

# BOREAL COMMUNITY MEDIA 2022 SPONSORSHIP OPPORTUNITIES



BOREAL

*Your Access to the Arrowhead*



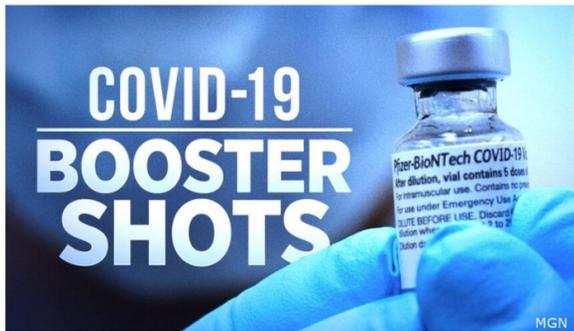
BOREAL

Your Access to the Arrowhead

## Why become a business sponsor of Boreal?

### Cook County Public Health and Sawtooth Mountain Clinic to Follow Updated CDC Recommendations on COVID-19 Vaccine Boosters

Oct 22, 2021 04:15PM ● By Editor



### Exclusive: Moving To Cook County. Part 1: Why Cook County?

Nov 15, 2021 06:08AM ● By Editor



- No other media opportunity for sponsors delivers more of Cook County and Minnesota's North Shore than Boreal Community Media. More users, more local, regional and statewide content & more messaging opportunities!
- Sponsorship opportunities including banner advertising with links to your web or social sites, feature articles and contests, promotions and more.
- Premium Directory Listings featuring customized content for your business.
- Boreal's local Board of Directors members ensure content is community grounded & relevant.

**Boreal Community Media is a non-profit 501©(3) organization. We provide email services and free tech support to our members, we host free community wide technology troubleshooting seminars and offer internships for Cook County Schools students. When you support Boreal, you support the entire North Shore Community. All sponsorships are tax deductible.**

# THE VALUE OF SPONSORING BOREAL COMES FROM OUR AUDIENCE.

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.

We help you put the Boreal brand, audience and expertise to work for your business.

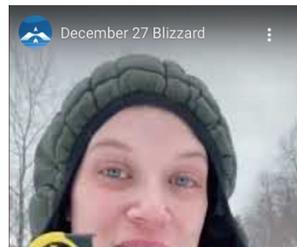
## Boreal users are a large, loyal and diverse regional audience that can impact your business.

Multiple Ways, On Multiple Days (Jan. 1 – Dec. 31, 2021 Google Analytics)

**Update: Second round of snow coming. Winter Storm warning beginning at noon Tuesday.**

Dec 26, 2021 05:30AM ● By Editor

Jaye White reports on the storm from her home in Grand Marais.



**More than 300 firefighters now working to contain Greenwood Fire**

Aug 22, 2021 10:42AM ● By Editor



- **879,000+ Users**
- **1.5+ million Sessions**
- **2.2+ million Page Views**
  
- **Geography of users goes beyond Cook County and the North Shore of Minnesota.**
  - **15% from Twin Cities area**
  - **8% from Greater MN**
  - **5% from Duluth area.**
  - **Users from virtually every U.S. metropolitan center**

## BOREAL USERS REPRESENT ATTRACTIVE DEMOGRAPHICS INCLUDING PEOPLE WHO ARE ON THE GO!.

- **51% female – 49% male**
- **42% Ages 55+**
- **34% Ages 35- 54**
- **23% Ages 18-34**
- **Boreal is accessed on all devices; desktop, cell phone and tablet**

**Getting to know Rowan Watkins, MIS Director for Cook County**

Dec 17, 2021 05:20AM ● By Editor



# BECOME A BOREAL BUSINESS SPONSOR AND YOU WILL RECEIVE AN EXCLUSIVE PROFILE OF YOUR BUSINESS.

## Cook County Home Center Celebrates Customer Appreciation Month

Jun 11, 2021 01:07AM ● By Editor



## Cook County Tax and Accounting gearing up for the busy season

Dec 12, 2021 06:01AM ● By Editor



## Congratulations to the Homyak Family, the new owners of "The Clearview Building" in Lutsen

Nov 16, 2020 05:40AM ● By Editor



## A Boreal Exclusive - Introducing Troy Batchelor, North Shore Health's New Director of Nursing

Oct 03, 2021 10:36PM ● By Editor



## Become a Boreal business sponsor and we will profile your Business with an exclusive story to the community.

Boreal users love to hear about the happenings in and around the Arrowhead region. With a Boreal sponsorship, you'll get the unique opportunity to tell your story, talk about your product or services and introduce the community to your employees and their commitment to quality.

# 2021 BOREAL MEDIA SPONSOR PACKAGES.

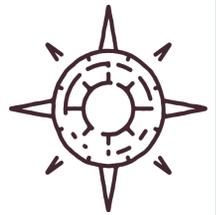
## **BUSINESS SPONSOR - \$500.00 ANNUAL**

- LISTING ON BOREAL BUSINESS DIRECTORY WITH LINK TO YOUR WEBSITE
- 6 ONE WEEK SIDE-BAR ADS OR
- 13 WEEKS IN LINE BANNER (DESKTOP ONLY)
- UNLIMITED BOREAL CLASSIFIED EMPLOYMENT ADS FOR 12 MONTHS



## **SUSTAINING SPONSOR - \$1,000.00 ANNUAL**

- LISTING ON BOREAL BUSINESS DIRECTORY WITH LINK TO YOUR WEBSITE
- 13 ONE WEEK SIDE-BAR BANNER ADS OR
- 26 WEEKS OF IN-LINE BANNERS (DESKTOP ONLY)
- UNLIMITED BOREAL CLASSIFIED EMPLOYMENT ADS FOR 12 MONTHS



## **FOUNDATION BUILDER - \$2,500.00 ANNUAL**

- LISTING ON BOREAL BUSINESS DIRECTORY WITH LINK TO YOUR WEBSITE
- 26 ONE WEEK IN-LINE OR SIDE-BAR BANNER ADS
- UNLIMITED BOREAL CLASSIFIED EMPLOYMENT ADS FOR 12 MONTHS



## **BOREAL PARTNER - \$5,000.00 ANNUAL**

- LISTING ON BOREAL BUSINESS DIRECTORY WITH LINK TO YOUR WEBSITE
- 24/7/365 IN-LINE OR SIDE-BAR BANNER AD
- UNLIMITED BOREAL CLASSIFIED EMPLOYMENT ADS FOR 12 MONTHS



Sponsorships require digital production ready files for all banner ads. Custom design and creative service work are available from Boreal Community Media

# BOREAL SHORT TERM 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.



## Man injured in Virginia MN shooting, suspect sought

Officers determined that the shooting took place at a residence in the 500 block of 12th Street South. The victim was sitting in the living room when the shooter opened fire from outside the residence. From WDIO-TV - December 29, 2021 [Read More »](#)

## IN-LINE BANNER (628 x 60 pixels)



## Minnesota teen receives worldwide recognition for saving life at McDonald's drive-thru

From national news interviews to international fan mail, the family of 15-year-old Sydney Raley says her life has been forever changed. By Eva Andersen of KARE 11 News - December 29, 2021 [Read More »](#)



## Snowmobilers, businesses excited about recent snowfall

Nick Alexander's family took ownership of the Pequaywan Inn in October and hopes the recent snowfall brings a boom in business. He estimates that up to 50% of annual spending could be seen over the winter months. By Larissa Milles of KBJR-TV - December 29, 2021 [Read More »](#)

YMCA Special: \$0 Join Fee through Friday

Hiring Year-around Bookseller!

Cleaning Services at the HUB

Front Desk Representative

Housekeeping Manager

General Maintenance Technician - Caribou Highlands Lodg...

## SIDE-BAR BANNER (300 X 250 pixels)

## AURORA BOREALIS FORECAST



## SHORT TERM BANNER RATES

### *Side Bar Banner*

2 weeks - \$200

3 weeks - \$250

One Month - \$350

### *In-Line Banner*

2 weeks - \$150

3 Weeks - \$175

One Month - \$200

Two Months - \$350

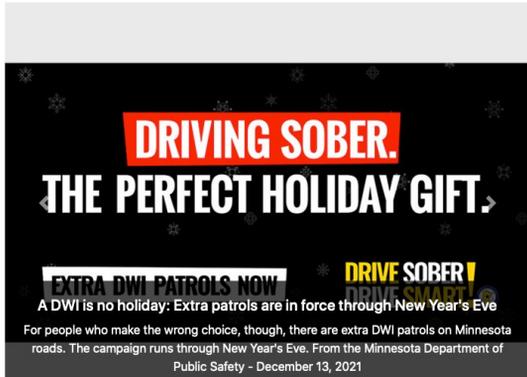
# THE BOREAL EMERGENCY PREPAREDNESS PORTAL IS ANOTHER IMPORTANT AND DYNAMIC SPONSORSHIP OPPORTUNITY.

Created in 2017, the Boreal Emergency Preparedness Portal is an on-line digital portal providing the information and contacts to allow residents and visitors of the North Shore to be better prepared for emergency situations.

Developed in partnership with members of the Cook County Emergency Management community, it provides users hundreds of articles with helpful tips to be safe – at home, on the road and trails, on the waters, and in the wilderness.



[Campfires & Wildfires](#) [Trails & Roads](#) [Lake Superior & Inland Waters](#) [Severe Weather](#) [Injuries](#) [Who To Call?](#) [Public Safety](#)



#### Upcoming Events Near You

No Events in the next 21 days.

[View All](#) [Add Your Event](#)

A logo for the Cook County Coronavirus Response Hub. It features a blue square with white text "COOK COUNTY CORONAVIRUS RESPONSE HUB" and "COOK COUNTY MINNESOTA". To the right is a green triangle with a white border. Below the logo, text reads: "For information on upcoming COVID-19 vaccine events (including boosters) &amp; to register. CLICK HERE TO GO TO THE HUB".

## A Boreal Exclusive - Meet Beth Ambrosen from the Cook County Search and Rescue Team

Mar 18, 2019 06:02AM ● By Editor



## Cook County Sheriff shares early ice safety tips

Dec 08, 2020 02:50PM ● By Editor



The Boreal Emergency Preparedness Portal has more than 1,880+ archived articles on how to protect you and your family. It has also profiled Emergency Management and First Responder personnel including the U.S. Coast Guard, Forest Service, Search and Rescue, Customs and Border Patrol, Conversation Officers and other experts passing on their tips on to be prepared and safe in an array of emergency situations.

The Portal attracts an active audience of young adults interested in the outdoors, active sports and adventure, travel and new technology. The Portal was a finalist for the 2019 Touchstone Award from the Duluth Superior Area Community Foundation Custom sponsor packages are available. Call Boreal for more information.



B O R E A L

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## CONTACT BOREAL TO ACTIVATE YOUR SPONSORSHIP.

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, dynamic and constantly changing.

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

### **2022 Boreal Community Media Board of Directors**

Jeff Latz, Chairman

Brad Shannon

Steve Surbaugh

Jaye White

Eric Block

### **SPONSOR CONTACT:**

**Lisa Bauer**

Executive Director

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(218) 387-9471 – office

*Boreal Brand Identity created by Studio MPLS ([studiompls.com](http://studiompls.com))*

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