



South Dakota

2022 À LA CARTE MARKETING OPTIONS



Every year, we invite visitors from across the country and around the world to experience the Great Faces and Great Places of South Dakota.

In order to attract more guests to our communities and businesses, we've created a cooperative marketing program using an individualized approach. This approach leverages our efforts, making opportunities available for all, across a multitude of channels. The following pages provide an overview of the cooperative marketing channels that will allow you to enhance your current marketing efforts.

For any offerings you register for, an invoice will be sent to you from the advertising agency of record, Lawrence & Schiller. Payment is not due at the time of registration.

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À LA CARTE

Communities and businesses alike can bolster their current marketing efforts by choosing from the following advertising elements. Consider your community's or business' marketing budget and goals, then select the channels which best address your needs.

In addition to your selections, you'll gain access to media partners, advanced technology and audience

targeting through South Dakota Department of Tourism partnerships, as well as creative concepts and production paid for by the South Dakota Department of Tourism.

Read more about the À La Carte program and channels in the following pages and register for programs online at SDVisit.com/coop.



MAGAZINE CO-OPS

Allows partners to gain exposure in national publications with preference given to partners on a first come, first served basis.



Peak Magazine Co-op

\$2,850

Reach new audiences with a premier spot in Travel South Dakota's *Real Simple* or *Parents* booklet. With this co-op placement, your destination will shine in print materials and, as an added value bonus, will appear on the magazine's website, increasing your reach and adding impressions.

Primary Audience

Families & Wanderers

Publications

Choice of *Parents* or *Real Simple*

Issue

April

Markets

IL, CO, IA, MN, NE, ND, SD, WI & KS

Placement

Magazine: 8-Page Polybagged Booklet

Digital: Native Flip Card Amplification

Receive leads through:

- Reader Service Leads (*Parents* Only)
- Other leads services
- Trip giveaway SDT will promote in the piece

Impressions

Parents: 1,805,755

Real Simple: 1,851,065

Available Spots

16 (8/Publication)

Est. Impressions

850,000

Registration Deadline

January 20, 2022

Asset Deadline

January 24, 2022

Assets Needed

100 Words of Copy, Destination Photo and Contact Information

Partner Benefits

Showcase your destination in reputable, iconic publications

Receive leads for future marketing efforts

Receive over 85% cost savings in magazine placement

Drive traffic to your website through digital placements



Group Tours Magazine Co-op

\$2,400

It's back! The Group Tour Co-op will once again reach group tour operators during critical planning periods. Your destination will be featured in both print and digital placements outlined below.

Primary Audience

Group Tour Operators

Publications/Issue

Group Travel Leader

October 2022

Leisure Group Travel

December 2022

Destinations ABA

January/February 2023

Markets

National

Placement

2-Page Spread

Display

Impressions

307,850

Available Spots

6

Registration/Asset

Deadline

July 1, 2022

Assets Needed

75 Words of Copy, Photo, Logo, Website URL and Contact Information

Partner Benefits

Align with reputable group tour publications to reach highly-qualified audiences

Receive over 85% cost savings in magazine placement

Drive traffic to your website through digital placements





OUTDOOR

Make the most of your ad spend while getting maximum exposure with these highly effective, high-impact channels.



Digital Billboard Rotation & Amplification

\$2,500

Get maximum exposure for your destination through high-impact digital billboards. We'll geofence these boards to create multiple touchpoints, serving digital banners to audiences who've passed by.

Primary Audience

All audiences

Markets

Minneapolis & Denver

Placement

:08 Digital Billboard Rotation
Between 6 Partners (Approx. 20 spots per day per market)

Mobile Display Banners Amplifying Billboards

Locations

TBD; 2-3 Billboards in each market

Timing

4 Weeks (April)

Available Spots

6

Registration/Asset Deadline

February 15, 2022

Est. Impressions

708,247

Assets Needed

Logo, Photo and Website URL

Partner Benefits

- Receive over 90% in cost savings
- Drive traffic to your website utilizing digital amplification
- Measure impact with the digital banner tracking



Digital Truck Billboard Rotation – New For 2022

\$1,000

Deliver inspiration to on-the-go audiences with digital truck billboards. Your brand will be featured on all sides of the truck during your specific rotation slot. The truck drives 8 hours a day M-F in a 27-square-mile section of Omaha.

Primary Audience

All audiences

Available Spots

4

Logo, 2 Photos and

Website URL

Markets

Omaha

Registration/Asset Deadline

February 15, 2022

Partner Benefits

Receive over 70% in cost savings

Placement

:08 Digital Billboard Rotation
Between 4 Partners

Est. Impressions

200,000

Assets Needed

Timing

4 Weeks (April)





DIRECT MAIL

Through the use of targeted lists, direct mail pieces effectively reach target audiences in their home.



Direct Mail Partner Co-op (Formerly Great Getaways)

\$1,000

Reach 70,000 targeted homes with this custom co-op direct mail piece. With this placement you'll also be featured on a custom TravelSouthDakota.com landing page that will lead users to your website.

Primary Audience

All Audiences

Markets

Chicago, MN, NE & CO

Placement

Custom Direct Mail Piece

Feature on Custom Landing Page

Receive leads through trip giveaway

SDT will be promoting in the piece

Available Spots

50

Timeframe

April-May

Quantity

70,000-100,000

Est. Impressions

420,000

Registration

January 20, 2022

Asset Deadline

January 24, 2022

Assets Needed

60 Words of Copy, Photo and Contact Information

Partner Benefits

Receive over 95% in cost savings

Gain exposure on TravelSouthDakota.com

Get in the homes of qualified audiences through our targeted lists

Receive leads for future marketing efforts



Direct Mail Standard Piece

\$10,000

Reach 30,000 targeted homes with sole ownership of this high-impact custom direct mail piece.

Primary Audience

Partner to Choose One Audience

Markets

Partner to Choose One Market

Unit

4 Panel Roll-Fold; 100# Paper

Timing

Partner to Choose

Quantity

Approx. 30,000-35,000

Available Spots

3

Timeframe

April-May

Quantity

70,000-100,000

Est. Impressions

420,000

Registration/Asset Deadline

Three Months Prior to In-Home Date

Assets Needed

TBD

Partner Benefits

100% share of voice in high-impact custom piece

Opportunity to include QR

code to drive traffic to specific landing pages

Effectively reach target audiences in their homes

Receive approx. 50% cost savings

Get in the homes of qualified audiences through our targeted lists

Receive leads for future marketing efforts





AUDIO

Reach listeners at work, at home and on the go.



Pandora Sponsorship

\$3,500

Reach highly-qualified audiences interested in your destination with your own :30 radio spot. Digital audio listenership has skyrocketed during the pandemic as more and more audiences are listening to Pandora and other platforms.

Primary Audience

Partner to Choose One

Audience Examples

Families, Outdoor, Road Trips, Fishing, etc.

Markets

Partner to Choose Two Markets

Placement

:30 Audio Spot & Companion Banner on Pandora, SoundCloud & Podcast Inventory

Timing

4 Weeks (April)

Available Spots

4

Registration/Asset Deadline

February 15, 2022

Assets Needed

Photo, Logo and Website URL

Partner Benefits

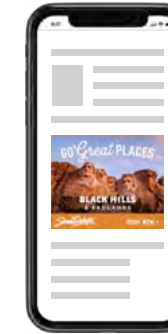
100% share of voice in radio spot with opportunity to drive traffic to your website

No \$5,000 campaign minimums



DISPLAY

Turn TravelSouthDakota.com web traffic into your future visitors with unique website retargeting and more digital display opportunities.



TravelSouthDakota.com Retargeting Display Ads – New For 2022 \$4,000

In 2022, TravelSouthDakota.com is projected to welcome more than 2.8 million users. These are highly qualified audiences who are interested in learning more about a South Dakota vacation. Take advantage of a unique opportunity to retarget these audiences with display banners featuring your destination and push this traffic to your website.

Primary Audience
All Audiences Visiting
TravelSouthDakota.com

Markets
National

Placement
Standard Display Banners

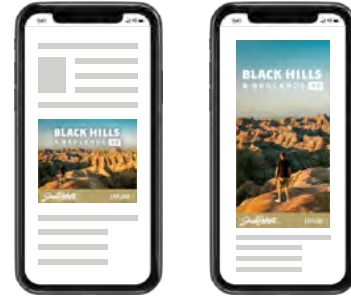
Timing
4 Months (April-July)

Available Spots
6

Registration/Asset Deadline
February 15, 2022

Assets Needed
Photo, Logo and Website URL

Partner Benefits
Target highly qualified audiences from TravelSouthDakota.com
Drive traffic to your own website during critical trip planning window



TV Amplification Banner Ads – New for 2022
\$2,750

South Dakota Tourism invests heavily in TV placements every Peak season, inspiring audiences in key markets to consider South Dakota for their next trip. You can leverage their investment and target viewers of these TV ads with your own display banners and drive traffic to your own website.

Primary Audience

All Audiences Exposed to SDT's TV Spots

Markets

SDT TV Markets (MN, CO, NE, IA, WI, Kansas City, Chicago & Dallas)

Placement

Standard Display Banners

Timing

2 Months (April-May)

Available Spots

5

Registration/Asset Deadline

February 15, 2022

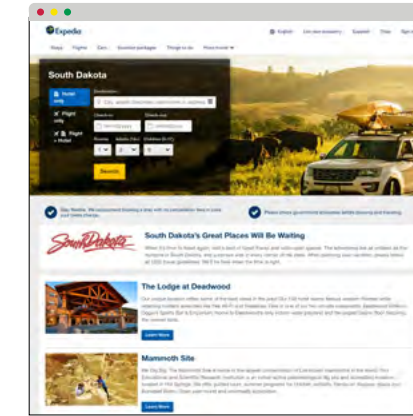
Assets Needed

Photo, Logo and Website URL

Partner Benefits

Target highly qualified audiences already exposed to South Dakota Tourism messaging and drive traffic to your website

Some digital vendors require minimum budgets to partner with them. By partnering with South Dakota Tourism, you aren't subjected to the \$15,000 campaign minimums.



South Dakota Expedia Package
\$3,500

Make planning easy and attract more guests on one of the world's most popular travel websites. Potential visitors will see your destination description, details and imagery, allowing you to stay top-of-mind with a presence on South Dakota Tourism's Expedia page.

Primary Audience

All audiences using Expedia.com

Markets

National

Placement

Feature on South Dakota's Custom Expedia Page

Standard Display Banners

Timing

4 Months (May-August)

Available Spots

6

Registration/Asset Deadline

March 15, 2022

Unit

Feature on South Dakota Custom Expedia Page

Assets Needed

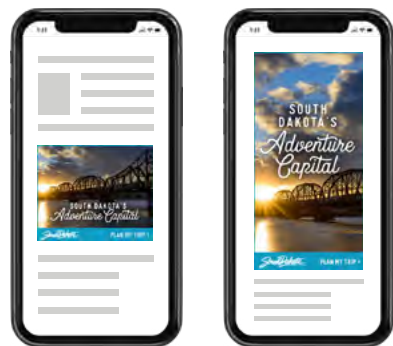
50 Words of Copy, Photo, Logo and Website URL

Partner Benefits

Receive booking data/insights that occur as a result from placement

Reach highly qualified audience who has travel intent to South Dakota

Some digital vendors require minimum budgets to partner with them. By partnering with South Dakota Tourism, you aren't subjected to the \$10,000 campaign minimums.



SD High Travel Intent Display

\$2,500

Get in front of audiences who have high travel intent to South Dakota. Display banners are served to audiences who are actively searching to book hotels/flights on hotel and airline websites, online travel agencies (OTAs) and other travel websites.*

Primary Audience

All Audiences Searching Hotel & Airline Websites, OTAs & Car Rental Websites

Markets

National

Placement

Standard Display Banners
Booking Data Received

Timing

3 Months (May-July)

Available Spots

5

Registration/Asset Deadline

March 15, 2022

Assets Needed

Photo, Logo and Website URL

Partner Benefits

Receive Sojern booking data/ insights that occur as a result from placement

Reach highly qualified audience who has travel intent to South Dakota

Drive traffic to your own website during critical trip planning window

Some digital vendors require minimum budgets to partner with them. By partnering with South Dakota Tourism, you aren't subjected to the \$15,000 campaign minimums.



TravelSouthDakota.com Native Display Ads – New For 2022

Catch the eye of TravelSouthDakota.com users with this native display opportunity. Ads will run on the homepage, landing pages and trip idea pages, which account for 80% of the website's page Views. Runtime of the ad will depend upon the number of partners participating and the timing. Average daily views in June through August are around 14,500 per day.

Primary Audience

TravelSouthDakota.com
Website Visitors

Markets

National

Pricing (Determined by Impressions)

100,000 Impressions is \$1,500
250,000 Impressions is \$3,000
500,000 Impressions is \$5,000

Timing

May-Year End

Available Spots

Unlimited

Registration/Asset Deadline

March 15, 2022

Assets Needed

Photo, Logo and Website URL

Partner Benefits

Target highly-qualified audiences from TravelSouthDakota.com
Drive traffic to your own website during critical trip planning window

* Attributed bookings will not reflect all bookings that may occur as a result of media based on data partnerships. Reach out to confirm if we will be able to attribute bookings to your property or community of interest.



SOCIAL

Our data. Your destination. Social placement opportunities create personal brand moments for any budget.



Facebook & Instagram Instant Experience

\$3,000

Feature your destination on social platforms with this mobile unit to capture users' attention with high-impact visuals and longer-form copy.

Primary Audience
Partner to Choose One

Markets
Partner to Choose Two Markets

Placement
Instant Experience Ad on Facebook & Instagram

Timing
Partner to Choose (2 Months)

Available Spots
5

Registration/Asset Deadline
March 1, 2022

Assets Needed
Photos, Logo and Website URL

Partner Benefits
100% share of voice in high-impact mobile unit to standout to audiences

Reach highly qualified audiences by utilizing social audiences comprised of South Dakota Tourism's first-party data

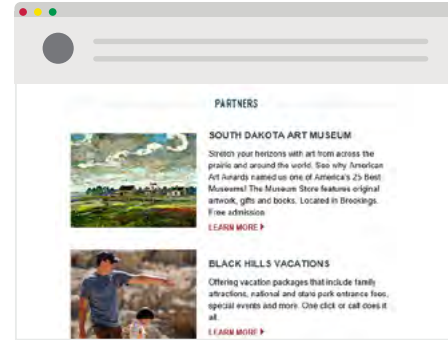
Multiple CTAs help you drive traffic to multiple pages on your website



EMAIL

Reach relevant audiences with featured email options utilizing South Dakota Tourism's highly targeted email lists.

For email reporting, South Dakota Tourism will provide email stats after each send.



Travelsmart Custom Partner Spotlight

\$500

Secure a dedicated section in the South Dakota Department of Tourism's Travelsmart email.

Primary Audience

All Audiences

Markets

National

Details

List Size: Minimum custom list of 600,000

Open Rate: Approximately 20%

Opens: 120,000

Timing

Partner to Choose Month(s)

They'd Like to be Featured

Available Spots

48 (4/month)

Registration/Asset Deadline

2 Months Prior to Month of Email

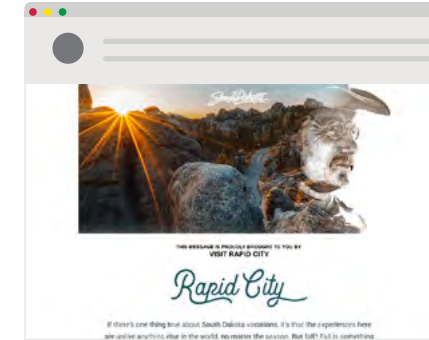
Deployment

Assets Needed

50 Words of Copy, Photo and Website URL

Partner Benefits

Leverage South Dakota Tourism's database



Travelsmart Custom Dedicated Email

\$2,500

Get your own dedicated email sent to your choice of primary audience, based on the South Dakota Department of Tourism's email database.

Primary Audience

Partner to Choose One (Outdoor Adventure, National & State Parks, Camping, Road Trip)

Markets

National

Details

Dedicated Solely to One Partner

Four Content Sections with Photo, CTA and 2-3 Sentences of Copy Per Content Section

Average List Size: 245,000

Average Unique Opens: 60,500

Average Open Rate: 25%

Timing

Partner to Choose When Email is Deployed

Available Spots

36 (3/month)

Registration/Asset Deadline

3 Months Prior to Email

Deployment

Assets Needed

CTA and 2-3 Sentences of Copy for Four Content Sections OR Ideas for SDT to Create Content

Partner Benefits

100% share of voice with email
Leverage South Dakota Tourism's email database



Hunting Email Partner Spotlight \$500

Reach hunters and outdoor enthusiasts with a dedicated section in this email blast.

Primary Audience

Outdoors (Hunting/Outdoor Enthusiasts)

Markets

National

Details

List Size: 25,500

Open Rate: Approximately 16%

Opens: 4,500

Timing

February & September 2022

Available Spots

12 (Peak 6, Shoulder 6)

Registration/Asset Deadline

January 18, 2022 + July 15, 2022

Assets Needed

50 Words of Copy, Photo and Website URL

Partner Benefits

Leverage South Dakota Tourism's email database



Hunting Custom Dedicated Email – New For 2022 \$2,500

Get your own dedicated email sent to hunters and outdoor enthusiasts, based on the South Dakota Department of Tourism's email database.

Primary Audience

Outdoors (Hunting/Outdoor Enthusiasts)

Markets

National

Details

List Size: Approximately 20,000

Open Rate: Approximately 20-25%

Opens: 4,000-5,000

Timing

February & September 2022

Available Spots

4 (Peak 2, Shoulder 2)

Registration/Asset Deadline

January 18, 2022 + July 15, 2022

Assets Needed

Photo, CTA and 2-3 Sentences of Copy for Four Content Sections OR Ideas for SDT to Create Content

Partner Benefits

100% share of voice with email

Leverage South Dakota Tourism's email database





CONTENT PARTNERSHIPS

Shine the spotlight on your destination with exciting new content partnership opportunities.



Video Road Journals – New For 2022

\$6,500

Upgrade your destination's assets with our content partnership opportunity. Through this partnership, you'll receive an article, produced video and b-roll clips that you can use for future marketing efforts. The article will live on TravelSouthDakota.com indefinitely and be promoted on the website, reaching highly qualified audiences.

Primary Audience

Partner to Choose One

Markets

National

Placement

Custom Long-Form Article (Featured on TravelSouthDakota.com)

(:45) Produced Video

5-7 B-Roll Clips

Timing

TBD

Available Spots

3

Registration/Asset Deadline

March 15, 2022

Assets Needed

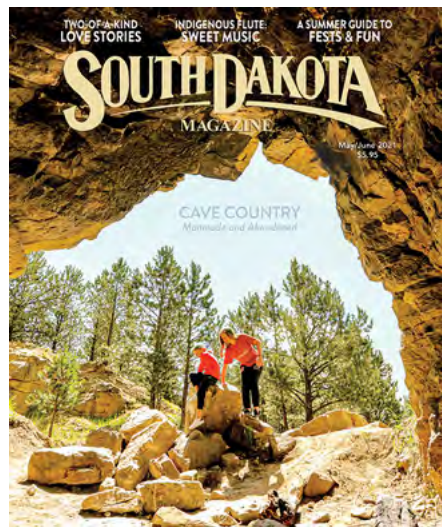
Content Ideas, Photos and Website URL

Partner Benefits

You get to collaborate in creating a shot list for your destination

Receive content and video for future marketing efforts

Content placement on South Dakota Tourism's website



South Dakota Magazine Custom Content – New For 2022

\$3,000

Create custom content by partnering with SD Magazine, a trusted voice in the state. SD Magazine editorial staff will develop content to then be featured in a special section in the magazine. The best part? You get to own the content and photos for future marketing efforts.

Primary Audience

Wanderers

Markets

South Dakota

Placement

4-Page Section

Custom Content Produced by SD Magazine

One Story + Images per Partner

Impressions

97,500

Timing

TBD

Available Spots

4

Registration/Asset Deadline

February 15, 2022

Assets Needed

Content Ideas, Photos and Website URL

Partner Benefits

Feature your brand in authentic content developed by local voices

Content featured in print materials

Receive content and photos for future marketing efforts

Content placement on South Dakota Tourism's website



605 Magazine Custom Content – New For 2022

\$3,500

Get unique coverage in this opportunity with 605 Magazine. 605 editorial staff will develop content to then be featured in a special section in the magazine. They will also feature your destination on their podcast and social channels, making up 70% of the estimated impressions. Like the SD Magazine partnership, you'll get to keep the content and photos for future marketing efforts.

Primary Audience

Families/Searchers

Markets

South Dakota

Placement

4-Page Section

Custom Content Produced by 605 Magazine

One Story + Images per Partner

Podcast Feature

Instagram Feature

Impressions

110,000

Timing

TBD

Available Spots

4

Registration/Asset Deadline

February 15, 2022

Assets Needed

Content Ideas, Photos and Website URL

Partner Benefits

Feature your brand in authentic content developed by local voices

Content featured in print, podcast and social channels

Receive content and photos for future marketing efforts

Content placement on South Dakota Tourism's website



Welcome Center Display Ads – New For 2022

\$1,000

Four of the welcome centers have upgraded TV displays that will feature rotating displays of various destinations. Your video will appear in a rotation, like a commercial break, to compliment existing region-specific video. We'll help with editing and content creation.

Primary Audience

Welcome Center Visitors

Length/Times

Spots will be 15 seconds in length and run approximately 20 times a day in each center

Markets

South Dakota

Wilmot

Vermillion

Valley Springs

Spearfish

Placement

Feature in Video Rotation on Welcome Centers' TV Displays

Impressions*

110,000

Timing

May-September

Available Spots

20

*Number of impressions cannot be guaranteed based on temporary closures of visitor centers for maintenance or other needs.





South Dakota