



Find the Good Life Calendar of Advertising and Events

First Week of February 2016	Department of Defense email blast to soldiers out of the country
First Week of February 2016 (1)	2016 Travel Guide released with double truck Find the Good Life ad (315,000 copies)
February 1-28 (2) February 4-April 12, 2016	Minneapolis New METRO Green Line Light Rail Wrap Digital banners ads IL, MI, MN, OH and WI (32,835,616 impressions)
February 4-April 12, 2016	Pandora Radio ad (:15) runs in Minneapolis DMA. Includes digital banner ads and video (1,687,500 impressions)
February 11-April 12, 2016 February 17, 2016	Native ad campaign hits IL, MI, MN, OH and WI. (2,848,484 impressions) First touch of email blast campaign goes out to 105,000 job-seekers in MN, WI, IL
February 17-18, 2016	Partner opportunity. Attend Minneapolis Private College Job Fair at Minneapolis Convention Center (2,000 attendees)
February 19, 2016	Partner opportunity. Attend University of Minnesota Job Fair at Minneapolis Minneapolis Convention Center (2,000 attendees)
March 2, 2016	Second touch of email blast campaign goes out to 105,000 job-seekers in MN, WI, IL
September 20-22, 2016 Ongoing (3)	Booth at Governor's Workforce and Human Resource Conference Two billboards I-94 eastbound and I-29 southbound near Fargo
Ongoing through August 2016 (4-5)	Two Bismarck Airport signs, one for residents; one for visitors
Ongoing through February 2016 (6)	Williston Airport sign
Ongoing	Recruiter network meetings February, May, August, November
Ongoing	Website: www.findthegoodlifeinnorthdakota.com
Ongoing	Social media page: www.facebook.com/ExperienceND/
Ongoing	YouTube: www.youtube.com/watch?v=tWozc_ED_Xw&list=PLq1XXhrFX6hklUaOH9Sv4Mjip9MAaB3bK

(Numbers in parentheses indicate corresponding ad on Page 2)

Marketing Efforts

Find the Good Life in North Dakota



(1)

(2)



(3)

(6)

(4)

(5)