

A sailboat with a white hull and dark sails is sailing on a calm lake at sunset. The sun is low on the horizon, creating a warm orange glow and reflecting on the water. In the background, there are dark, silhouetted hills. Another small boat is visible in the distance to the left.

A LA CARTE CO-OP MARKETING PROGRAMS



A LA CARTE MARKETING PROGRAMS

BOOST YOUR REACH

- Our innovative A La Carte programs are designed to meet your unique needs while pooling the power of statewide marketing.

TAP INTO BIG RESOURCES

- Get access to trusted media partners, advanced technology, and smart audience targeting.

STRETCH YOUR INVESTMENT

- We cover the creative concepts and production costs, so your dollars go further.

SHINE TOGETHER

- By joining forces, we showcase South Dakota's communities and businesses with even greater impact.



Travel
South Dakota

ALEXA DORN

MARKETING CAMPAIGNS & PROJECTS MANAGER

ALEXA.DORN@TRAVELSOUTHDAKOTA.COM

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Travel
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ASHLEY WORTH

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Travel South Dakota

APPLICATION DEADLINES

FEB 1

Direct Mail
Out of Home
Print

APRIL 1

Audio
Content Partnerships
Welcome Center

JULY 1

Digital
Group Travel



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Out of Home

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Direct Mail

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Audio

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Welcome Centers

MENU

Options all around

OUT OF HOME

More exposure. Less spend.



Out of Home

DIGITAL OOH + SUPPORTING DISPLAY

\$3,500

Combine the impact of Digital Out-of-Home with geo-fenced display ads to engage travelers on the move and online.

- **Primary Audience:** All audiences
- **Markets:** Omaha or Denver
- **Timing:** Four weeks (April)
375K estimated impressions (250K direct OOH + 125K display)
ROI foot traffic study
- **Assets Needed:** Photo, logo, and website URL



PRINT

Turn the page, find South Dakota.



Print

REGIONAL MAGAZINES

\$2,200-2,765

Showcase your destination in regional travel magazines that reach readers planning their next getaway to South Dakota.

- **Markets:** Choose one
Omaha Magazine (\$2,200)
May Travel Issue
5280 Magazine, Denver (\$2,675)
June Summer Travel Feature
- **Placement:** Select one shared spread
(4x openings available per publication).
- **Assets Needed:** Copy (65x words or less), logo, photos, and website URL
- **Requirement:** Campaign activation requires all openings to be filled





Print

MINNESOTA STAR TRIBUNE

\$1,100

Connect with Minnesota travelers through a full-page print feature in one of the state's most trusted publications.

- **Markets:** Minnesota
- **Placement:** Shared full-page, four-color ad running in two Sunday editions. Includes participation from 8x partners.
- **Readership:** 882K
- **Circulation:** 136K
- **Assets Needed:** Copy (85x words or less), logo, photos, and website URL
- **Requirement:** Campaign activation requires all eight openings to be filled



DIRECT MAIL

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

DIRECT MAIL STANDARD PIECE

\$10,000

Effectively reach approximately 20K target homes with sole ownership of this custom, high-impact, direct mail piece.

- **Primary Audience:** Partner to choose 1x audience
- **Markets:** Partner to choose 1x market
- **Quantity:** Approx. 20-25K pieces
- **Timing:** Partner to choose
- **Available Spots:** 3
- **Assets Needed:** Logo, photos, and website URL-due three months prior to the in-home ship date



GROUP TRAVEL

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

GROUP TOUR MAGAZINE CO-OP

\$2,400

Reach group tour operators during key planning windows with featured print & digital placements that put your destination front and center.

- **Primary Audience:** Group Tour Decision Makers
- **Markets:** National
- **Publications:**
 - Group Travel Leader (October 2026)*
 - Leisure Group Travel (December 2026)*
 - Destinations ABA (January/February 2027)*
- **Placement:** 2-page spread
- **Available Spots:** 6
- **Asset Needed:** Copy (65x words or less), logo, photos, and website URL



AUDIO

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



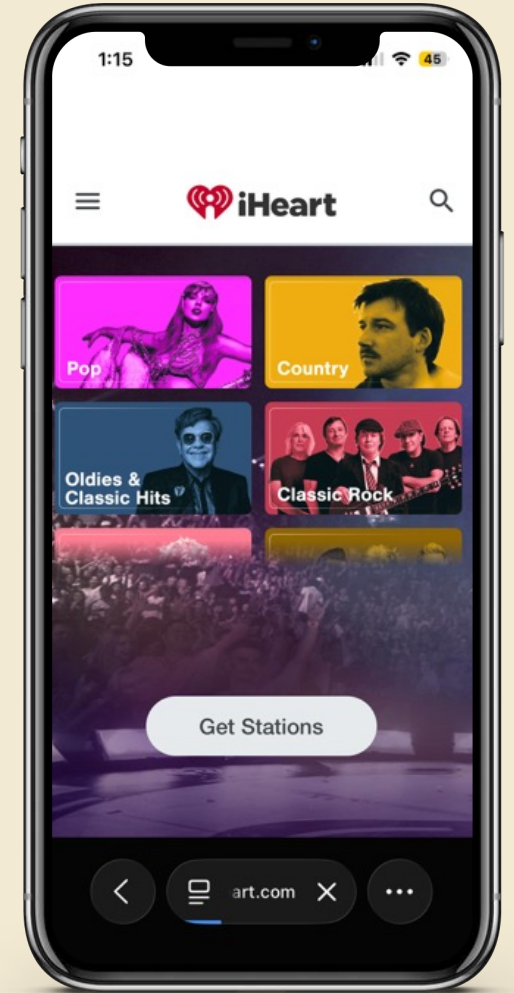
Audio

IHEART RADIO SPONSORSHIP

\$4,500

Share your story with a :30 iHeart- produced spot, placed on streaming audio or podcasts. With digital listening booming at work, home, and on the go, it's the perfect way to reach the right audience.

- **Primary Audience:** All audiences
- **Markets:** Partner to choose 2x (cities)
- **Est. Impressions:** 300K
- **Timing:** 4x weeks
- **Available Spots:** 4



DIGITAL

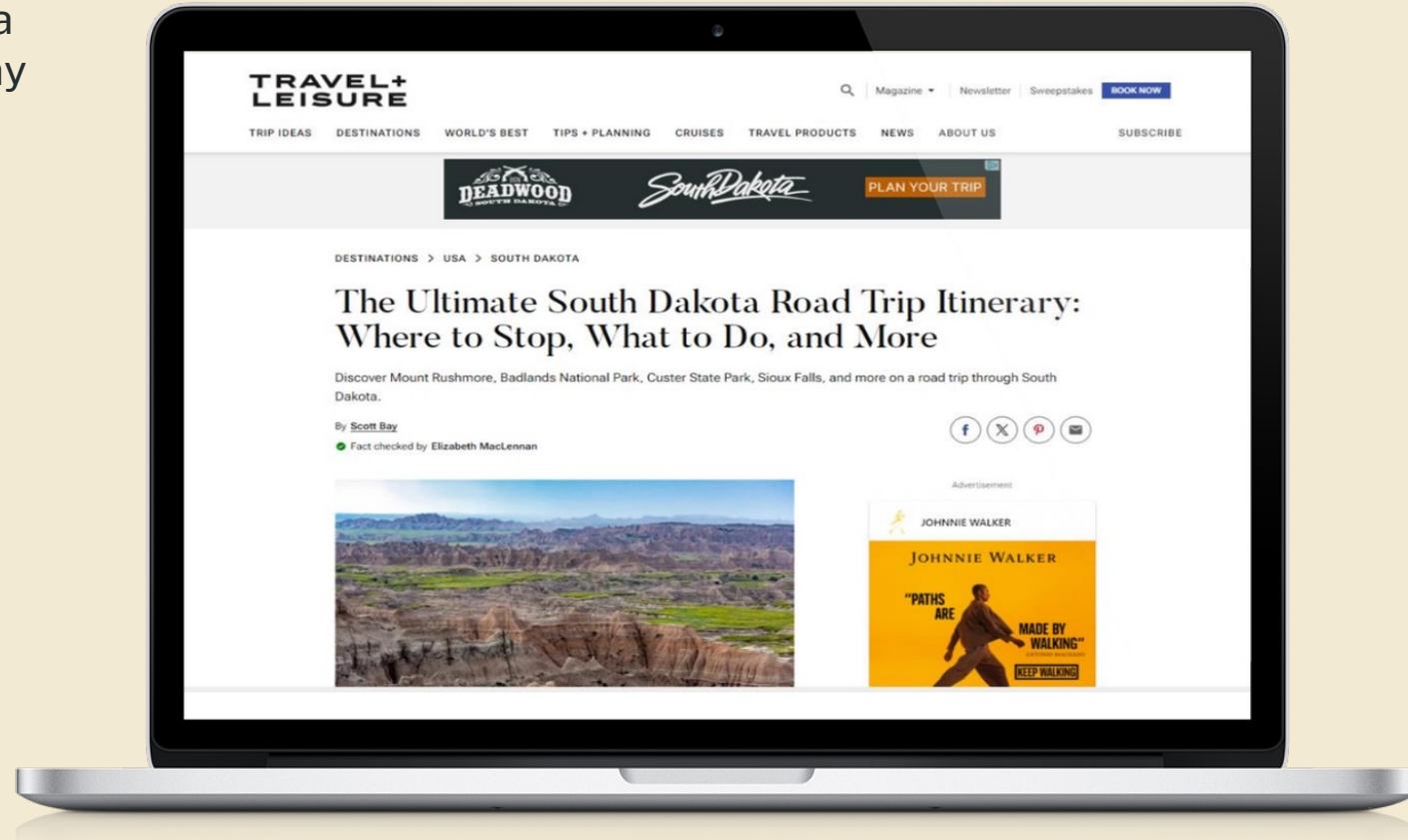
Turn TravelSouthDakota.com traffic into your future visitors
with unique web opportunities.

RETARGETING DISPLAY

\$4,000

Reach travelers already exploring a South Dakota getaway. Retarget them with eye-catching display banners that drive clicks straight to your site.

- **Primary Audience:** All audiences visiting TravelSouthDakota.com
- **Markets:** National & International
- **Placement:** Standard display banners
- **Timing:** 4x Months (April-July)
- **Available Spots:** 6
- **Assets Needed:** Photo, logo, and website URL

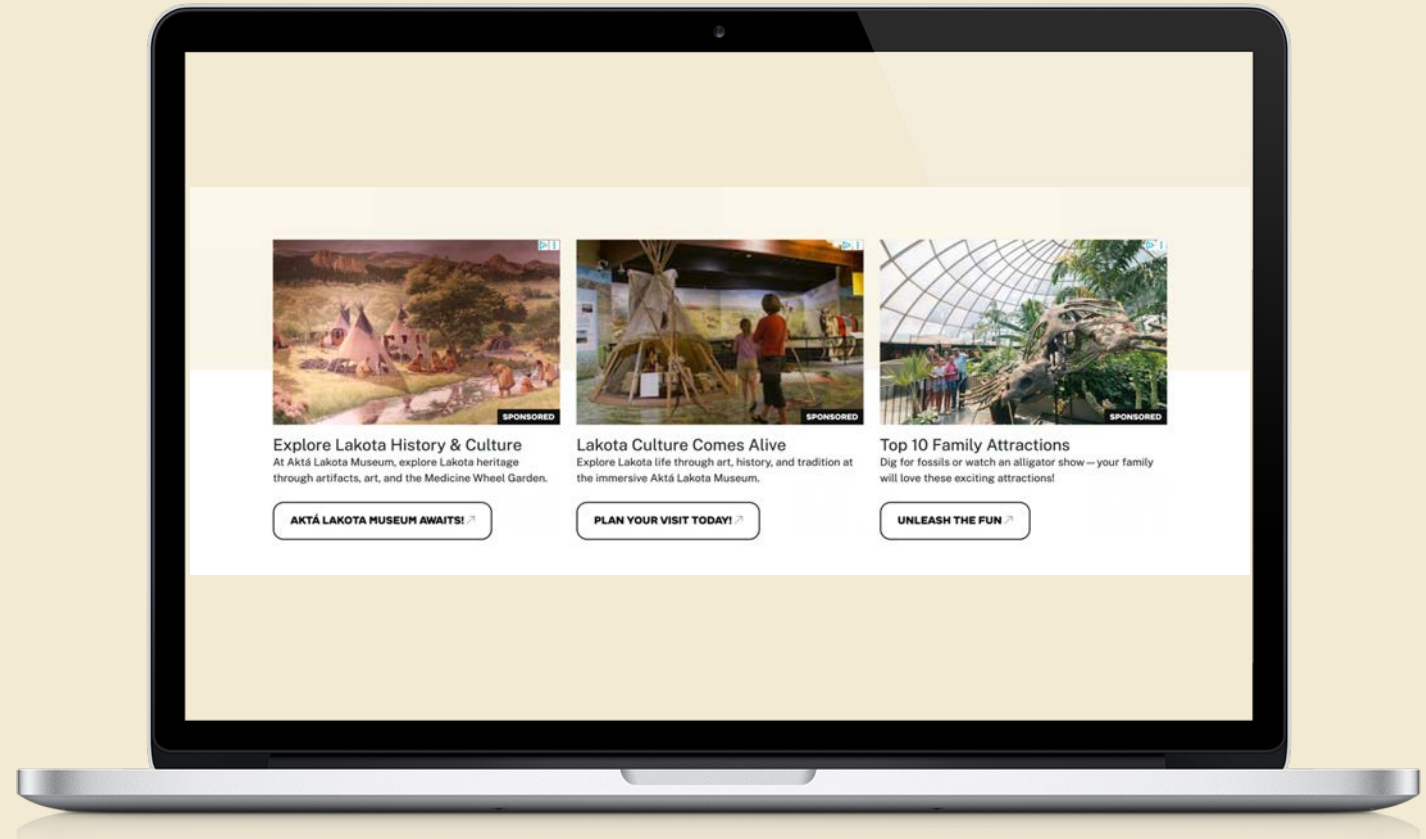


NATIVE DISPLAY ADS

\$1,500-\$5,000

Be the highlight on the trip planning pages.

- **Primary Audience:**
TravelSouthDakota.com users
- **Markets:** National
- **Pricing:**
 - 100K impressions \$1,500
 - 250K impressions \$3,000
 - 500K impressions \$5,000
- **Timing:** May through year-end
- **Assets Needed:** Copy direction, photo, logo, and website URL

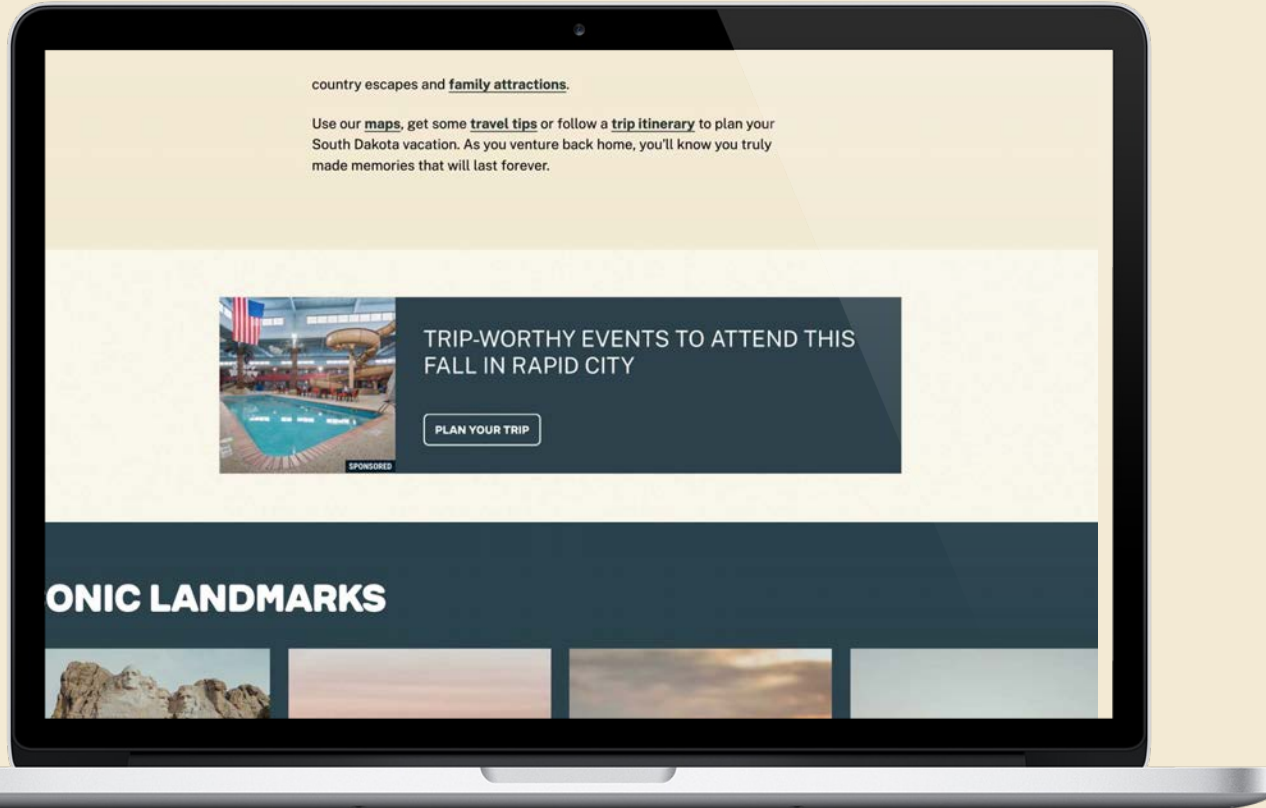


HOMEPAGE SPONSORSHIP

\$2000/MONTH

Want to make a powerful first impression? Stand out to a highly engaged audience and drive traffic to your website.

- **Primary Audience:** TravelSouthDakota.com users
- **Markets:** National & International
- **Placement:**
 - 970x250 Homepage Desktop Billboard
 - 600x250 Homepage Tablet Billboard
 - 370x370 Homepage Mobile Billboard
- **Timing:** May through year-end
- **Available Spots:** 1x per month
- **Assets Needed:** Copy direction, photo, logo, and website URL

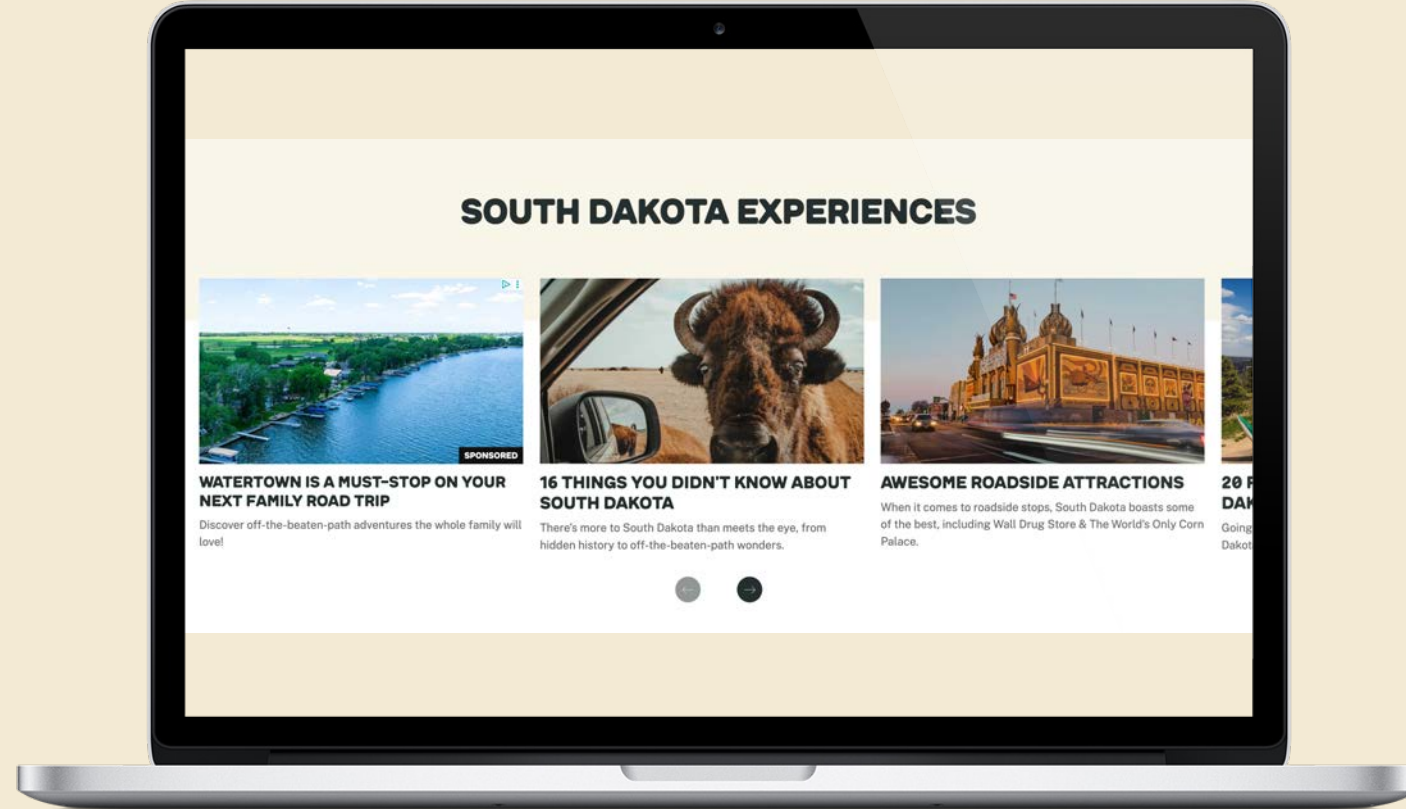


SPONSORED CONTENT

\$3,500

Own the spotlight with a custom Miles Partnership article-live on TravelSouthDakota.com all year and backed by targeted ads you can repurpose.

- **Primary Audience:** TravelSouthDakota.com visitors
- **Markets:** National & International
- **Timing:** Yearly
- **Available Spots:** 10
- **Assets Needed:** Copy direction, photo, logo, and website URL

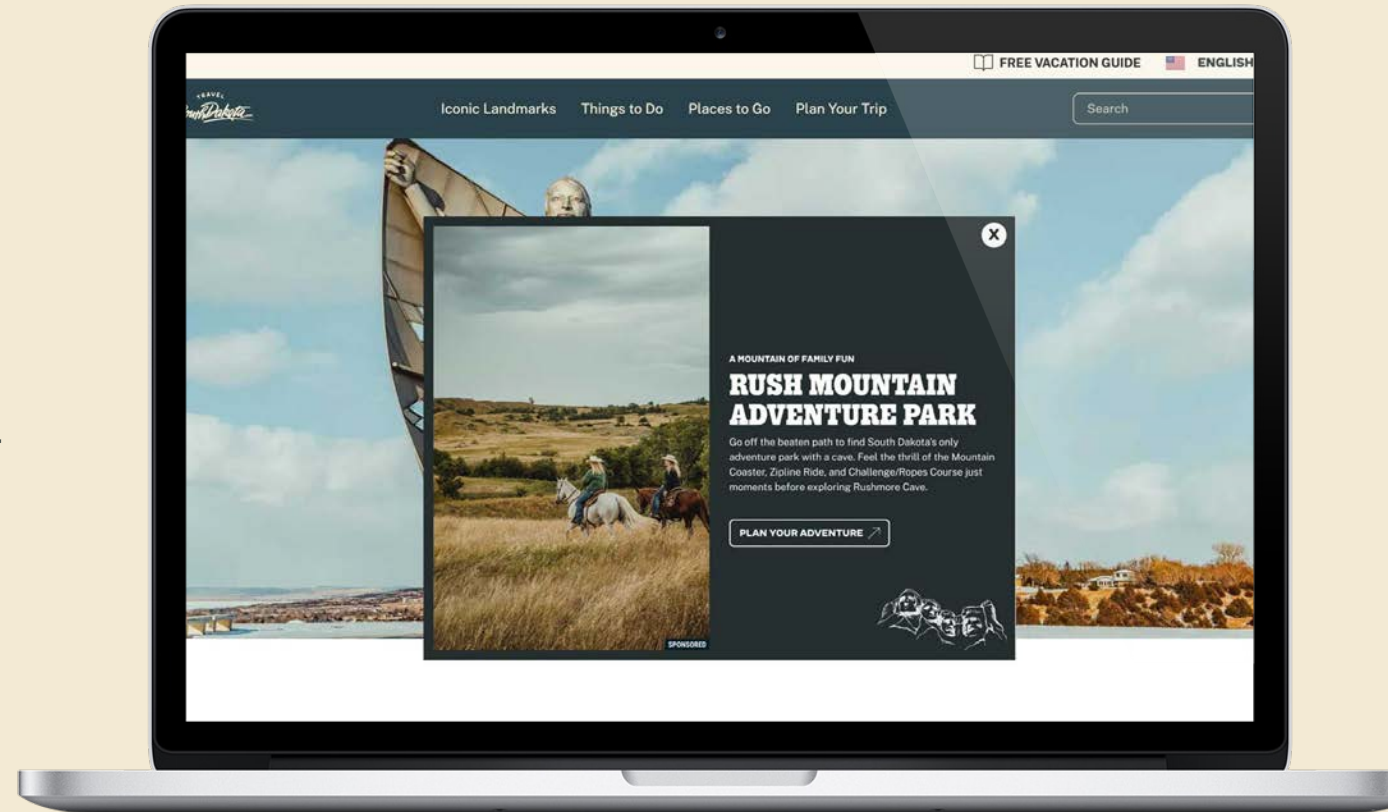


INTERSTITIAL UNIT

\$1,800/MONTH

Command full attention with monthly interstitial ads, full-screen takeovers shown once per day to keep your message fresh and impactful.

- **Primary Audience:** Planners on TravelSouthDakota.com's Plan Your Trip pages — engaging visitors deep in the planning funnel.
- **Markets:** National
- **Timing:** Yearly
- **Available Spots:** 10
- **Assets Needed:** Copy direction, photo, logo, and website URL



LEAD GENERATION PROGRAM

\$3,500/YEAR

This program would give partners a turnkey way to capture high quality visitor leads directly from TravelSouthDakota.com.

- **Primary Audience:** Visitors requesting the South Dakota Vacation Guide
- **Markets:** National
- **Timing:** Yearly
- **Available Spots:** 8
- **Assets Needed:** Photo, logo, and website URL

LEAD GENERATION

Gain exposure in front of South Dakota's most qualified travelers and grow your opt-in database with our lead generation program.

HOW IT WORKS

STEP 1

Visitors sign up to receive information from Travel South Dakota and can request to hear directly from your business.

STEP 2

Upon requesting info, visitors receive an auto-generated email written by you.

STEP 3

You receive triple-qualified traveler contact information weekly.






THANK YOU!

We've received your request for South Dakota travel information. Check the boxes below to receive more details directly from these featured partners — each ready to help you plan your next great adventure in South Dakota.

☐


EXPLORE THE HEART OF THE HILLS

Black Hills Vacations

Plan your ideal Black Hills adventure — lodging, tours, and experiences tailored for every traveler.

☐


DISCOVER CITY & WATERFALL WONDERS

Experience Sioux Falls

Explore iconic Falls Park, vibrant downtown, arts, dining, and welcoming South Dakota hospitality.

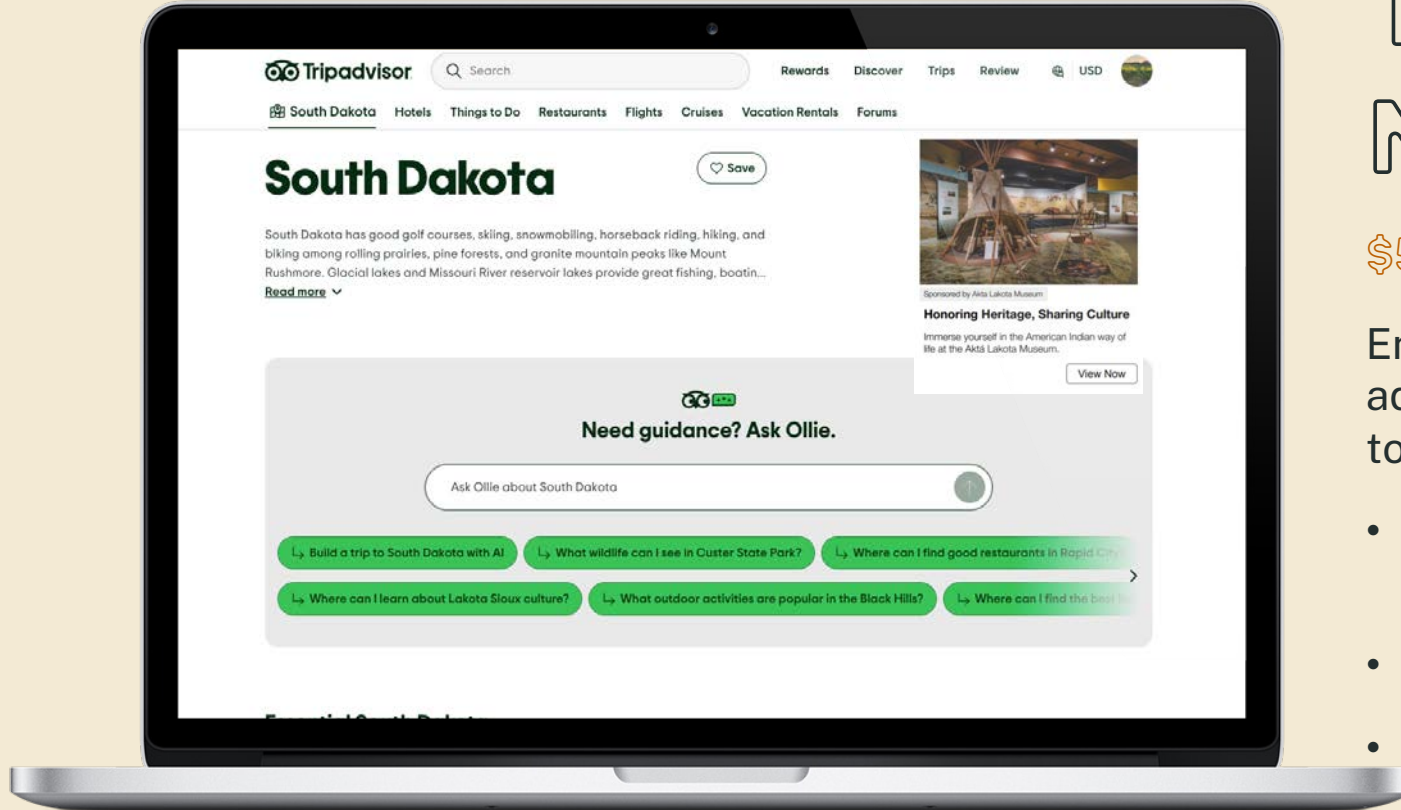
☐


WHERE LAKES, ART & PRAIRIE MEET

Visit Watertown

Enjoy lakeside views, the Redlin Art Center, and small-town charm in scenic northeastern South Dakota.





TRIP ADVISOR NATIVE

\$5,500

Engage travelers browsing Tripadvisor with native ads that showcase your destination alongside other top travel spots.

- **Primary Audience:** Users looking at destinations similar to South Dakota
- **Markets:** National
- **Details:**
 - Est. 400K impressions
 - 400+ Clicks
 - 2 months of choice
- **Available Spots:** 10
- **Assets Needed:** Photo, logo, and website URL

CONTENT PARTNERSHIPS

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



Content Partnerships

605 MAGAZINE

Bring your destination to life through a multi-platform storytelling partnership with 605 Magazine- one of South Dakota's most engaging lifestyle publications.

Each package combines print ads, editorial spreads, and professional photography with digital, podcast, and social media exposure, giving your destination lasting visibility across audiences statewide and beyond.





605 MAGAZINE

\$5,900 BRONZE

- 4x half-page ads in 2026 (includes *605 Best* and/or *605 Weddings*)
- 605 Magazine 4-page editorial spread at one shoot location, including professional photography with a gallery for marketing use
- 2x special media posts
- Annual medium rotating web ad on *605magazine.com*
- Behind-the-scenes Instagram Reel/Stories





605 MAGAZINE

\$7,800 SILVER

- 4x full-page ads in 2026 (*includes 605 Best and/or 605 Weddings*)
- 605 Magazine 4-page editorial spread at one shoot location, including professional photography with a gallery for marketing use
- 3x special media posts
- Annual large rotating web ad on *605magazine.com*
- 1 Podcast: 30-second to one-minute audio and/or video clip, or choice of live read on *The 605 Show Podcast*
- Behind-the-scenes Instagram Reel/Stories



605 MAGAZINE

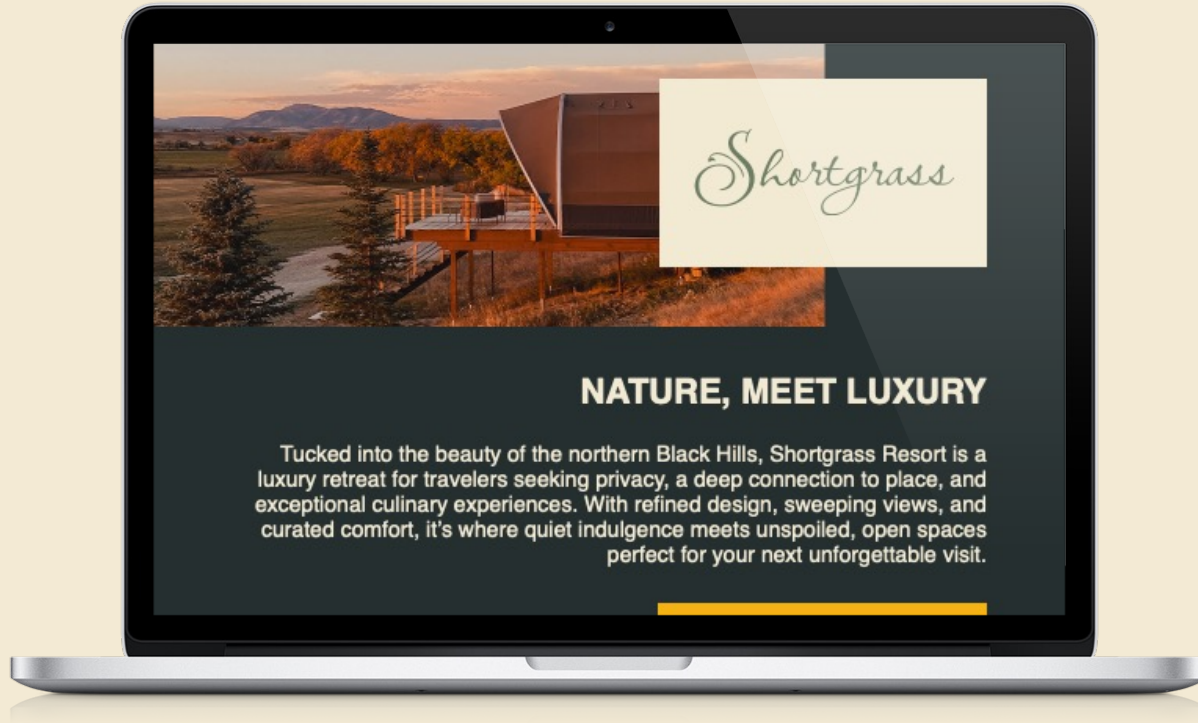
\$8,600 GOLD

- 4x half-page ads in 2026 (includes *605 Best* and/or *605 Weddings*)
- 605 Magazine 6-page editorial spread, including professional photography, up to 4x shoot locations, and 6x social media posts
- Annual large rotating web ad on *605magazine.com*
- 1x podcast guest spot on *The 605 Show* podcast.
- Behind-the-scenes Instagram Reel/Stories
- Optional add: Cinematic video montage + clips for an additional \$3,200



EMAIL

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



PARTNER SPOTLIGHT

\$500/MONTH

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

- **Primary Audience:** All Travelsmart recipients
- **Markets:** National
- **Details:**
 - List Size: 500K
 - Avg Open rate: 28%
 - Avg Opens: 165K
- **Available Spots:** 3x per month
- **Assets Needed:** Copy (50 words or less), logo, photo, and website URL

HUNTING SPOTLIGHT

\$500

Reach hunters and outdoor enthusiasts with a partner spotlight in our hunting email blast.

- **Primary Audience:** Hunting & Outdoor Enthusiasts
- **Markets:** National
- **Details:**
 - List size: 85K
 - Avg. open rate: 28%
 - Avg. opens 30K
- **Send dates:** Feb. 6, 2026 & Sept. 6, 2026
- **Assets Needed:** Copy (50 words or less), logo, photo, and website URL



CUSTOM DEDICATED

\$2,500

Maximize impact with a dedicated email sent to targeted audiences from the TSD database- complete with personalization options, including a dynamic hero section tailored to each segment.

- **Primary Audience:** Arts & Culture, Attractions, Family Fun, Food & Drink, Nature, National Parks, Road Trippers, and more
- **Markets:** National
- **Details:**
 - List size: 200K
 - Avg. open rate: 28%
 - Avg. opens 60K
- **Available Spots:** 2 per month
- **Assets Needed:** Copy for four content sections (can be provided by partner or created by TSD), photos, and website URL



HUNTING CUSTOM DEDICATED

\$2,500

Own the inbox with a dedicated send designed to reach passionate outdoor travelers and hunters.

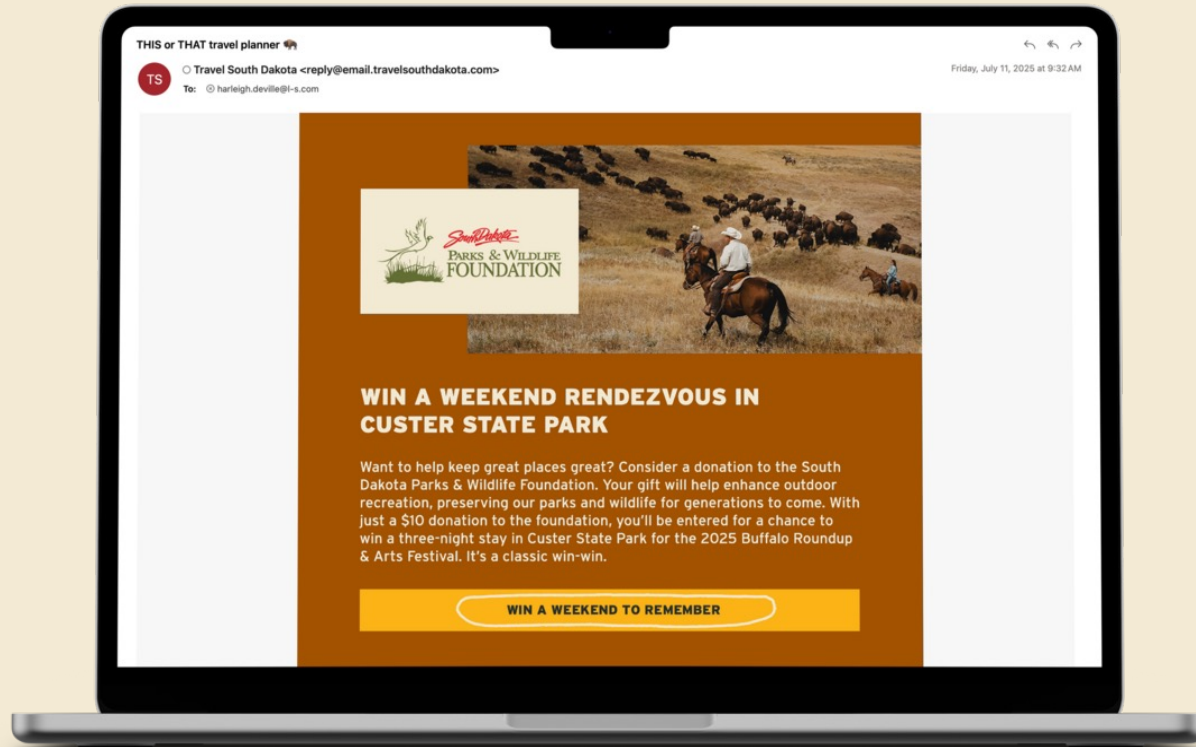
- **Primary Audience:** Hunters and outdoor enthusiasts
- **Markets:** National
- **Details:**
 - List size: 85K
 - Avg. open rate: 28%
 - Avg. opens: 60K
- **Available Spots:** 4
- **Assets Needed:** Copy for four content sections (can be provided by partner or created by TSD)



INTEREST BASED SPOTLIGHT New

\$500

Secure a feature with targeted monthly sends aligned with seasonal themes to keep messaging timely & relevant.



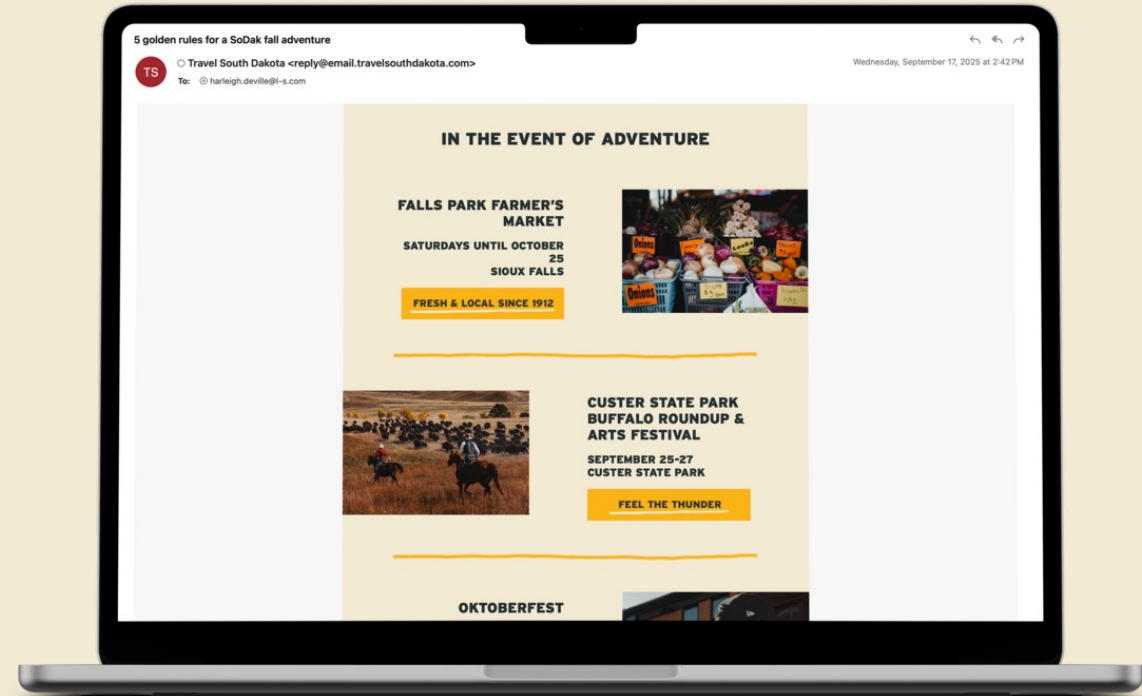
- **Primary Audience:** Select month based on theme:
May: National Parks & Monuments
June: Family Fun
August: Arts & Culture
October: Fall
December: Winter
- **Markets:** National
- **Details:**
List size: 10-50K
Avg. open rate: 30%
Avg. opens: 5-15K
- **Available Spots:** 5
- **Assets Needed:** Logo, photo, website URL; TSD will create copy

MONTHLY EVENT SPOTLIGHT **New**

\$500

Put your event in front of travelers already planning their trip.

- **Primary Audience:** Upcoming travelers
- **Markets:** National
- **Details:**
 - List size: 5K
 - Avg. open rate: 40%
 - Avg. opens 2K
- **Available Spots:** 1 per month.
- **Suggested Timing:** 6-8 weeks prior to the spotlight event.
- **Assets Needed:** Logo, photo, website URL; TSD will create copy

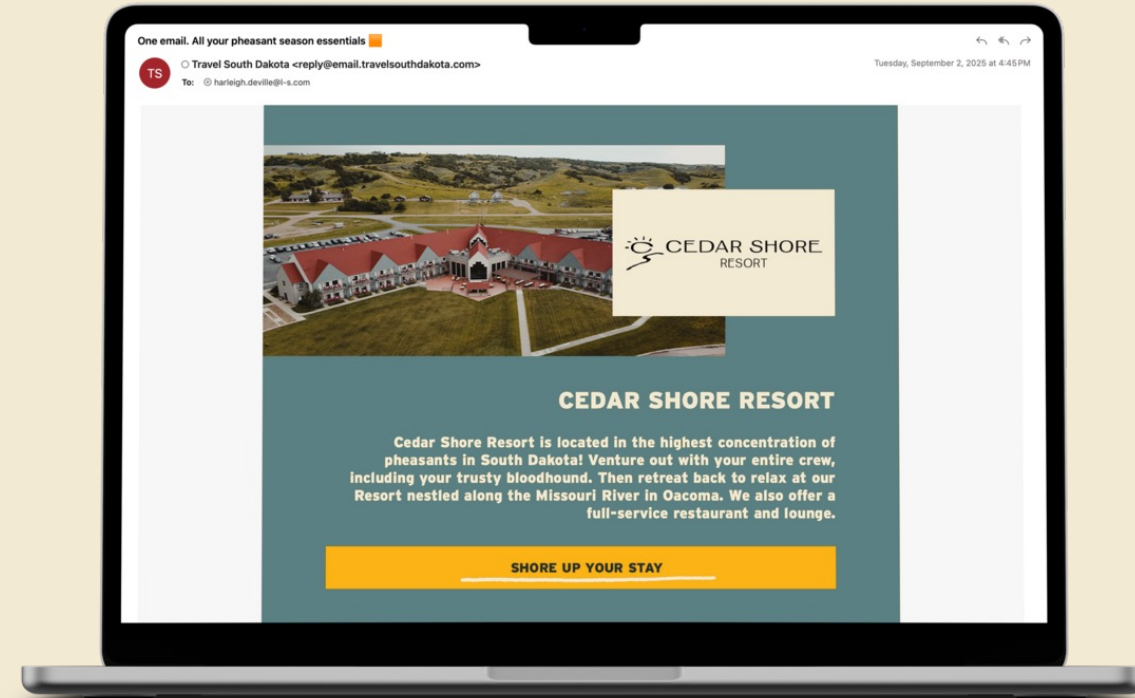


VISITOR GUIDE “THANK YOU” SPOTLIGHT New

\$1,000

Be featured in the follow-up email sent to new Vacation Guide requesters from TravelSouthDakota.com — a highly engaged audience actively planning trips.

- **Primary Audience:** New Vacation Guide requesters from TravelSouthDakota.com
- **Markets:** National
- **Details:**
 - List size: 20K-30K
 - Avg. open rate: 46%
 - Features are for two-month periods
- **Available Spots:** 6
- **Assets Needed:** Logo, photo, website URL; TSD will create copy



WELCOME CENTERS

Connect with visitors at our welcome centers and showcase your destination or event while they're in-market.



WELCOME CENTER TAKEOVER

\$250

Own the spotlight and meet travelers face-to-face at South Dakota's busiest Welcome Centers!

- **Primary Audience:** Welcome Center visitors
- **Timing:** Mid June-August
- **Centers:** Chamberlain, Wilmot, Valley Springs, or Vermillion
- **Available Spots:** 8 (2x center annually)
- **Details:** Available exclusively to city and community partners.
- **More info:** Shawntae.Moran@TravelSouthDakota.com



DISPLAY ADS

\$1,000

Catch more than 220K travelers on the road with bold display ads that inspire them to explore more while they're already in-market.

- **Primary Audience:** Welcome Center visitors
- **Timing:** 15 second spot that runs 20 times per day, May-September
- **Available Spots:** 20
- **Centers:** Chamberlain, Spearfish, Wilmot, Valley Springs, Vermillion



Travel South Dakota

APPLICATION DEADLINES

FEB 1

Direct Mail
Out of Home
Print

APRIL 1

Audio
Content Partnerships
Welcome Center

JULY 1

Digital
Group Travel



An aerial photograph of a South Dakota landscape featuring rolling green hills, dense evergreen forests, and distant mountains under a clear sky. Three hot air balloons with colorful vertical stripes are visible: one in the upper left, one in the upper center, and one in the lower right. The word "QUESTIONS?" is overlaid in large, bold, white capital letters in the center of the image.

QUESTIONS?

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