



South Dakota

2023 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, Love Communications. Payment is not due at the time of registration.

CONTACT

Ashley Worth

Co-op Marketing Manager

Ashley.Worth@travelsouthdakota.com

605-773-3301

Mike Gussiaas

Global Marketing & Brand Strategy Director

Mike.Gussiaas@travelsouthdakota.com

605-773-3301



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 Midwest Living or Magnolia Journal 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

Midwest Living or Magnolia Journal

Issue

May 19th issue for Midwest Living

May 5th issue for Magnolia Journal

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
- Other leads services
- Trip giveaway SDT will promote in the piece

Available Spots

16 (8/Publication)

Registration/Asset Deadline

February 10, 2023

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 2023

Leisure Group Travel

December 2023

Destinations ABA

January/February 2024

Markets

National

Placement

2-Page Spread

Display

Impressions

307,850

Available Spots

6

Registration/Asset Deadline

July 1, 2023

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 24, 2023

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

\$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

Markets

Omaha

Placement

:08 Digital Billboard Rotation
Between 4 Partners

Timing

4 Weeks (April)

Available Spots

4

Registration/Asset Deadline

February 17, 2023

Est. Impressions

200,000

Assets Needed

Logo, 2 Photos and
Website URL

Partner Benefits

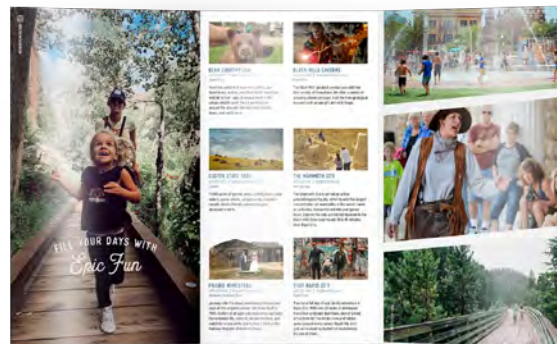
Receive over 70% in cost
savings





DIRECT MAIL

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



Direct Mail Standard Piece

\$10,000

Reach approximately 25,000 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. 20,000-25,000

Available Spots

3

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

A full-page background image showing a dirt path leading through a dense forest. The sun is low on the horizon, creating a strong lens flare and casting a warm, golden light through the trees. The path is flanked by tall grass and various plants. The overall mood is peaceful and serene.

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 24, 2023

Assets Needed

Photo, Logo and Website URL

Partner Benefits

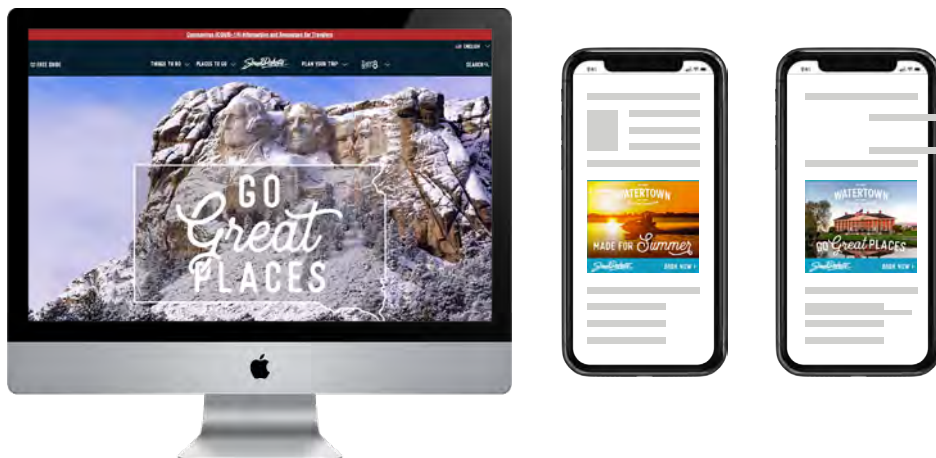
100% share of voice in radio spot with opportunity to drive traffic to your website

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

\$4,000

In 2022, TravelSouthDakota.com welcomed approximately 2.8 millions 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 24, 2023

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



TravelSouthDakota.com Native Display Ads

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 17, 2023

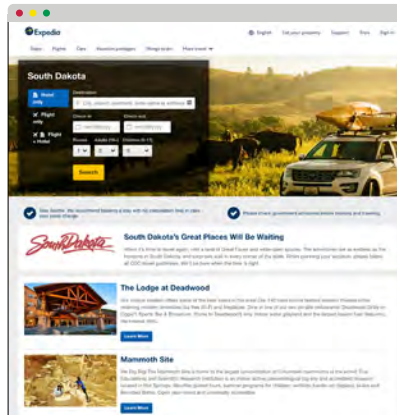
Assets Needed

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



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 17, 2023

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.

A wide-angle landscape photograph taken at sunset. In the foreground, a large, three-dimensional sign spelling 'CLUSTER' in white, block letters sits atop a rugged, grey rock formation. The cliff face is textured with cracks and shadows. Below the cliff, a dense forest of evergreen trees covers the hillside. In the background, a valley opens up, showing a small town with buildings and parking lots, a road, and distant hills under a bright, hazy sky. The sun is low on the horizon, creating a strong golden glow and lens flare across the scene.

CLUSTER

SOCIAL

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



SHRPA

\$3,000

Engage travelers and connect with creators in a new way through user-generated content created on SHRPA. The partnership will give you access to content creators, photo walls, and rights to all video, photo, and written content.

Available Spots

5

Registration/Asset Deadline

February 17, 2023

Partner Benefits

Get authentic user generated content in the form of photos, videos, and written content. Creators will make itineraries of their trips in destination that can be placed on your site for additional content. Also includes access to photo walls that can be placed on site for additional imagery to highlight the beauty and uniqueness of your destination. Can also tap into the local community to get additional content at no additional cost.

Package options

\$3,000 Starter Package: 1 creator, 1 photo wall

\$5,000 Weekender Package - 3 creators, 5 photo walls

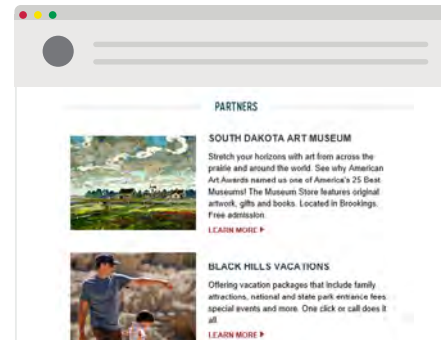
\$8,800 Destination Package - 7 creators, unlimited photo walls, collaboration success session



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 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

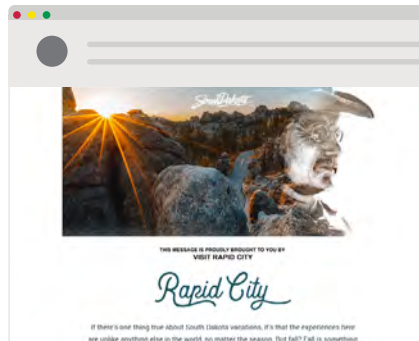
2 Months Prior to Month of Email Deployment

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: 39%

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

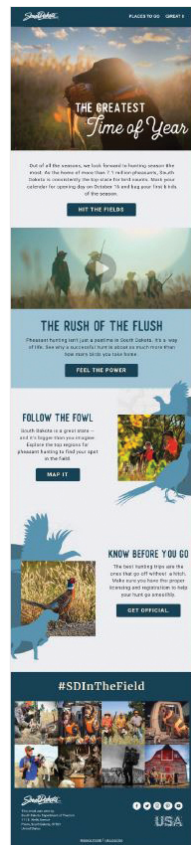
Timing
February & September 2023

Available Spots
12 (Peak 6, Shoulder 6)

Registration/Asset Deadline
January 18, 2023 + July 15, 2023

Assets Needed
50 Words of Copy, Photo and Website URL

Partner Benefits
Leverage South Dakota Tourism's email database



Hunting Custom Dedicated Email \$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 2023

Available Spots
4 (Peak 2, Shoulder 2)

Registration/Asset Deadline
January 18, 2023 + July 15, 2023

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

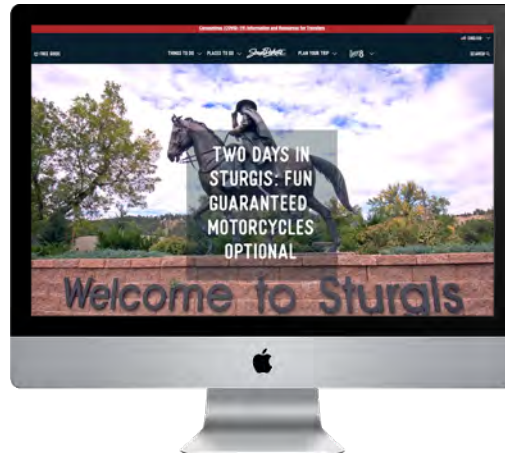
Partner Benefits
100% share of voice with email
Leverage South Dakota Tourism's email database





CONTENT PARTNERSHIPS

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



Video Road Journals

\$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, 2023

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



Welcome Center Display Ads

\$1,000

Our Welcome Centers feature upgraded TV displays that will feature a rotating display 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

Placement

Feature in Video Rotation on Welcome Centers' TV Displays

Welcome Center Locations

Chamberlain

Wilmot

Vermillion

Valley Springs

Spearfish

Registration/Asset Deadline

April 14, 2023

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.



Welcome Center Community Takeover - New for 2023

\$250

Communities are invited to “TAKEOVER” a South Dakota Interstate Welcome Center to promote their destination and interact directly with visitors. Participants can set up booths or banners, display ads on our digital monitors, hand out literature and swag, or do any number of things.

Spots are limited each season to **ONE TAKEOVER** per Welcome Center from mid-June through August and are offered on a first come, first-served basis.

Primary Audience

Welcome Center Visitors

Length/Times

1 day from mid-June through August

Welcome Centers Available

Chamberlain

Spearfish

Wilmot

Valley Springs

Vermillion

For more information, please contact

Mandy Lemmel @

Mandy.Lemmel@TravelSouthDakota.com.



LOOKING FOR SOMETHING MORE?

Head to **SDVisit.com** for more information on marketing programs and industry toolkits.





South Dakota