



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.

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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 *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



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 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

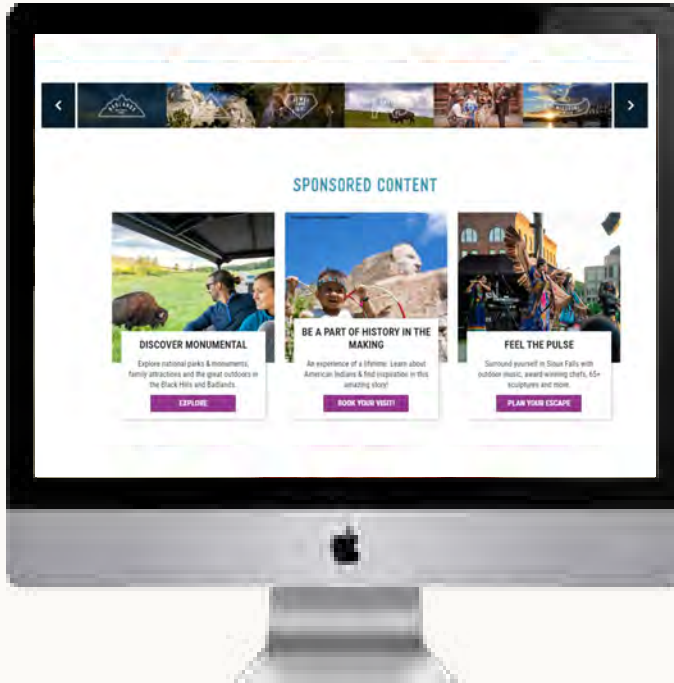
6

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

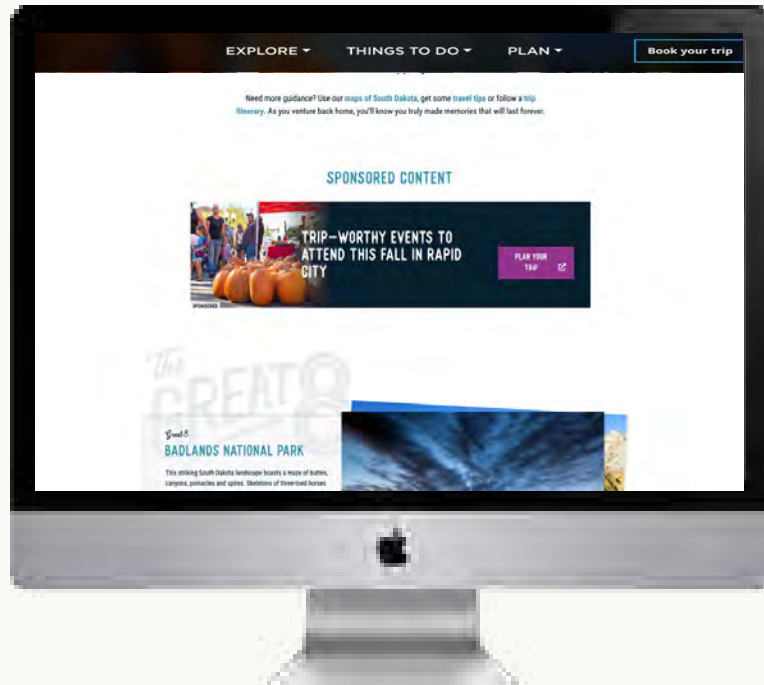
Unlimited

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

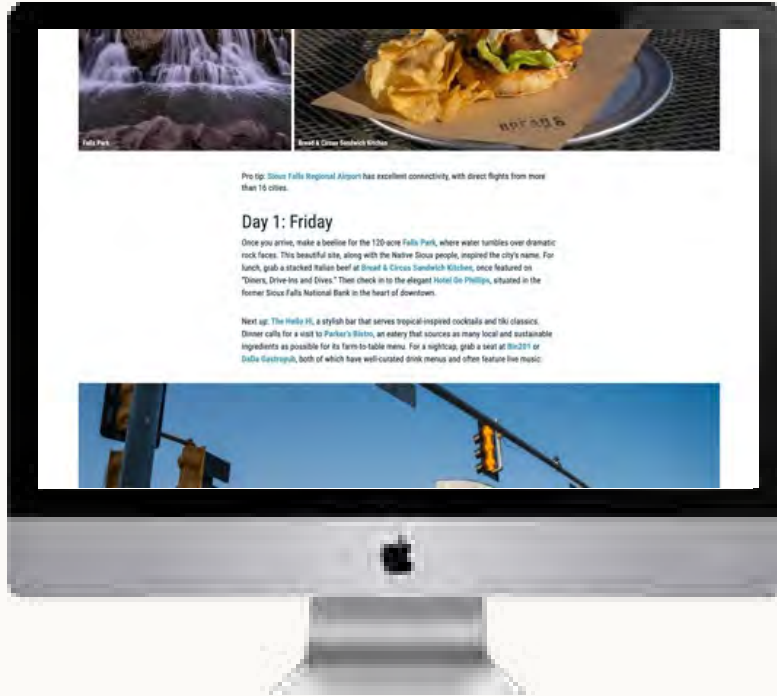
1x per Month

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

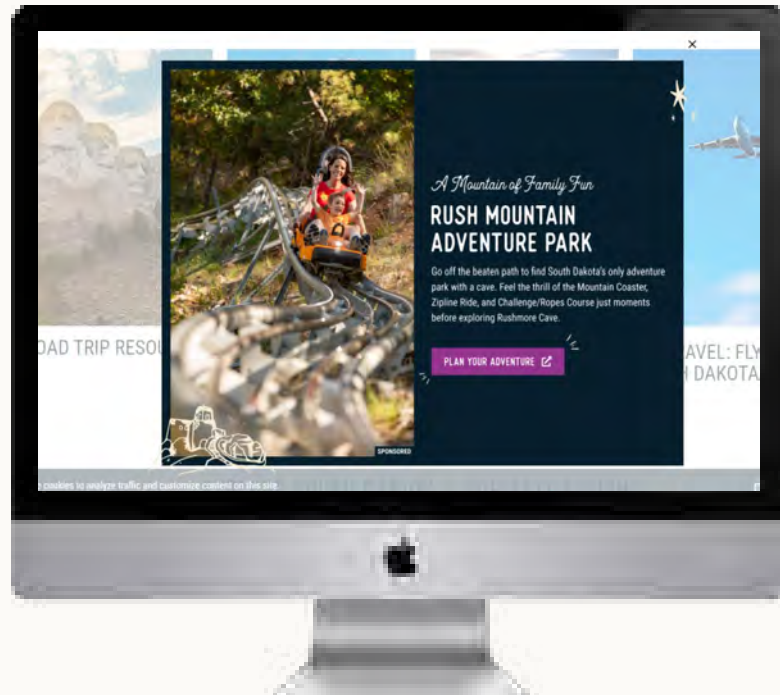
10

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

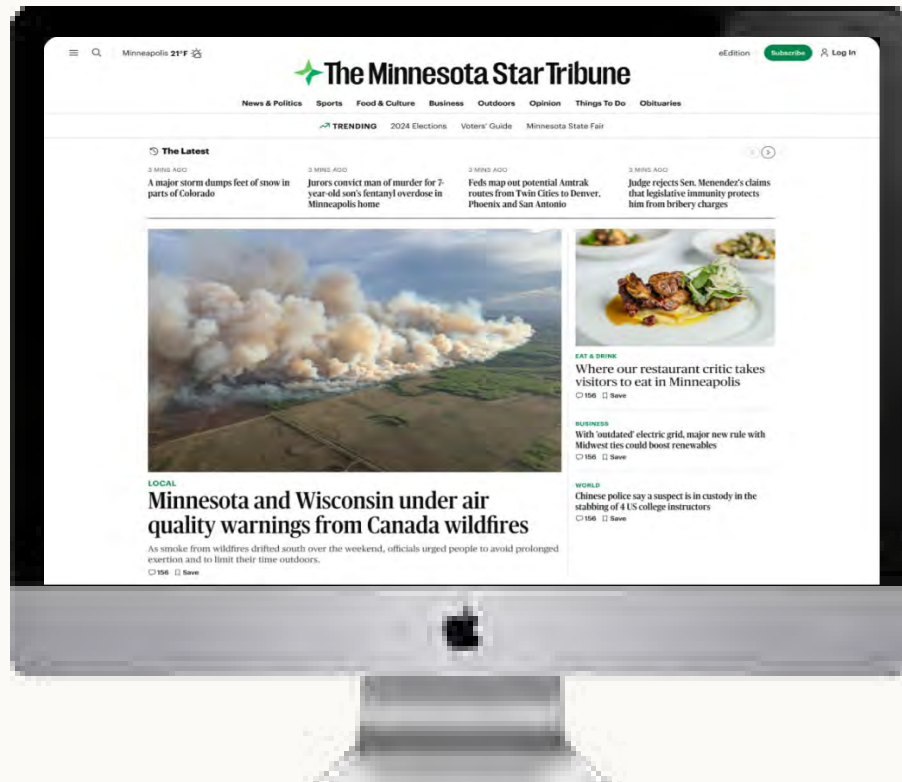
Two Months Before Placement

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

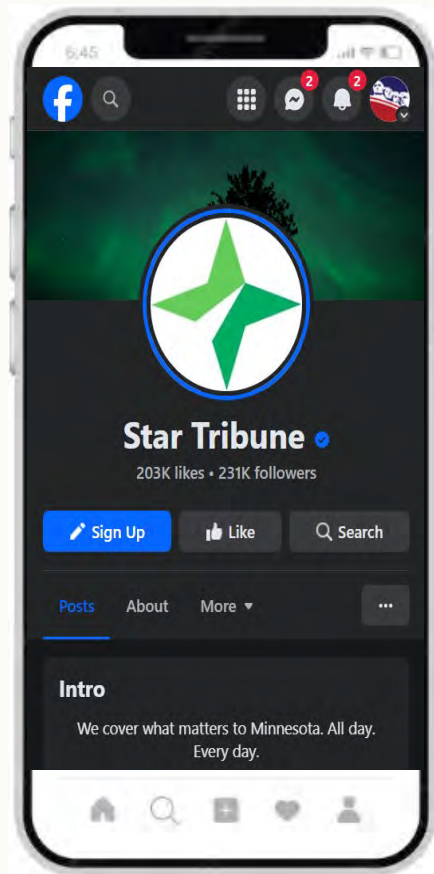
2

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

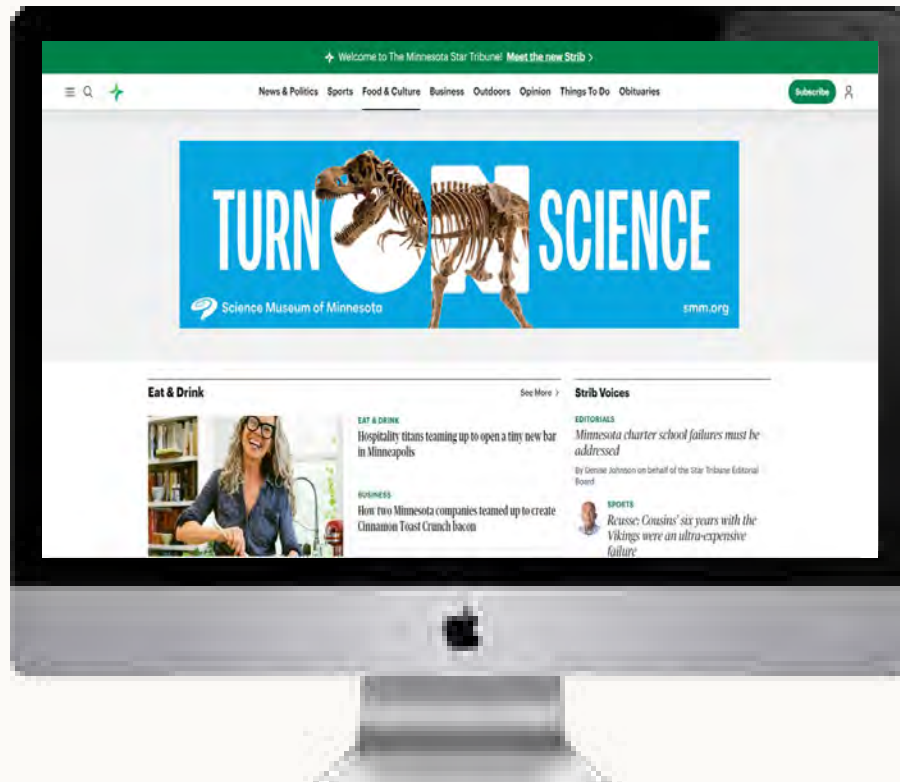
2

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



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

The image shows a screenshot of a TripAdvisor Native Ad. The ad features a photograph of a person standing on a rocky hillside with mountains in the background. A small "Ad" label is in the top right corner of the image. Below the image is the text "Sponsored by Lake Valley". Underneath that is the headline "This is where the wild things start." followed by a description: "Off the beaten path, off the grid, but just under our noses all along. 10 breathtaking lakes. 8 vibrant...". At the bottom is a "View now" button. Red arrows point from text labels on the right to each of these elements: "Image: 600x400 pixels, No Text" points to the photo; "Sponsor Name" points to "Sponsored by Lake Valley"; "Headline" points to "This is where the wild things start."; "Description" points to the paragraph below the headline; and "Click URL" points to the "View now" button.



CONTENT PARTNERSHIPS

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

NEW IN
2025



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

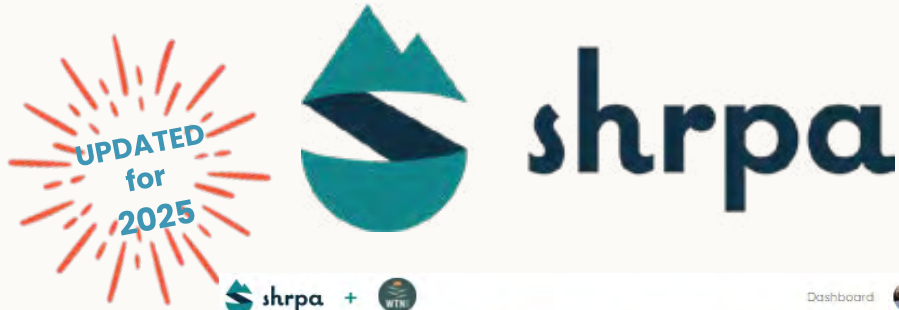
*** Partner must provide lodging for 605 Magazine team.**

Available Spots

6x per package

Registration/Asset Deadline

March 19, 2025



shrpa + Dashboard

Spellbound in SE South Dakota: An Autumn Road Trip

Explore!

Share Lists Edit

What to Bring

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

Destinations

Full Day
> 10 Miles
7 Stops

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

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

Timeline: Lake Herman State Park → Sundog Coffee → (4 more) → Children's Museum of South Dakota

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

\$6,400

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.

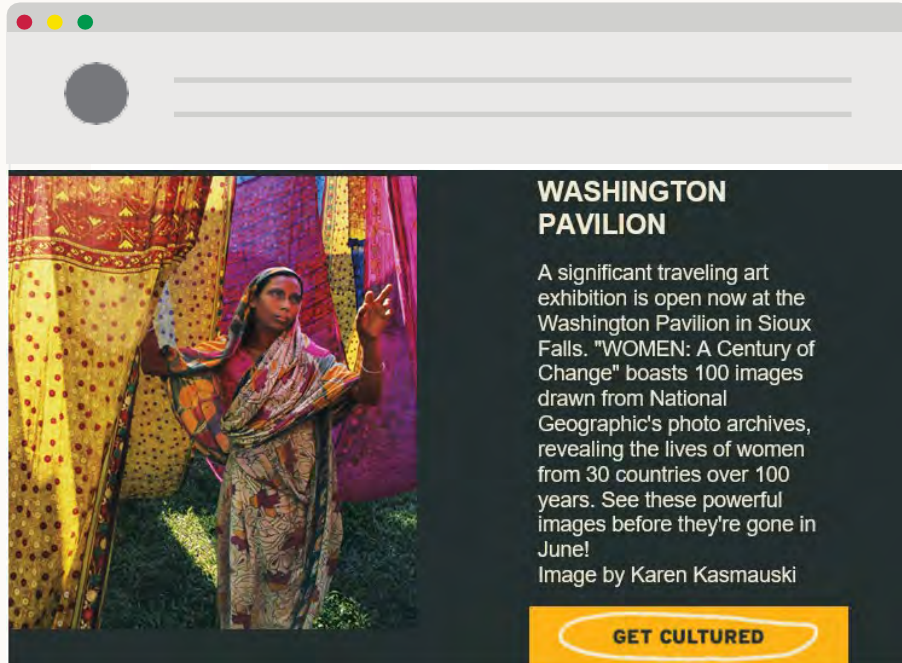
Available Spots
8

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

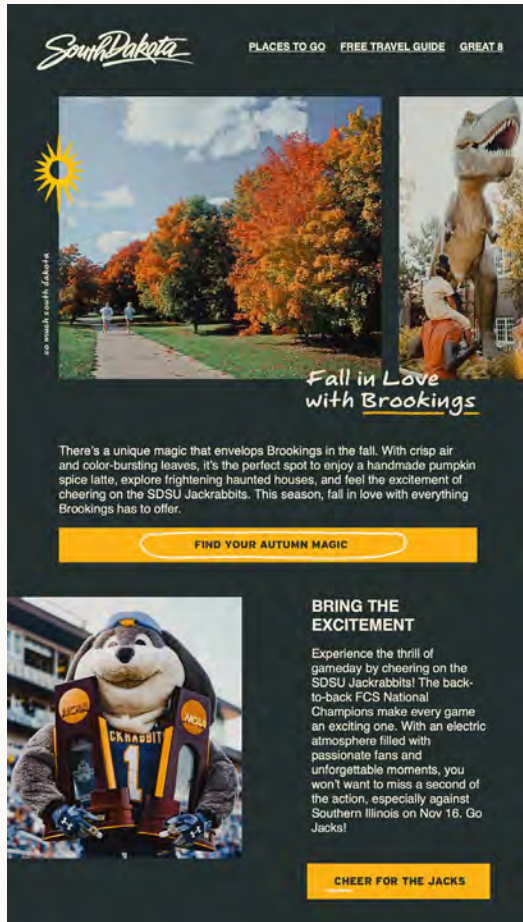
4x per month

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

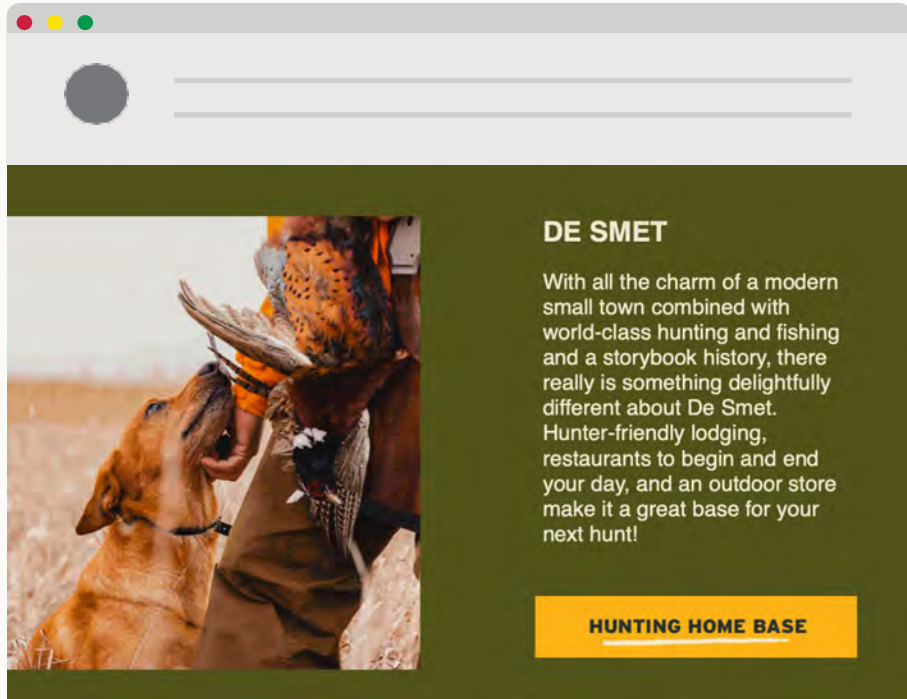
3x per month

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

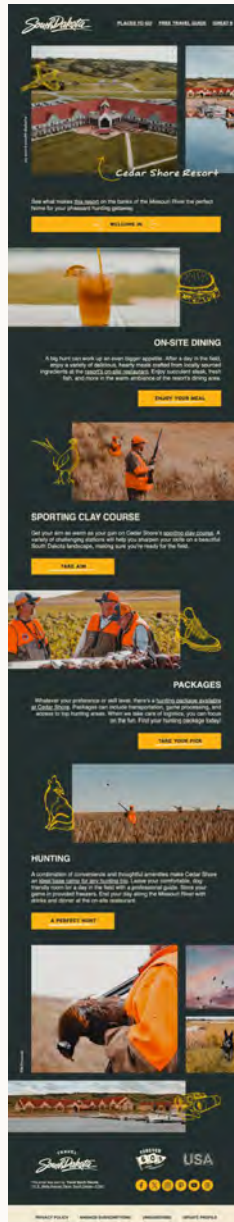
12 (February — 6, September — 6)

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.



The Minnesota Star Tribune

Travel South Dakota Header/Footer 600x200

Participant Content 600x800 – 600x1000

Minnesota Star Tribune Behavioral Email Package

\$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!

Primary Audience

All Audiences

Markets

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



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 two welcome center location takeovers per season.

Primary Audience

Welcome Center Visitors

Timing

1x per day from mid-June through August

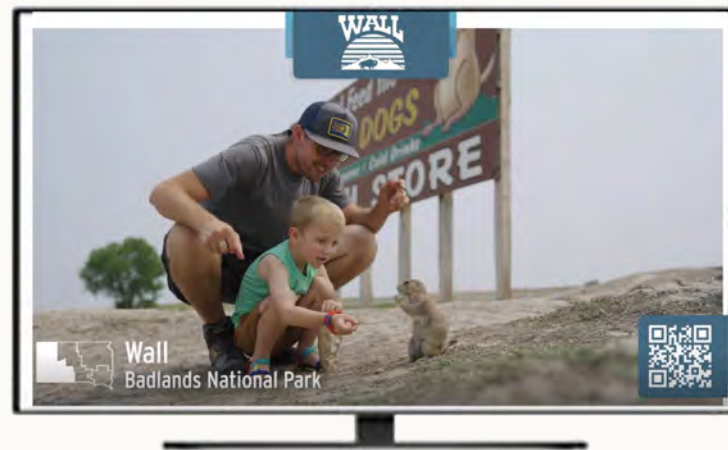
Welcome Centers Available

Chamberlain
Wilmot
Valley Springs
Vermillion

Registration Deadline

April 1, 2025

For more information, please contact
Shawntae.moran@TravelSouthDakota.com.



Welcome Center Display Ads

\$1,000

Capture the attention of travelers as they stop at South Dakota's Welcome Centers with eye-catching display ads. Showcase your destination, attraction, or event to an engaged audience already in market, driving awareness and inspiring visitors to explore more.

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