



South Dakota

2024 À LA CARTE MARKETING PROGRAMS



Welcome to Travel South Dakota's Cooperative Marketing Programs.

Each year, we extend an invitation to visitors from across the nation and world to explore the "Great Faces and Great Places" of South Dakota.

To further extend the reach of our welcoming hospitality and to draw more guests to our vibrant communities and businesses, we've devised innovative co-op marketing programs. These programs are customized to suit your unique needs and harness the collective power of our efforts across diverse channels.

By joining forces with Travel South Dakota partnerships, you'll unlock access to media partners, cutting-edge technology, and precision audience targeting. Creative concepts and production expenses are covered by Travel South Dakota, enhancing your marketing investment.

Discover more about the A La Carte Programs and register at SDVisit.com/coop.

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OUT OF HOME

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



Digital Truck Billboard Rotation

\$2,000

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

4x Weeks (April)

Available Spots

4

Registration/Asset Deadline

February 17, 2024

Est. Impressions

200,000

Assets Needed

Logo, 2 Photos and Website URL



DIRECT MAIL

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



Direct Mail Standard Piece

\$10,000

Effectively reach approximately 20,000 target 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

Quantity

Approx. 20,000-25,000

Timing

Partner to Choose

Available Spots

3

Registration/Asset Deadline

Three Months Prior to In-Home Date



GROUP TRAVEL

Get in front of group tour operators through specialty print and digital editions.



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.

Primary Audience
Group Tour Operators

Markets
National

Publications/Issue
Group Travel Leader — Oct. 2024
Leisure Group Travel — Dec. 2024
Destinations ABA — Jan./Feb. 2025

Placement
2-page spread

Available Spots
6

Registration/Asset Deadline
July 1, 2024

Assets Needed
65 words of copy, photo, logo, URL



AUDIO

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



iHeart
RADIO

iHeart Radio Sponsorship

\$3,500

Reach highly qualified audiences with your own :30 radio spot. Partners choose to have their spot placed across audio platforms OR podcast networks. Digital audio listenership has skyrocketed in recent years as more and more listeners stream at work, home and on the go.

Primary Audience

All audiences

Markets

Partner to choose 2

Placement

:30 audio spot to be played across streaming OR podcast inventory

Timing

4x Weeks (April)

Available Spots

4

Registration/Asset Deadline

February 24, 2024



DIGITAL

Turn TravelSouthDakota.com traffic into your future visitors with unique web opportunities.



TravelSouthDakota.com Retargeting Display Ads

\$4,000

Target highly qualified audiences who are interested in learned about a South Dakota vacation. Take advantage of a unique opportunity to retarget these audiences with display banners featuring your destination and push traffic to your website.

Primary Audience

All audiences visiting
TravelSouthDakota.com

Markets

National

Placement

Standard Display Banners

Timing

4x Months (April-July)

Available Spots

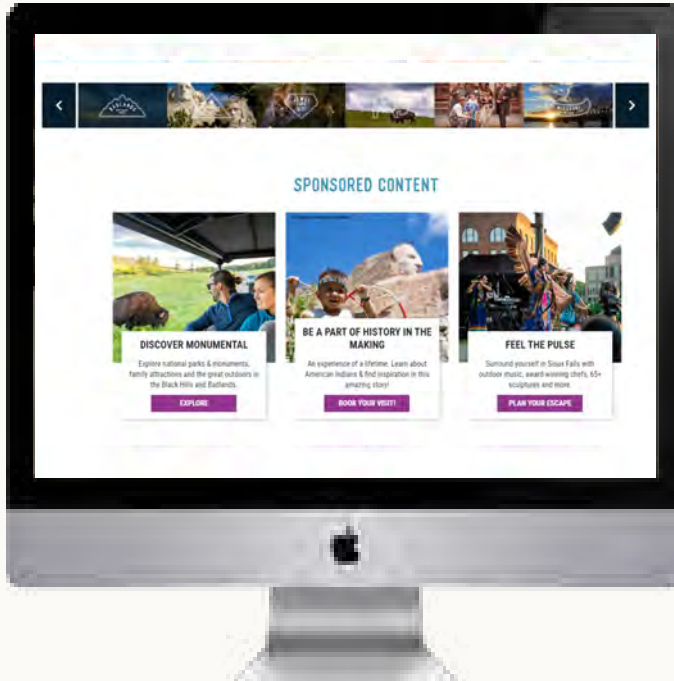
6

Registration/Asset Deadline

February 24, 2024

Assets Needed

Logo, Photo and Website URL



TravelSouthDakota.com Native Display Ads

Pricing Varies (See Below)

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 website page views. Drive traffic to your own site during user's trip planning window.

Primary Audience

TravelSouthDakota.com users

Markets

National

Pricing (Determined by Impressions)

100,000 impressions — \$1,500

250,000 impressions — \$3,000

500,000 impressions — \$5,000

Timing

May–Year End

Available Spots

Unlimited

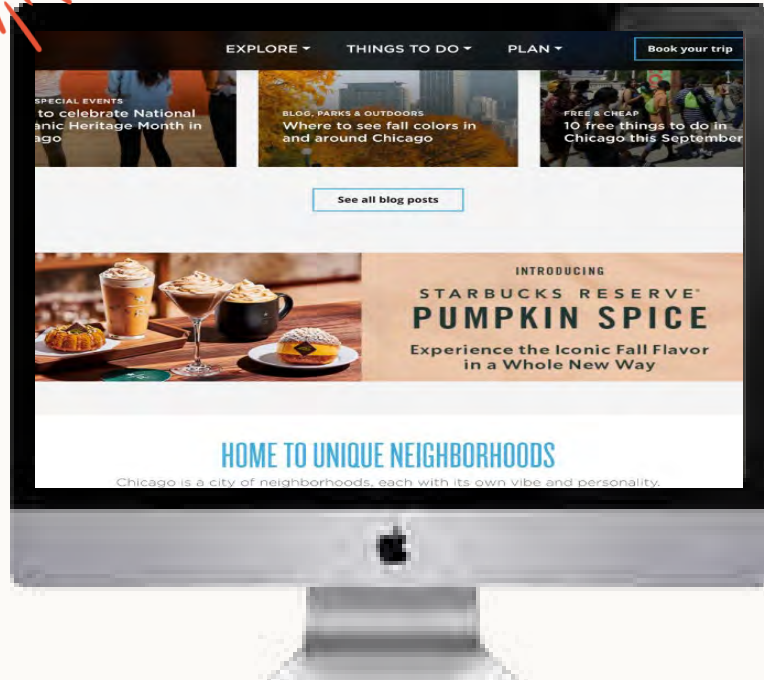
Registration/Asset Deadline

March 17, 2024

Assets Needed

Logo, Photo and Website URL

NEW IN
2024



TravelSouthDakota.com Homepage Sponsorship

\$1,500/month

Want to make a powerful first impression? Elevate your visibility with our new homepage sponsorship. Stand out to a highly engaged audience and drive traffic to your website.

Primary Audience

TravelSouthDakota.com Visitors

Markets

National

Placement

970x250 Billboard on the Homepage PLUS 2x Banners

Timing

Monthly

Available Spots

1x per Month

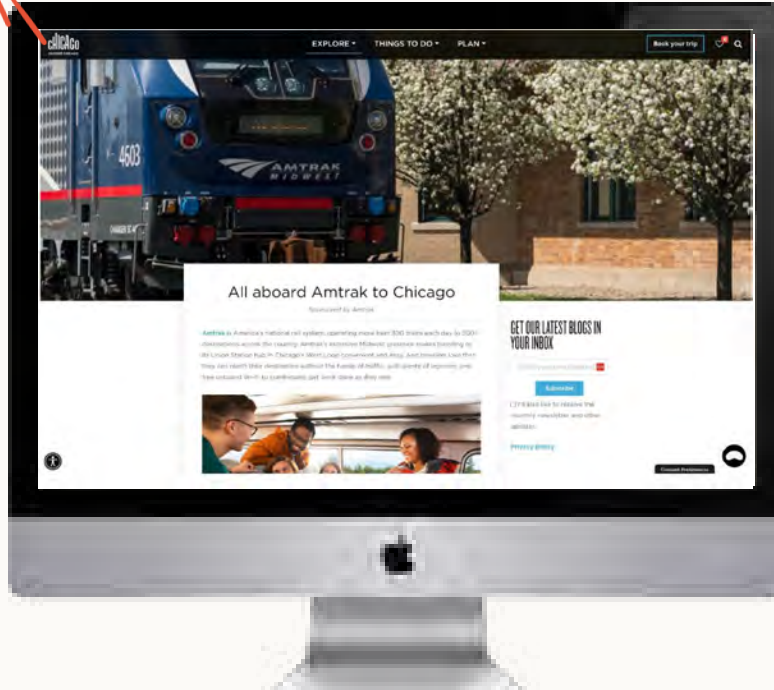
Registration/Asset Deadline

Two Months Before Placement

Assets Needed

Logo, Photo and Website URL

NEW IN
2024



TravelSouthDakota.com Sponsored Content

\$3,000

Content is king! This new program lets you leverage the power of a custom article by Miles Partnership travel writers. Your article will feature on TravelSouthDakota.com for an entire year, supported by targeted ads to ensure broad viewership. Plus, partners can repurpose on their own site!

Primary Audience

TravelSouthDakota.com Visitors

Markets

National

Timing

Yearly

Available Spots

10

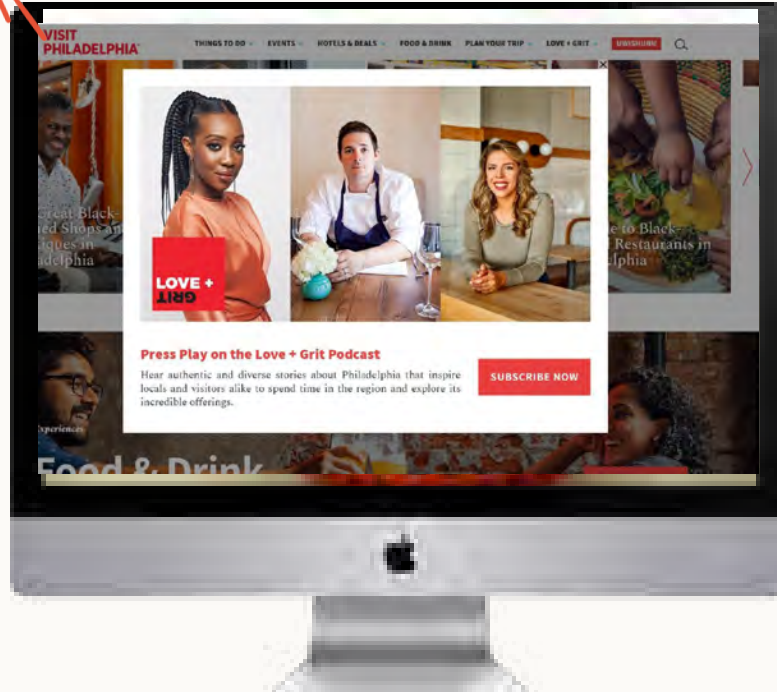
Registration/Asset Deadline

March 17, 2024

Assets Needed

Story Ideas, Logo, Photo and Website URL

NEW IN
2024



TravelSouthDakota.com Interstitial Unit

\$1,800/month

Capture user's undivided attention with our interstitial co-op. These full screen, pop-up style ads maximize exposure and engagement as your message takes center stage. This program is sold monthly to a single partner and will be shown once per day to avoid ad blindness.

Primary Audience

TravelSouthDakota.com Visitors

Markets

National

Placement

Pop-up, Disruptive Overlay on Pages

Timing

Monthly

Available Spots

1x per month

Registration/Asset Deadline

Two Months Before Placement

Assets Needed

Logo, Photo and Website URL



Kayak Awareness Package

\$11,000

Reach users who are using Kayak to help plan their trips and retarget them as they continue browsing the web to plan their trip. Keep your destination top of mind in the crucial moments when users are planning their vacations. Partners will also receive booking data and insights from Kayak.

Primary Audience

Kayak.com Visitors

Markets

National

Placement

Display

Native

Online Video

Timing

Monthly (Month of Choice)

Available Spots

6

Registration/Asset Deadline

March 15, 2024

Assets Needed

Copy, Logo, Photo and Website URL

A scenic photograph of three mountain bikers standing on a rocky ridge, looking out over a vast, forested mountain landscape at sunset. The sun is low on the horizon, creating a warm, golden glow and long shadows. The bikers are wearing helmets and gear, and their bikes are parked on the rocks. The background features rugged, rocky peaks and dense evergreen forests.

CONTENT PARTNERSHIPS

Update the highlights of your destination with these content
& asset programs.



SHRPA

Pricing Varies (See Below)

Engage travelers and connect with creators through user-generated content created on SHRPA. This partnership will give you access to content creators, photo walls, and rights to all video, photo, and written content. New for 2024 – you'll be able to place content directly on your site!

Primary Audience

All audiences

Markets

National

Package Options

Starter Package

\$3,250

1x creator

Weekender Package

\$6,100

3x creators

Destination Package

\$12,100

7x creators

Available Spots

5

Registration/Asset Deadline

February 29, 2024



605

M A G A Z I N E

605 Magazine Photo & Video Asset Program

Pricing Varies (See Below)

Revamp your destination's assets with our content partnership opportunity through 605 Magazine. Choose between a photo or video shoot to showcase your destination and gain perpetual rights to the visuals.

Package Options

Photo Shoot

\$2,500

Full-Day Shoot (4-6x setups/locations)
25-30 processed selects (additional selects available at additional costs)

Video Shoot

\$5,000

Full-Day Shoot (3-5x setups/locations)
15-20 processed clips (additional clips available at additional costs)

Available Spots

6 Photo Shoots
6 Video Shoots

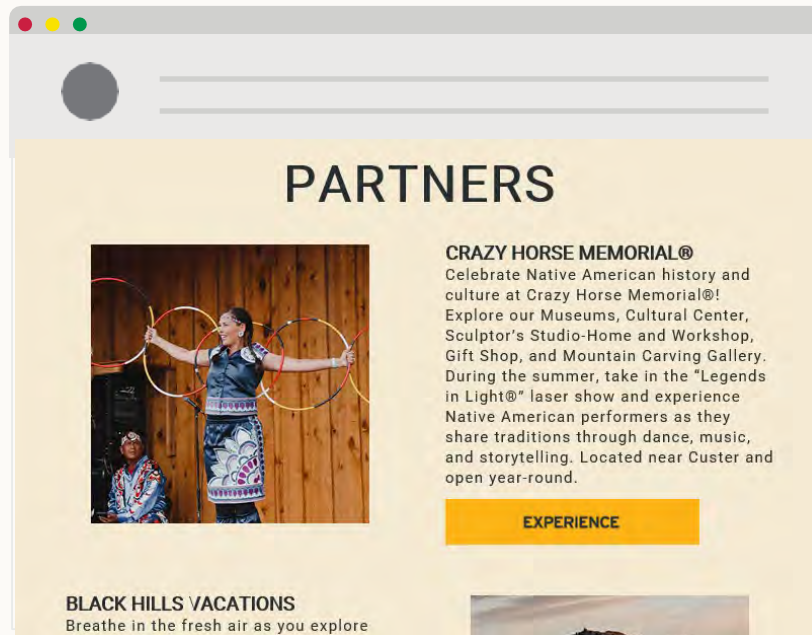
Registration Deadline for Both Programs

March 1, 2024



EMAIL

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



Travelsmart Email Partner Spotlight

\$500/month

Secure a spot in a dedicated partner section in Travel South Dakota's monthly Travelsmart email.

Primary Audience

All Audiences

Markets

National

Details

List Size — 540,000

Open Rate — Approx. 28%

Opens — Approx. 188,500

Available Spots

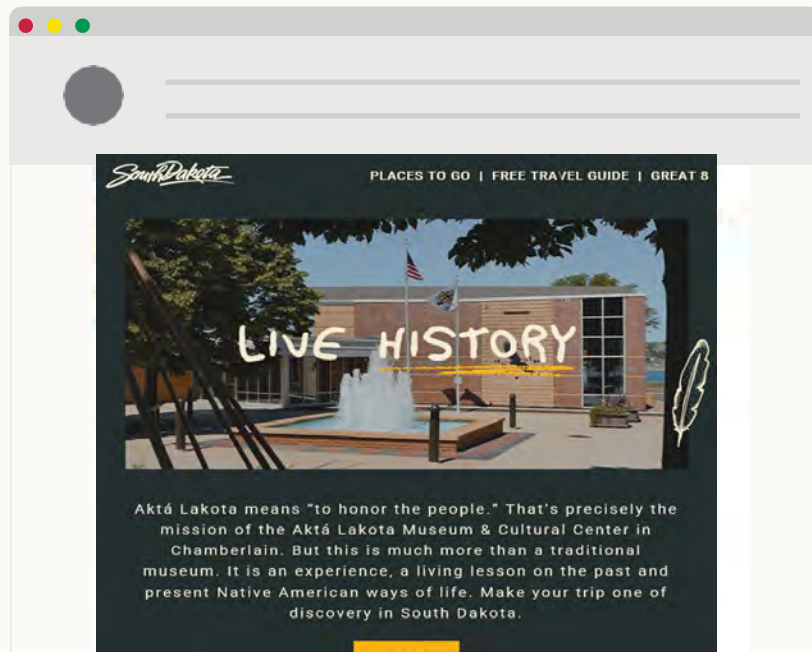
4x per month

Registration/Asset Deadline

Two Months Prior to Deployment

Assets Needed

50 words of copy, photo, logo, URL



Travelsmart Custom Dedicated Email

\$2,500

Maximize your email marketing impact with a dedicated email to your chosen audience from Travel South Dakota's database.

Primary Audience

Outdoor, Adventure, National & State Parks, Camping, Family, Road Trip

Markets

National

Details

List Size — 200,000

Open Rate — Approx. 30%

Opens — Approx. 85,000

Available Spots

3x per month

Registration/Asset Deadline

Two Months Prior to Deployment

Assets Needed

Copy for the four Content Sections can be provided OR Travel South Dakota can create.



Hunting Email Partner Spotlight

\$500/send

Reach hunters and outdoor enthusiasts with a partner spotlight in our hunting email blast. These partner emails will be sent in February and September.

Primary Audience

Hunting & Outdoor Enthusiasts

Markets

National

Details

List Size — 79,000

Open Rate — Approx. 31%

Opens — Approx. 35,000

Available Spots

12 (February — 6, September — 6)

Registration/Asset Deadline

January 15, 2024 and July 15, 2024

Assets Needed

50 words of copy, photo, URL



Hunting Custom Dedicated Email

\$2,500

Get your own dedicated email sent to hunters and outdoor enthusiasts.

Primary Audience

Hunting & Outdoor Enthusiasts

Markets

National

Details

List Size — 79,000

Open Rate — Approx. 27%

Opens — Approx. 28,000

Available Spots

4

Registration/Asset Deadline

Two months before deployment

Assets Needed

Copy For the four Content Sections Can Be Provided OR Travel South Dakota can create.



WELCOME CENTERS

Connect with visitors at our Welcome Centers and showcase your destination or event while they're in-market. Don't miss this prime chance to captivate an already-engaged audience.



Welcome Center Community Takeover

\$250/Center

Communities are invited to “Takeover” an Interstate Welcome Center to promote their destination and interact directly with visitors. Partners can set up booths, banners, hand out literature or swag. Spots are limited to ONE TAKEOVER per Center from mid-June through August.

Primary Audience

Welcome Center Visitors

Timing

1x per day from mid-June through August

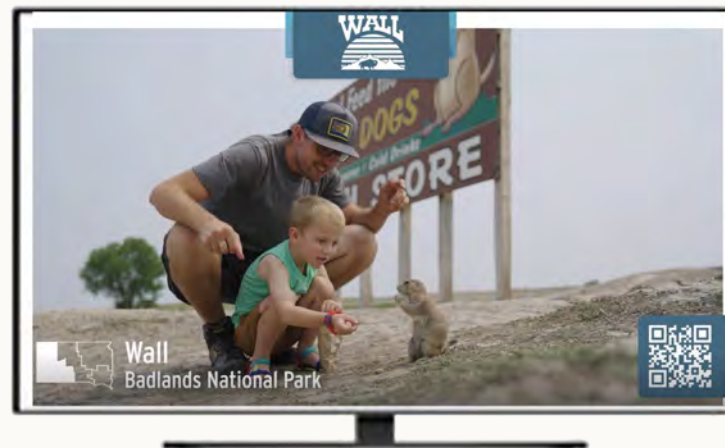
Welcome Centers Available

Chamberlain
Spearfish
Wilmot
Valley Springs
Vermillion

Registration Deadline

April 1, 2024

For more information, please contact
Mandy.Lemmel@TravelSouthDakota.com.



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

Placement

:15 spot that will run approximately 20x per day

Timing

May through September

Available Spots

20

Welcome Centers Locations

Chamberlain
Spearfish
Wilmot
Valley Springs
Vermillion

Registration Deadline

April 14, 2024



South Dakota