



*South Dakota*

**2025 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](https://SDVisit.com/coop).

## CONTACT

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A man and a woman are seen from behind, paddling a blue canoe on a calm lake. The lake's surface is dark and reflects the surrounding dense forest of tall, thin trees. The sky is a clear, pale blue. In the distance, a few white buoys are visible on the water. The overall atmosphere is peaceful and scenic.

# 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 \*All spots must be filled in order to fulfill this program\*

### Registration/Asset Deadline

February 19, 2025

### Est. Impressions

200,000

### Assets Needed

Logo, 2 Photos and Website URL

A scenic photograph of three hot air balloons floating over a vast, green grassy field at sunrise. The balloons are colorful: one is red and yellow, another is black with rainbow stripes, and a third is partially visible at the top with blue, yellow, and orange stripes. The sun is low on the horizon to the right, creating a warm glow and lens flare. A line of trees is visible in the distance.

# 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. 2025

Leisure Group Travel — Dec. 2025

Destinations ABA — Jan./Feb. 2026

### Placement

2-page spread

### Available Spots

6

### Registration/Asset Deadline

July 1, 2025

### Assets Needed

65 words of copy, photo, logo, URL





# AUDIO

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





## iHeart Radio Sponsorship

**\$3,500**

Reach highly qualified audiences with your own :30 radio spot produced and recorded by iHeart. 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 19, 2025

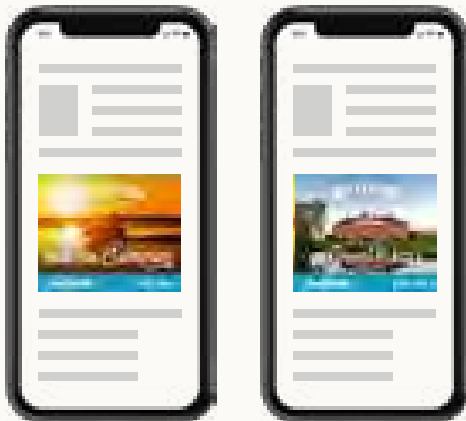




# DIGITAL

Turn [TravelSouthDakota.com](https://www.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

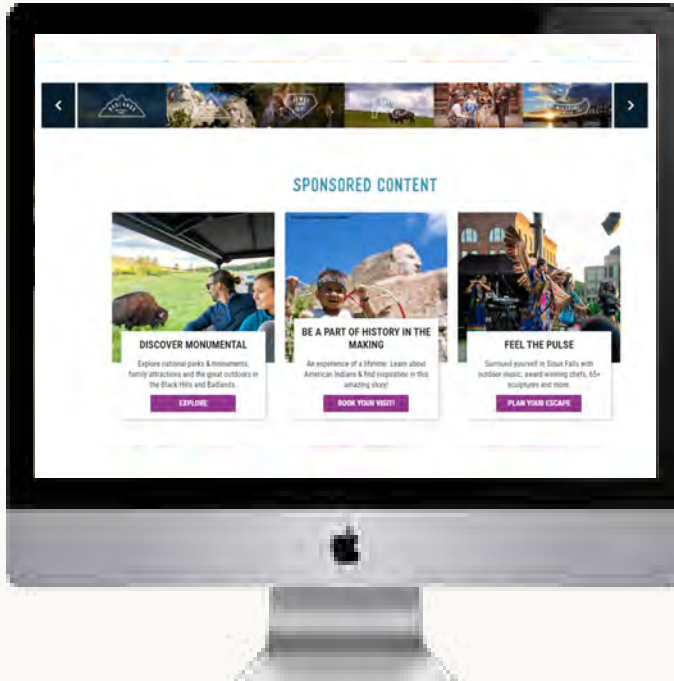
### Registration/Asset Deadline

February 26, 2025

### Assets Needed

Logo, Photo and Website URL/UTM





## 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.

**\* Layout of this unit will likely change with the new site launch in early 2025**

### 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

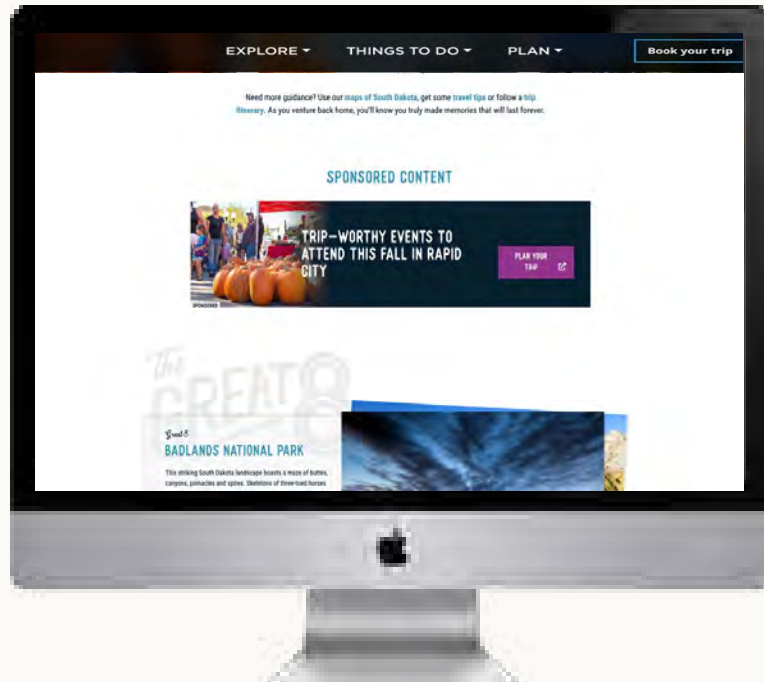
### Registration/Asset Deadline

March 15, 2025

### Assets Needed

Logo, Photo, Website URL/UTM, and Copy Direction





## TravelSouthDakota.com Homepage Sponsorship

**\$2,000/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.

**\* Layout of this unit will likely change with the new site launch in early 2025**

### Primary Audience

TravelSouthDakota.com Visitors

### Markets

National

### Placement

970x250 Homepage Desktop Billboard

600x250 Homepage Tablet Billboard

370x370 Homepage Mobile Billboard

### Timing

Monthly

### Available Spots

1x per Month

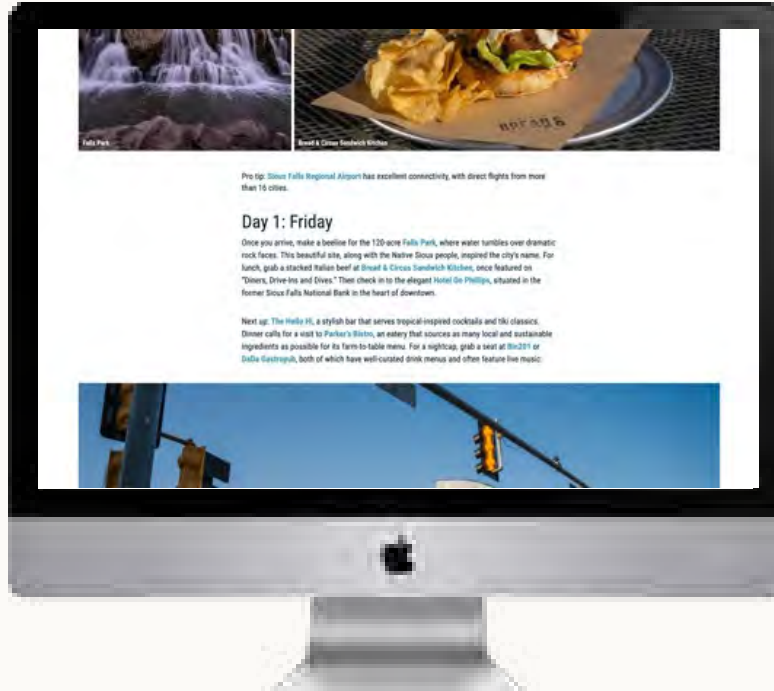
### Registration/Asset Deadline

Two Months Before Placement

### Assets Needed

Logo, Photo, Website URL/UTM, and Copy Direction





## TravelSouthDakota.com Sponsored Content

**\$3,500**

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!

**\* Layout of this unit will likely change with the new site launch in early 2025**

### Primary Audience

TravelSouthDakota.com Visitors

### Markets

National

### Timing

Yearly

### Available Spots

10

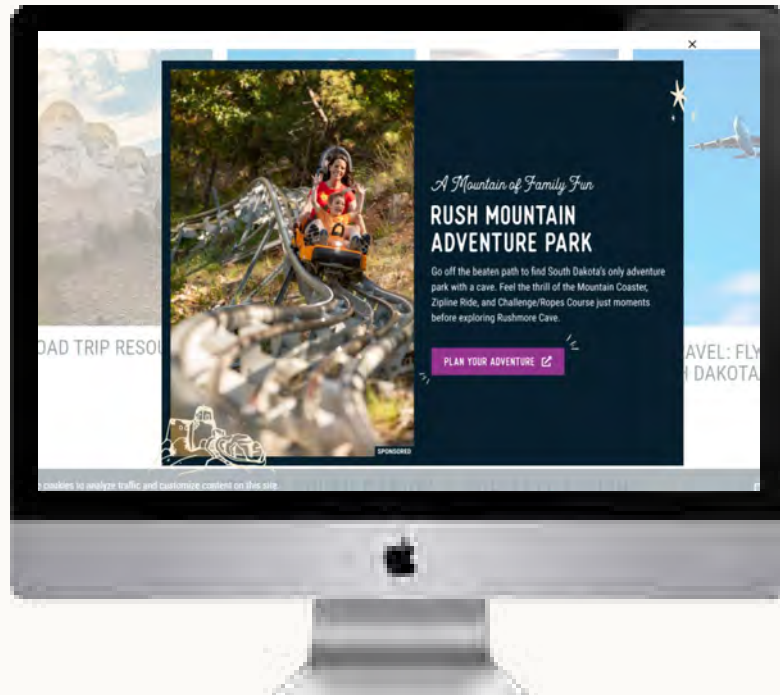
### Registration/Asset Deadline

March 15, 2025

### Assets Needed

Story Ideas, Logo, Photo and Website URL/UTM





## 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.

**\* Layout of this unit will likely change with the new site launch in early 2025**

### Primary Audience

TravelSouthDakota.com Visitors who are on Plan Your Trip pages. This means your message will engage with travelers that are lower in the trip planning funnel.

### Markets

National

### Placement

Pop-up, Disruptive Overlay on Pages

### Timing

Monthly

### Available Spots

1x per month

### Registration/Asset Deadline

Two Months Before Placement

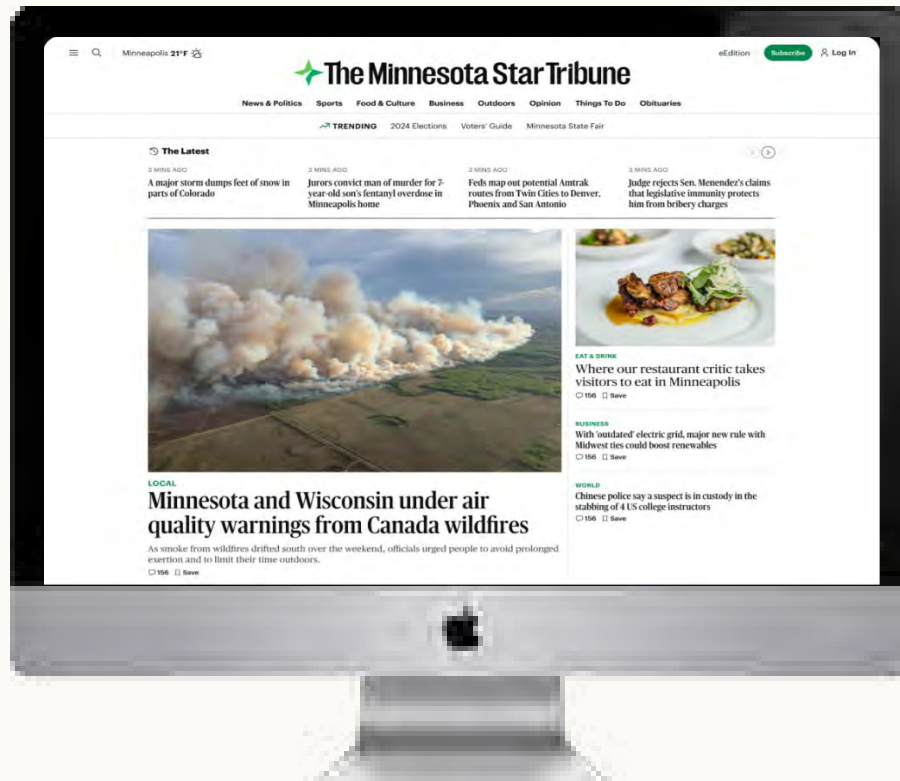
### Assets Needed

Logo, Photo, Website URL/UTM, and Copy Direction





# The Minnesota Star Tribune



## Minnesota Star Tribune Story Writing + Native Ads

**\$4,400**

Maximize your reach with the MN Star Tribune's Co-op Program. As the most-read website in the state along with its extensive network of targeted sites, the MN Star Tribune offers the perfect platform to showcase your destination. Target audiences based on geography, demographics, and behaviors, and engage users with Native Ads as they browse StarTribune.com and affiliate websites, driving awareness and increasing visibility.

### Primary Audience

First party user who visit and subscribe to the Minnesota Star Tribune.

### Markets

National

### Deliverables

- 1x custom article curated by MN Star Tribune & Foundry 425 (1,200 guaranteed clicks)
- **Added Value:** 150K Startribune.com display impressions (\$2,250 value)

### Timing

3x months (Timing can be requested between **7/1/24 – 6/30/2025**)

### Available Spots

2

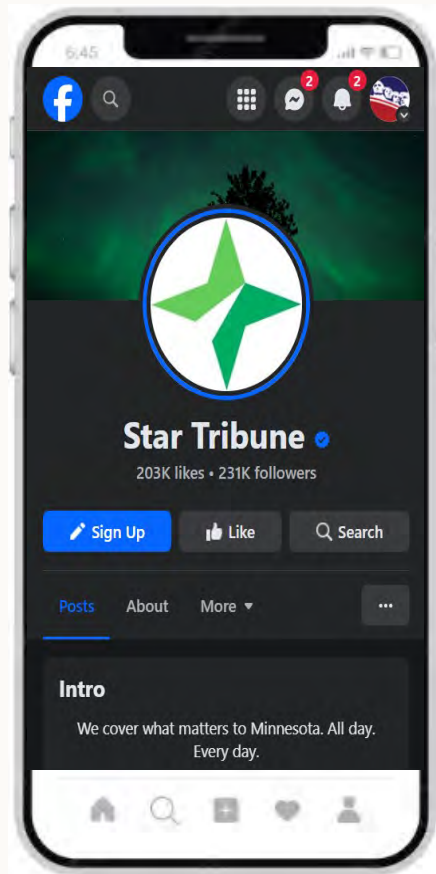
### Registration/Asset Deadline

February 19, 2025





# The Minnesota Star Tribune



## Minnesota Star Tribune Social Engagement Campaign

**\$4,400**

Boost your brand's presence with our new Social Engagement Co-op Program. Social media remains one of the most powerful ways to connect with potential visitors. Leverage the Minnesota Star Tribune's vast audience of 2.5 million Facebook users and 1.1 million Instagram followers to drive engagement and build lasting relationships with your target audience.

### Primary Audience

All Audiences

### Markets

Geographic area can be customized

### Deliverables

- Estimated 3,000 clicks
- **Added Value:** 150K Startribune.com display impressions (\$2,250 value)

### Timing

3x months (Timing can be requested between **7/1/24 – 6/30/2025**)

### Available Spots

2

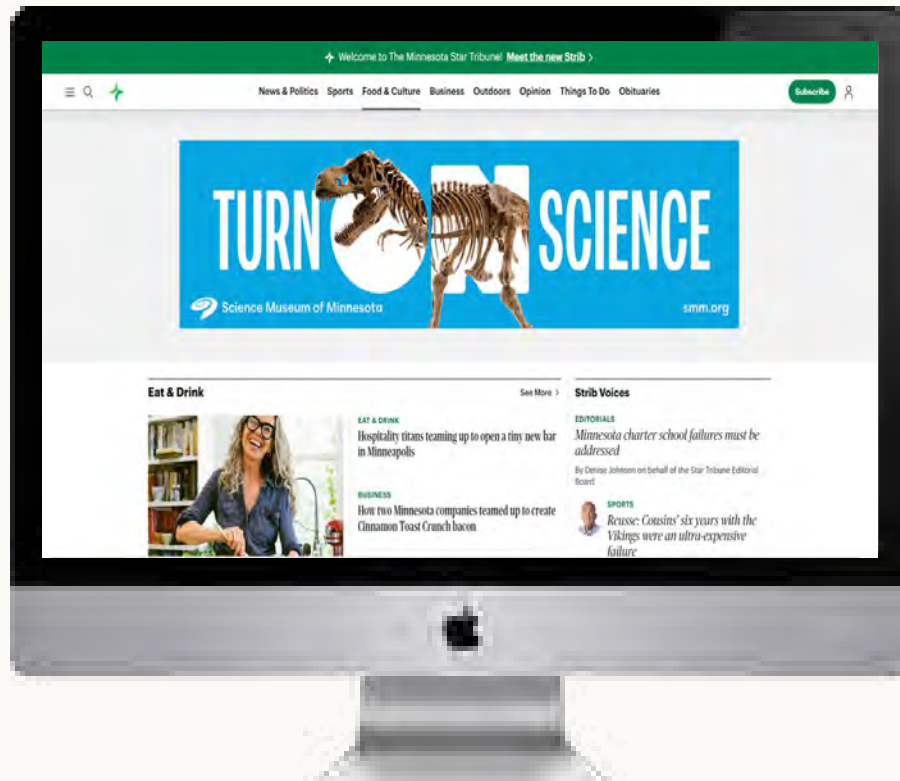
### Registration/Asset Deadline

February 19, 2025





# The Minnesota Star Tribune



## Minnesota Star Tribune Geo-Fencing Program

### Pricing Varies by Package (See Below)

Deliver location-based ads directly to mobile users within a specific area, such as events, attractions, or competitor locations. Whether you're looking to target travelers, locals, or event attendees, geo-fencing helps you reach the right audience at the right time

### Targeting Options

Conquesting – Reach users in competitive destinations or reach new users not targeted before.

Event Targeting – Collect audience information at a specific event and target those users at a later date.

### Markets

Custom by partner

### Deliverables and Pricing

#### Silver Package — \$3,900

- 500,000 pinpointed targeted impressions
- Added Value: 150K Startribune.com display impressions (\$2,250 value)

#### Gold Package — \$6,600

- 1,00,000 pinpointed targeted impressions
- Added Value: 150K Startribune.com display impressions (\$2,250 value)

### Timing

3x months (Timing can be requested between **7/1/24 – 6/30/2025**)

### Available Spots

2

### Registration/Asset Deadline

March 19, 2025





# The Minnesota Star Tribune



## Minnesota Star Tribune Streaming Video Program

### Pricing Varies by Package (See Below)

Leverage the power of streaming video by combining the impact of television with the precision of digital targeting. Reach your ideal audience on platforms like Sling, Roku, and Hulu, through MN Star Tribune's OTT, CTV, and Pre-Roll. Target, measure, and retarget TV viewing households across streaming sites and apps like CBS, Peacock, Discovery, ESPN, and others.

#### Markets

Custom by partner

#### Deliverables and Pricing

##### Silver Package — \$3,900

- 100,000 views
- 250K Startribune.com display impressions

##### Gold Package — \$5,500

- 200,000 views
- 250K Startribune.com display impressions

#### Timing

3x Months (Timing can be requested between **7/1/24 – 6/30/2025**)

#### Available Spots

2

#### Registration/Asset Deadline

February 19, 2025

#### Assets Needed

Video ad spot






Image:  
600x400 pixels, No Text

Sponsored by Lake Valley

Sponsor Name

**This is where the wild things start.**

Headline

Off the beaten path, off the grid, but just under our noses all along. 10 breathtaking lakes. 8 vibrant...

Description

View now

Click URL

## TripAdvisor Native Ads

**\$5,500**

Capture the attention of users browsing TripAdvisor.com and affiliate sites with our Native Ad Co-op Program. Target users exploring destinations similar to South Dakota, and strategically get in front of them to build awareness. Drive post-click engagement and increase traffic to your website, while seamlessly integrating into their browsing experience.

### Primary Audience

Targeting users who are looking at destinations similar to SD (conquest targeting)

### Markets

National

### Deliverables

- Estimated 400,000+ Impressions
- Estimated 400+ Clicks

### Timing

2X months (months of choice)

### Available Spots

10

### Registration/Asset Deadline

February 19, 2025





# CONTENT PARTNERSHIPS

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





## 605 Magazine Content Creation

### Pricing Varies by Package (See Below)

Revamp your destination's assets with our content partnership opportunity through 605 Magazine. Choose between three packages to showcase your destination and gain perpetual rights to the visuals.

#### Package Details

Bronze Package – Article creation for magazine, photos, web ad for a year, social shares, and solo email blast.

Silver Package – Bronze level plus b-roll video clips and Instagram/Meta reels.

Gold Package – Silver level plus an additional full day shoot featuring 3-5 locations.

#### Pricing

**Bronze Package — \$6,350**

**Silver Package — \$7,800**

**Gold Package — \$11,900**

**\* Partner must provide lodging for 605 Magazine team.**


#### Available Spots

6x per package

#### Registration/Asset Deadline



March 19, 2025







# shrpa

UPDATED for 2025


+


Dashboard 

## Spellbound in SE South Dakota: An Autumn Road Trip



Explore! ➔

Share Lists Pins Edit

**What to Bring**

- ☐ camera
- ☐ comfy shoes
- ☐ layers
- ☐ linens and towels
- ☐ water


Full Day  
> 10 Miles  
7 Stops

Lake Herman State Park, 2...  
Children's Museum of South...  
More options

**What to Expect**


This adventure spans the towns of Madison and Brookings, South Dakota. The 45-minute drive in between consists of golden plains, land bridges across lakes, and a deserted house that intrigued us all. We stayed in a cabin at Lake Herman State Park in Madison, then grabbed coffee and muffins at Sundog before loading up on snacks at Gaylen's Popcorn. From there, we hopped on the Pumpkin Train at Prairie Village and drove up to Brookings. We caught part of the Vikings game over chicken wings at Cubby's and could not resist trying on some Halloween costumes at Party Depot. The final thrill of the day was the Children's Museum of South Dakota.

**Destinations**



**About Lindsay**

When I was a kid, there was nothing more exciting than a good family road trip. My dad knew all the quirky spots in small towns.



## SHRPA

\$9,100

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 in perpetuity.

### Primary Audience

All audiences

### Markets

National

### Deliverables

- 4 Creator Visits – Each creator typically writes 3x-4x adventures/stories.
- Photo/Video Rights in Perpetuity
- Destination Concierge Service – A dedicated industry professional will help set up each creator visit.
- Widget Upgrades – Add itineraries and photo galleries to your website with ease.
- Social Sharing Tools – Share out Adventures and images to your social channels for additional organic engagement.
- Community Uploads – Get your community involved in creating their own unique stories about your destination.

### Available Spots

5

### Registration/Asset Deadline

February 28, 2025

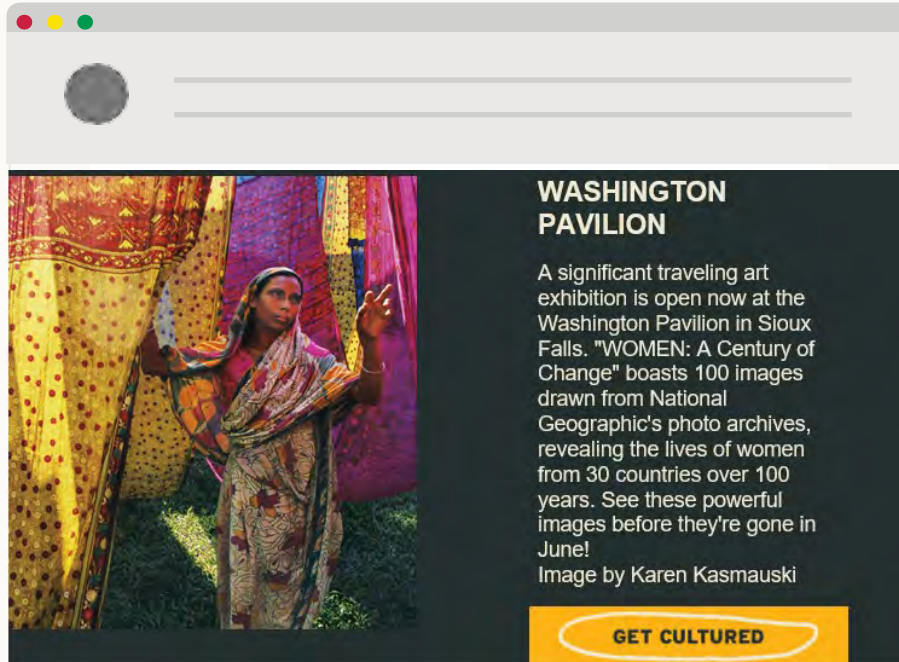




# EMAIL

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

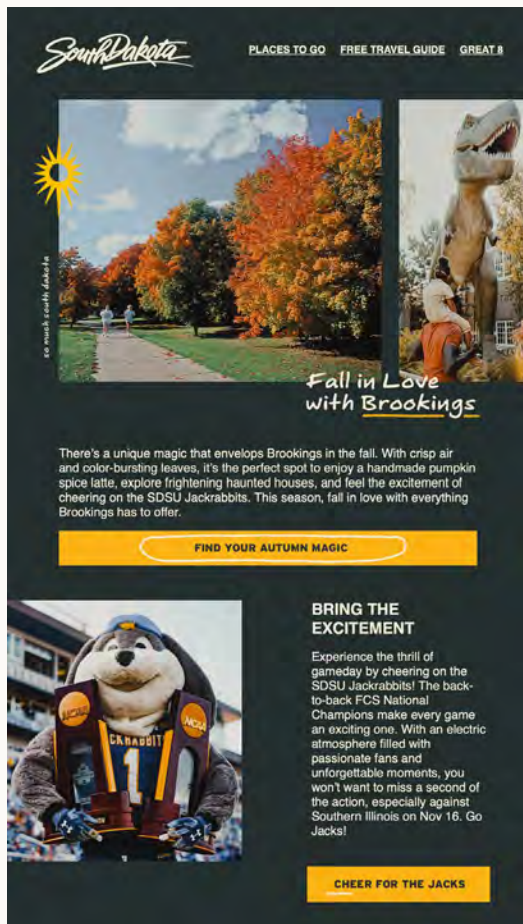
4x per month

### 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

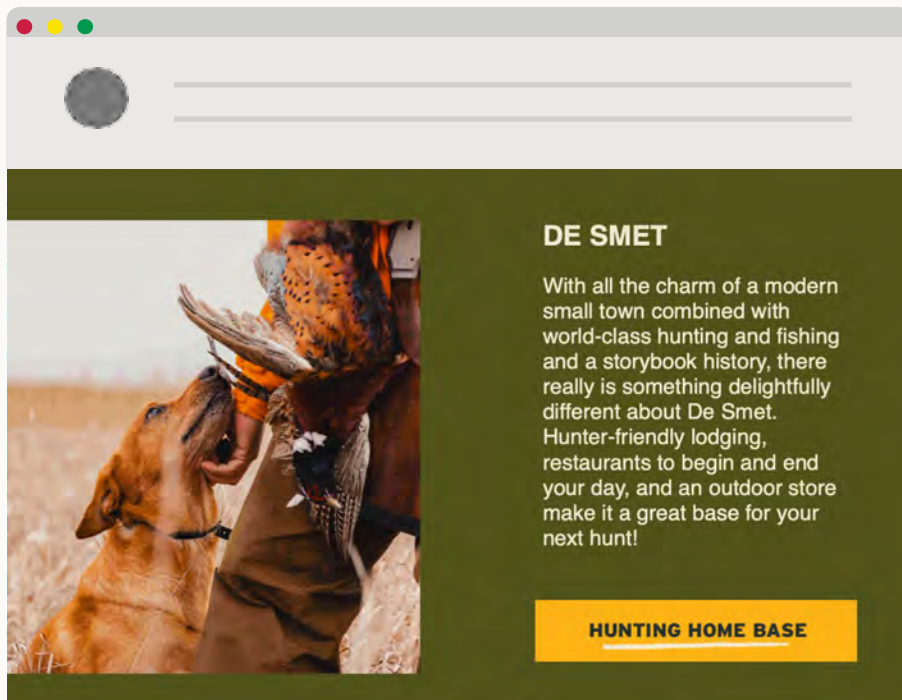
### Registration/Asset Deadline

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

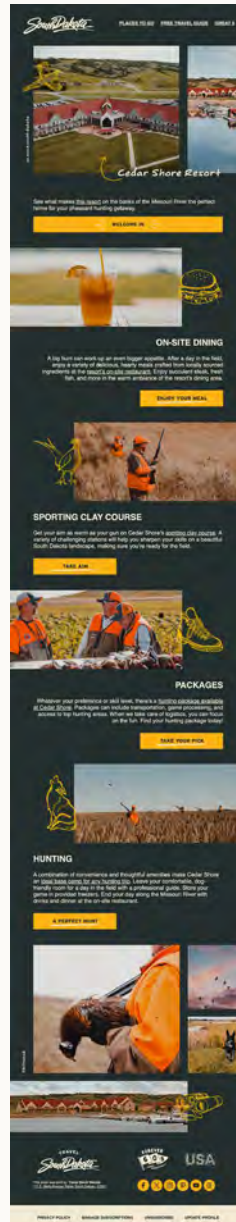
12 (February — 6, September — 6)

### Registration/Asset Deadline

January 15, 2025 and July 15, 2025

### 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.



**EXPLORE MINNESOTA**

# GRIND

## TOUGHEST 35 MILES IN MN

### CROSS COUNTRY MOUNTAIN BIKE RACE

The GRIND mountain bike race features a diverse array of trails that cater to different riding experiences. Participants can expect to traverse single track, double track, and ATV trails, along with a few short sections of paved bike trail.

The course provides a mix of technical and smooth riding conditions. Riders are treated to the beautiful scenery of the Superior National Forest throughout the race, making for a visually stunning and challenging adventure.

**REGISTER**

**LONG GRIND**

The Long Grind (39 miles) mountain bike race is Minnesota's first-ever long-distance trail bike race. It's a full-on challenge for those seeking a true test of endurance. The route includes a variety of terrain, from steep climbs to fast descents, and offers breathtaking views of the surrounding landscape.

**LEARN MORE**

**SHORT GRIND**

The Short Grind (18 miles) mountain bike race is a more manageable option for those looking for a shorter yet still challenging ride. It follows a similar route to the Long Grind but covers less distance, making it accessible to a wider range of riders.

**LEARN MORE**

**JR GRIND**

The Junior Grind (10 miles) mountain bike race is designed specifically for younger riders or those who prefer a shorter race. It provides a great introduction to mountain biking while still offering a solid workout and scenic views.

**LEARN MORE**

Race Categories:

- MTB
  - Men's and Women's
  - 20 and under
  - 31 and older
- Fat Bikes
  - Men's and Women's
  - Single Speed
  - Men's and women's

**Giants Ridge**

A portion of the proceeds from the event is directed towards supporting the Rock Ridge Mountain Area Trails, which helps maintain and develop a network of recreational trails in our community.

**EXPLORE MINNESOTA**

Social media icons: Facebook, Twitter, Instagram, YouTube, etc.

**\$1,400**

Behaviorally targeted emails are still one of the most effective ways to reach a highly engaged audience for tourism, destinations and events. Leverage the Minnesota Star Tribune's unsurpassed behavioral reach and enhanced email capabilities to pinpoint the ideal traveler's inbox!

All Audiences

Custom

## Deliverables

- 1x email sent to 50,000 targeted users
- Full control over email content and banners
- Additional send to opted in MN Star Tribune subscribers (~15K)

## Timing

1x send(Timing can be requested between  
**7/1/24 – 6/30/2025**)

### Available Spots

2

### Registration/Asset Deadline

February 19, 2025

An aerial photograph of a large reservoir or lake at sunset. The sun is low on the horizon to the left, casting a warm orange glow across the sky and reflecting on the water. The land surrounding the water is dark and hilly, with some areas illuminated by the low sun. The water is a deep blue, and the sky transitions from a pale yellow near the horizon to a clear blue at the top.

# 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

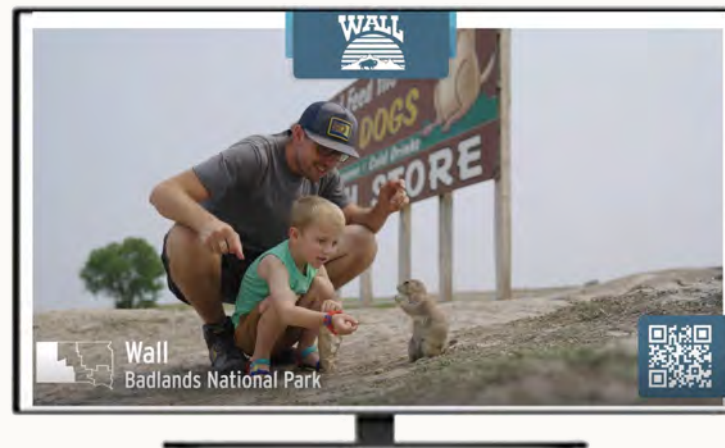
#### Welcome Centers Available

Chamberlain  
Spearfish  
Wilmot  
Valley Springs  
Vermillion

#### Registration Deadline

April 1, 2025

For more information, please contact  
[Shawntae.Garrett@TravelSouthDakota.com](mailto:Shawntae.Garrett@TravelSouthDakota.com).



## Welcome Center Display Ads

**\$1,000**

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

### 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 16, 2025





*South Dakota*