b>ENGAGEMENT LEVELS • 1-10</b>	<b>5-8</b>	<b>9</b>	<b>10</b>	<i>Email/SM - 1 time in one co-op Alert</i> \$65 <i>Email/SM - 1/month for 12 months</i> \$695 <i>Exclusive Email Alert/SM - 1 time</i> \$495
<b>1. WEBSITE</b> MNFieldTripLibrary.org / LetsDoMN.com	<b>X</b>	<b>X</b>	<b>X</b>	<i>EXPO - One Exhibit Space</i> \$395 <i>SRF - One Exhibit Space</i> \$395
<b>Partner Webpage</b> Pics, Contact Info, Map, Links, Videos, Menu	<b>X</b>	<b>X</b>	<b>X</b>	<i>Guide - 1/2 page ad in one</i> \$750
<b>Special Content</b> Camps, Fundraising, Virtual, Blog Posts, Drawings	<b>X</b>	<b>X</b>	<b>X</b>	<i>Guides - 1/2 page ad in both</i> \$1275
<b>The BIG Directory</b> Your Listing is Linked to Your Partner Webpage	<b>X</b>	<b>X</b>	<b>X</b>	<i>Guide - Full page ad in one</i> \$1275
<b>2. EMAIL / SOCIAL MEDIA MARKETING</b> Monthly Emails & Social Media into select group markets	<b>X</b> 1 Email / Month + SM	<b>X</b> 2 Emails/Month + SM	<b>X</b> 4 Emails/Month + SM	<i>Guides - Full page ad in both</i> \$1995
<b>3. GUIDE ADVERTISING</b> - Print/Digital MN Field Trip Guide / LetsDoMN Adventure Guide		<b>X</b> Full Pg Ad in 1 Guide	<b>X</b> Full Pg Ad in 2 Guides	<i>Guides - 2 page spread</i> \$1995 <i>- Ask about special placements for your ad</i>
<b>4. EXPOS</b> In-Person Annual EXPO (August) and/or SRF (January)		<b>X</b> One EXPO (Jan or Aug)	<b>X</b> Two EXPOs (Jan/Aug)	<i>PR Broadcast - One time</i> \$195
<b>5. PR BROADCAST SERVICE</b> To 350 MN & Midwest News & Broadcast Outlets		<b>X</b> 3 Releases/Year	<b>X</b> 6 Releases/Year	<i>PR Broadcast - 3 over 12 months</i> \$495
				<i>PR Broadcast - 6 over 12 months</i> \$695
				<i>Writing Services (per Project)</i> \$325
				<i>Design Services per Hour</i> \$45
				<b>DIGITAL ADS ON WEBSITES</b>
				<i>Homepage Banner Ad - per Month</i> \$95
				<i>Sidebar Ad - per Month</i> \$95