

**Table of Contents**

**North Dakota Tourism Overview**

Introduction from North Dakota Department of Commerce Tourism Director.....2  
North Dakota Department of Commerce Tourism Division Staff .....3  
Marketing and Research .....4  
Group Travel Marketing .....5  
International Marketing.....7  
Outdoor Promotions Marketing .....9  
Public and Media Relations.....10

**Leisure Market Advertising Plan**

2012 Marketing Strategic Direction.....12  
Target Audience and Priority Markets.....13  
2012 Creative Strategy .....14  
2012 Media Budget and Strategy.....15  
Media Plan Changes from 2011 to 2012.....17

**Media Plan Overview by Category**

Broadcast Television.....19  
Direct Response Television .....20  
Cable Television.....21  
Print Advertising .....22  
Newspaper Inserts .....23  
Radio Advertising .....25  
Digital Marketing .....26  
Out-of-Home Advertising.....30  
In-State Campaign .....32

North Dakota Tourism Media Plan Details.....33

2012 Total Budget Recap .....64  
2012 Legendary Domestic Strategy Budget Recap.....66  
2012 Legendary Border/Niche Strategy Budget Recap.....67

2012 Media Plan Flowcharts.....68

# North Dakota Department of Commerce Tourism Division

## 2012 Marketing and Media Plan

Presented October 3, 2011

Looking forward to 2012? I know many of us are - for good reasons! We hope the promise of a great travel year is as exciting to you as it is to us. As we work to build, rebuild and improve on visitor experiences, the heart of our marketing continues to focus on our core markets, strategies and messages. The marketing vehicles have been adjusted slightly based on new marketing insights, digital analytics and results of our 2010 advertising effectiveness study. Highlights from the study which impacted our decisions include:

- Overall awareness of our advertising and our image in general was slightly down. We feel this is due to our competitive states shifting their ad budgets into our target markets.
- In both the US and Canada, the online ads were most widely recognized but performed below other media on impacting visitation.
- In the U.S., outdoor and magazine ads produced the most trips, followed by TV, newspaper, radio and online.
- In Canada, magazine, radio and outdoor ads produced the best results, followed by online, newspaper and TV.
- The take-away is we need to continue to buy a mix of media to make the most impact.
- In the U.S., it cost us \$1.65 to generate a trip to North Dakota.
- In Canada, it cost us \$5.59 to generate a trip, mostly due to the high cost of TV.
- There were a record number of intended North Dakota trips: 588,000 from the U.S. and 97,200 from Canada.

The media plan is far from reaching all of our target markets due to the budget cycle and increased media and printing costs. We have shifted away from TV to more radio and outdoor in Canada, replaced niche ads targeting a western experience to some focused on motorcycle enthusiasts and we are using new magazines like Minnesota Monthly, Pheasants Forever and Living Bird (not the same ad for the last two ☺).

Our digital media will continue to target high performing sites through networks that allow us to shift dollars based on results. It also includes new highly targeted e-mail promotions.

Each year we try to find a new method to help our "travel to North Dakota" message stand out. For 2012, we will be employing Intran Media with 15 truckside billboards in Minneapolis and 24 bus wraps in Winnipeg.

We are also working to tune up our cooperative advertising campaign so we can provide better, affordable opportunities for partners to attract more visitors.

2012 marks the 10<sup>th</sup> year for our brand, North Dakota Legendary. We intend to use this year to learn more about why you, our partners in promotion, are Legendary. We look forward to working together to invite the world to come, enjoy and leave a legend!



Director, North Dakota Department of Commerce Tourism Division

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*This plan provides an overview of Tourism Division programs, marketing strategies and cooperative partnership opportunities.*

## **MARKETING and RESEARCH**

North Dakota's Legendary message enters its 10<sup>th</sup> year in 2012 - promoted through an integrated media campaign, brand messaging and tourism communications. Media includes television, print, radio, out-of-home and online. Legendary marketing strategies and details of the 2012 media buy are thoroughly provided in this plan.

### **Digital Strategy**

North Dakota Tourism's digital strategy is an integrated effort to build brand identity, increase awareness and impressions of North Dakota as a travel destination, promote lead generation and engage travelers. Strategies in messaging and advertising cross the following platforms:

- NDtourism.com
- RULegendary.com and other secondary websites
- Mobile site
- Digital publications
- Social media channels - Facebook, Twitter
- Search-engine optimization (SEO) and search-engine marketing (SEM)
- User-generated content - YouTube, Flickr
- Online advertisements
- Electronic newsletters

### **Research**

The Tourism Division uses research to strategically analyze visitor interests and activities, market share, target markets, advertising effectiveness and economic impact. Internal efforts are complemented by national and international research provided by the U.S. Travel Association and the Travel and Tourism Research Association. Visitor metrics are made available quarterly in the Tourism Division newsletter and under the Industry section of the website <http://www.ndtourism.com/industry/research/>. Research efforts and reporting include:

- Accommodations-sector reports
- Airport boardings
- Canadian border crossings
- Conversion studies
- Domestic visitor profiling
- Economic base for the state
- Inquiry tracking
- Return on investment (advertising effectiveness)
- Tourism Satellite Accounting
- Visitation tracking (as provided by partners)

# GROUP TRAVEL MARKETING

The Group Travel Marketing program specializes in promotion and coordinating travel to North Dakota by creating and maintaining relationships with tour operators, group travel planners, banking professionals, affinity groups and other travel groups. According to the American Bus Association and its marketing research, the economic impact of the motorcoach travel and tour industry in North Dakota is \$1.17 billion. This critical part of North Dakota's economy includes restaurants, gasoline stations, accommodations, entertainment venues, retail businesses, attractions, events and more.

For the full report visit <http://www.buses.org/ABA-Foundation/Research>

The top 10 states visiting North Dakota via motorcoach were Minnesota, Wisconsin, Illinois, Kentucky, North Carolina, Nebraska, South Dakota, Kansas, Iowa and Missouri.

## Product Development Opportunities

North Dakota Tourism Group Travel partners with several national organizations. Benefits include networking, meeting and introducing new products to the group travel industry, receiving important return on investment (ROI) tracking information, newsletters, e-blasts and travel trends. Partnerships increase visibility through social media networks, national conventions, sales missions and travel and trade shows.

## Show schedule

- National Tour Association Conference - December 5-9, 2011, Las Vegas, NV -[www.ntaonline.com](http://www.ntaonline.com)
- American Bus Association Marketplace - January 6-10, 2012, Grapevine, TX -[www.buses.org](http://www.buses.org)
- Bank Travel Conference - February 7-9, 2012, Memphis, TN - [www.banktravel.com](http://www.banktravel.com)
- Heritage Club International Conference - March 21-25, 2012, Rogers, AR - [www.heritageclubs.com](http://www.heritageclubs.com)
- Travel Alliance Partners Conference - June 4-8, 2012, Shreveport-Bossier, LA - [www.travelalliancepartners.com](http://www.travelalliancepartners.com)

## Advertising Group Travel

Magazines selected for group travel advertising are based on membership, readership and editorial content. This includes print publications, online links and listings. Cooperative advertising is available in a majority of these magazines.

### ***Destinations Magazine - American Bus Association***

This bi-monthly publication with a circulation of 7,500 features North America's best group travel destinations, state-by-state travel/itinerary options, planning calendars of ABA Top 100 events, motorcoach and tour operator business tips and marketing insights.

<http://www.buses.org/destinationsmagazine>

- November/December - 2011/2012 - Heartland Travel Resource
- March/April - 2012 - Culinary Tours/Agritourism

### ***Courier Magazine - National Tour Association***

Monthly magazine with a 6,000 circulation features destination coverage, business trends, industry news, product development and first-run articles. Courier enjoys an average pass along rate of 3.3 with NTA tour operator's readership nearly 5,000. <http://www.ntaonline.com>

- February - 2012 - State Destination
- October - 2012 - Great Plains Destination

### ***Group Tour Magazine***

This publication is printed quarterly/seasonally and is directed to 16,000 in the group travel industry, tour operators, travel agents, group leaders, affinity groups and active adventure groups. Editorial and cooperative advertising is encouraged.

<http://www.grouptourmagazine.com/>

- January - 2012 - State Section
- April - 2012 - State Section

### ***Group Travel Leader***

This magazine has the largest circulation at 25,000 and includes qualified leaders of America's group and package travel industry, ABA-Bus companies, GLAMER-group leaders, NTA-tour operators, AATC member groups, USTOA and unaffiliated tour operators nationwide. <http://www.grouptravelleader.com>

- November - 2011 - Dakota's Special Section
- May - 2012 - History and Heritage Issue
- June - 2012 - Dakota's Special Section

### **Community Awareness & Hosting (FAM Tours)**

You can highlight your community by hosting a tour operator or travel media on a familiarization tour. Tour operators, group leaders, travel agents and media can promote activities, dining or lodging experiences to their clients and share experiences.

### ***Community Snapshot***

Do you have a hidden gem, a unique story, legend or personalities from your community? Share that information in the North Dakota Tourism Newsletter.

### ***Top 100 ABA Events***

Do you have an event that is group friendly, has front door pick-up and drop-off service, on-site parking, group pricing and other incentives? Nominate your event. Official state offices may submit seven (7) nominations. ABA members may submit three (3) nominations. All nominations must be submitted by May 1, 2012.

If you are interested in hosting a FAM, community snapshot or nominating an event, please contact Deanne Felchle, [dfelchle@nd.gov](mailto:dfelchle@nd.gov).

# **INTERNATIONAL MARKETING**

International travel is one of the largest exports for the United States, ranking ahead of agricultural goods and machinery. It is the single largest services sector export, accounting for 25% of all services exports in 2010.

## **2010 Visitation Levels**

A record 60 million international travelers visited the United States in 2010, up 9% from 2009. In 2010, total U.S. international travel receipts were \$134 billion.

International visitors spend more per traveler than domestic visitors. Although they account for only 4% of total travelers, they represent 19% of total travel-related spending. International visitors purchase 22% of all traveler accommodations, 21% of all passenger air transportation services, 17% of all food and beverage, 10% of all highway tolls and 7% of all gasoline.

## **North Dakota's International Marketing Strategy**

North Dakota's efforts in the international overseas market include the Nordic countries of Norway, Sweden, Denmark, Iceland and Finland; Germany and Australia. In 2008, North Dakota started to work with key tour operators in France, Italy, the United Kingdom and the BENELUX region. In 2012, New Zealand will be added to the travel schedule and North Dakota will be working closely with the industry focusing on tour operators, travel agents and international media representatives.

The combined U.S. Discover America committee in the Nordic region is now more than 185 unique members - the second-largest worldwide. Combined, they represent the fourth-largest international travel market. Nordic countries have high-level purchase power and above-average length of stay and spending, with five to six weeks' vacation time annually.

The German-speaking markets are consistently near the top in numbers of travelers to the United States and continue to be a prime European target. Nearly 2 million visitors accounted for 3% of all incoming visitors to the U.S. Visitor spending in 2010 showed a strong rebound following a 17% decline in 2009 and exports to Germany increased nearly 4% to \$5.8 billion in 2010. U.S. travel and tourism exports account for 24% of all U.S. services exports to Germany. There is growing interest in Italy, France, the Netherlands and the United Kingdom.

In 2008, North Dakota joined its first sales mission to Australia. In 2009, Australia reached the top-10 countries sending visitors to the U.S., with 904,000, and recorded \$4 billion in visitor spending. This is developing as a prime target with great interest in the outdoors and active lifestyles. The travel industry has continued to educate travel agents in Australia through a certified training program. In 2011, North Dakota has seen great interest with the media, hosting 10 separate media FAMs, including 15 media.

In our efforts to maximize budget and international presence, North Dakota continues working with Rocky Mountain International. RMI is a cooperative of six states and three gateways in our region. North Dakota is a leader in Scandinavia for the RMI region and a full-working partner in Australia and New Zealand. For the fifth year, North Dakota will have a representative at the RMI Roundup where more than 30 tour operators will meet face-to-face with destination marketers.

## **Show Schedule**

- Scandinavian Mission - October 18-27, 2011 - Sweden, Denmark
- Australia/New Zealand Expos - February 10-24, 2012 - Sydney, Adelaide, Melbourne, Brisbane, Tauranga, Auckland

- Reiseliv, Swanson Travel & ITB - February 28-March 12, 2012 - Oslo, Norway, Øsby Sweden and Berlin, Germany
- U.S. Travel Association Powwow - April 20-26, 2012 - Los Angeles, CA
- RMI Roundup - April 28-May 2, 2012 - Buffalo, WY

### **Advertising North Dakota Internationally**

America Journal - Germany

Quarter Horse Journal - Germany

Discover America, Nordic - Norway, Sweden, Finland and Denmark

Discover America Guide - U.S. Travel - 6 languages over 1 million in print

Discover America website

### **Other sites where ND cities, attractions and destinations will be promoted include:**

CANUSA - German tour operator

FTI - German tour operator

AUSANDERS - German tour operator

Swanson Travel - Swedish tour operator

Canadareisen/Americareisen - Austrian tour operator

America Unlimited - German tour operator

Meiers Weltreisen - German tour operator

Argus Reisen - German tour operator

beLocal.de - German Travel website

Discover America Nordic website

Tom on Tour - German - UK travel magazine

### **2010 U.S. International Visitors - Total 59.8 million**

1. Canada - 20.0 million
2. Mexico - 13.5 million
3. U.K. - 3.9 million
4. Japan - 3.4 million
5. Germany - 1.7 million
6. France - 1.3 million
7. Brazil - 1.2 million
8. S. Korea - 1.1 million
9. Australia - 0.9 million
10. Italy - 0.8 million

### **U.S. Travel Promotion Act to Create 1.3 Million Jobs**

Increasing travel to the United States is the most effective form of economic stimulus, supporting communities, injecting billions into the U.S. economy and creating millions of new American jobs.

Recapturing America's historic share of worldwide overseas travel would create up to 1.3 million U.S. jobs by 2020 compared with 2010 and produce \$859 billion in cumulative additional economic output.

To learn more about the economic impact of travel, visit [www.ustravel.org](http://www.ustravel.org)

# **OUTDOOR PROMOTIONS MARKETING**

Past surveys of visitors to North Dakota reported their #1 activity in the state was related to the outdoors. Consistently, outdoor activities motivate travel to North Dakota. From birding to biking and camping to climbing, North Dakota outperforms the nation in visitors with an outdoor interest.

North Dakota's great outdoors, from scenery to activity, is woven throughout the Legendary campaign. Marketing efforts specific to outdoor recreation promotion include sport and travel shows, working with media, facilitation and participation in statewide outdoor events and publications to promote North Dakota's outdoor activities.

## **2012 Sport Shows**

- Quad Cities Sport Show, January 13-15, Davenport, IA
- National Pheasant Fest, February 17-19, Kansas City, MO
- Omaha Boat Sports and Travel Show, February 23-26, Omaha, NE
- Milwaukee Journal Sentinel Sports Show, March 7-11, Milwaukee, WI
- Northwest Sports Show, March 28-April 1, Minneapolis, MN

## **Partnership Opportunities**

- \$75 Placement of single brochure in the North Dakota booth per show. Partner responsible for shipping costs.
- \$250 Staffing of the North Dakota booth by participating partner. Each partner will be given space in the ND booth to display their signage and distribute materials. Partner responsible for travel expenses.

Traditional hunting and fishing outdoor marketing continues to be at the center of the outdoor campaign. Hunters and anglers are the outdoor segment that most rely on the Tourism Division to find out where to hunt or fish, information about public and private lands, guides and outfitters, wildlife populations and clarification of North Dakota regulations. The Tourism Division will continue to contact its partners to participate in outdoor FAMs and media trips. One of the best opportunities to tell North Dakota's Legendary story is through editorial content in outdoor publications. Tourism's long relationship with outdoor media groups like OWAA will continue to produce stories and media trips.

Golfing and birding continue to be niche markets where North Dakota product is nationally competitive. We remind birders that North Dakota has more wildlife refuges than any other state. We highlight the unique features of world-class golf courses and the most per-capita courses in the nation. Not to be forgotten are the relatively un-crowded state parks, lakes and rivers for all types of water-based recreation, and the wild open spaces and unique wildlife of North Dakota.

## **Advertising Outdoor Recreations**

North Dakota's great outdoors and Legendary message are integrated throughout the traditional leisure campaign, including television, print, radio and out-of-home. Niche print and e-marketing campaigns are also developed to support efforts in promoting birding and golf in North Dakota. These efforts are detailed here in the 2012 media plan.

North Dakota Tourism will continue its partnership with Jason Mitchell Outdoors in advertising and support of this Fox Sports North syndicated program. An outdoors-specific television ad targets the markets of Minneapolis, Rochester, Duluth/Superior, Fargo, Minot, Bismarck, Sioux Falls, Rapid City, Milwaukee, Madison, Green Bay, LaCrosse and Eau Claire.

North Dakota Tourism continues to print 60,000 of the state's official Hunting & Fishing Guide. This 42-page piece is used at shows, fulfilled by mail and distributed at outdoor related businesses. A digital version is also available online and for smartphones.

# **PUBLIC and MEDIA RELATIONS**

Public relations is a powerful reinforcement of Tourism's messages in highly effective and extremely credible, respected forums. The compelling messages developed for advertising/marketing are the same ones used for public relations.

The public relations program positions the ND tourism industry favorably in local, regional and national media while developing and maintaining working relationships with the media to provide unique story ideas.

## **Local Media - Traditional**

The local media strategy is to proactively provide a variety of information to in-state media to increase the coverage of fun things to see and do throughout the state, ultimately increasing the in-state travel to tourism-related locations.

- Develop and distribute "Things to Do" and "Theme" news releases
- Promote travel experiences on radio talk shows (KFGO, KFYZ)
- Press conference to announce tourism events (Tourism Week)
- Pitch human interest angles on travel to statewide news networks
- Attend statewide media conferences (NDBA, NDNA)
- Media events like the freelance writers seminar and media blitz

## **Regional Media - Traditional**

The regional strategy is designed to elevate the awareness of North Dakota as a travel destination to our neighboring states and provinces. The goal is to provide unique and timely information to regional media in an effort to increase the coverage of North Dakota.

- Customized media kits
- Quarterly pitches to publications
- Niche, rankings and visitation press releases
- FAM trips for regional media/bloggers

## **National Media - Traditional**

The national strategy is also structured to elevate the awareness of North Dakota as a travel destination in an effort to increase the number of out-of-state visitors. Public relations pitches are more targeted to capture national coverage.

- Priority publication list
- Unique event strategies
- Package pitch opportunities
- FAM trips for national media

## **PR and Digital Strategy**

Social media has given North Dakota Tourism an outstanding opportunity to engage in real-time communication with visitors and potential travelers. With the explosion and popularity of social media outlets, North Dakota Tourism has branched into numerous digital areas to promote North Dakota to those people and potential visitors looking for specific activities.

Messaging is strategically themed for a coordinated effort among PR, social media and North Dakota's online and electronic presence. Partners are encouraged to join these efforts by engaging online. Here are some of the places that you can join North Dakota Tourism in our digital efforts. We invite tweets, posts, photos, videos and guest bloggers!

- Twitter - <http://twitter.com/TravelND>
- Facebook - <http://www.facebook.com/TravelND>

- Flickr - <http://www.flickr.com/groups/northdakota/>
- Travel Blog - <http://legendarynd.wordpress.com/>
- YouTube - <http://www.youtube.com/legendarynd>

*Potential opportunities in the future*

- Twitter sponsorship opportunities
- FREE - Promote your travel destinations and events on Collective Travel Radio - [www.collectivetravelradio.com](http://www.collectivetravelradio.com)

An important reminder about getting your events, packages and attractions into press releases, social media posts, e-blasts and blogs is to make sure you're providing fresh, accurate listings through Partner Access at [www.NDtourism.com](http://www.NDtourism.com). Those listings not only drive Travel Guide content, but public and media relations content as well.

## **LEISURE MARKET ADVERTISING PLAN**

### ***2012 Marketing Strategic Direction***

The Legendary strategy has proven to be successful for ND Tourism over the last decade. The success of the strategy is not by accident, but by using research and measurement to refine the strategy to keep it on track year after year. The brand messaging has remained consistent, but fresh, and continues to compel out-of-state visitors to choose North Dakota as their next vacation destination.

The original Legendary strategy has been enhanced over the years due to consistent monitoring, measuring and evolution. In addition to the traditional, out-of-state leisure target audience, research over the years has shown opportunities to target audiences in different segments. The border/city experience strategy was added when the research showed an increasing number of visitors were coming to North Dakota for the city experience, so a messaging and media strategy were developed to take advantage of this growing area. The niche strategy was implemented to communicate directly to niche audiences interested in some of the specific, exceptional product experiences in North Dakota. The 2012 marketing strategy will continue to build on the success of a three-pronged strategy which includes the Legendary domestic brand strategy, Legendary border/city experience strategy and Legendary niche strategy.

This plan outlines the strategies and tactics that will help ND Tourism meet the overall objectives - create awareness, generate interest, and motivate out-of-state marketable trips. Ultimately, the strategy will build upon the strong, compelling brand image North Dakota has created while continuing to grow the tourism sector of the economy over the long-term.

### ***Legendary Domestic Brand Strategy***

The highly effective Legendary core brand strategy has been developed through careful analysis of continuous research. The strategy focuses on the core brand message of rich culture and heritage set in a scenic backdrop with fun things to see and do. The advertising messages motivate the target audience to experience North Dakota and its legendary adventures. This strategy is targeted toward audiences in Minnesota, Wisconsin and South Dakota, and is used in national media buys.

### ***Legendary Border/City Experience Strategy***

The Border/City Experience strategy focuses on the unique and entertainment experiences in various cities across the state within the overall Legendary brand umbrella. The messages and visuals found in the advertising highlight shopping, dining, hotels and special events in North Dakota. The primary targets of this strategy are Manitoba and Saskatchewan, Canada, western Minnesota, eastern Montana and northern South Dakota.

### ***Legendary Niche Strategy***

The Niche strategy brings North Dakota's strongest offerings to the audiences seeking these very specific experiences. Each year the experiences marketed may vary. The strategy for 2012 has two main categories of experiences - Outdoor Adventure and Motorcycling/Touring. The Outdoor Adventure niche focuses on golfing, birding, mountain biking, fishing and hunting experiences. For these niche experiences, the messages are specifically targeted to specialty audiences regionally and nationally through targeted efforts, social media, special interest publications, sponsorships and cable television.

## Target Audience and Priority Markets

The most promising markets and target audiences have been identified through a research-based approach. The campaign is especially designed to target the overnight touring market. These potential visitors can be influenced by marketing to choose North Dakota as their next pleasure trip. The visitor studies through Longwoods International research show that North Dakota's target audience has the following characteristics:

- Age 35-64+, with an average age of 44.4 years
- Female skew, since they make the majority of travel decisions
- College-educated
- Employed
- White collar/managerial/professional
- Personal vehicle is the primary means of transportation to the state
- Travel party is average of 3 people
- 37% of visitors are in two-member households
- 60% of visitors do not have children under 18
- 76% are married/with partner
- Season of trip is fairly consistent throughout the year

Authenticity is extremely important to North Dakota visitors. North Dakota visitors are trend-setters, adventure-seekers, and busy parents with older children wanting to escape the every day. They want their next vacation to have an adult and family atmosphere, be popular, must-see, unique and exciting. They have traveled and experienced many other destinations, but are now looking for an authentic experience.

The latest domestic visitor study showed that the activities and experiences where North Dakota outranked the U.S. norm were national/state parks and outdoor experiences. The reason that visitors visited was outdoor recreation (21%), business travel (19%), special events (18%), touring (15%) and city trip (10%).

For the 2012 campaign, the priority markets will stay the same since we have not conducted a new visitor study. The Legendary brand strategy will continue to be communicated to the target audience in Minnesota, Wisconsin and eastern South Dakota. The Border/City Experience strategy will continue to be implemented in Canada, western Minnesota, eastern Montana and northern South Dakota. The Niche strategy will target visitors regionally and nationally, but through targeted media outlets.

ND Tourism's priority markets in order of importance are:

|                          |   |
|--------------------------|---|
| Minneapolis/St. Paul, MN | Legendary Domestic Brand strategy         |
| Appleton/Green Bay, WI   | Legendary Domestic Brand strategy         |
| Madison, WI              | Legendary Domestic Brand strategy         |
| Milwaukee, WI            | Legendary Domestic Brand strategy         |
| Duluth, MN               | Legendary Domestic Brand strategy         |
| Sioux Falls, SD          | Legendary Domestic Brand strategy         |
| Superior, WI             | Legendary Domestic Brand strategy         |
| LaCrosse, WI             | Legendary Domestic Brand strategy         |
| Eau Claire, WI           | Legendary Domestic Brand strategy         |
| Winnipeg, MB             | Legendary Border/City Experience strategy |
| Regina, MB               | Legendary Border/City Experience strategy |
| Saskatoon, SK            | Legendary Border/City Experience strategy |
| Bemidji, MN              | Legendary Border/City Experience strategy |
| Fergus Falls, MN         | Legendary Border/City Experience strategy |
| Fargo/Grand Forks, ND    | Legendary Border/City Experience strategy |
| Rapid City, SD           | Legendary Border/City Experience strategy |
| Aberdeen, SD             | Legendary Border/City Experience strategy |
| Pierre, SD               | Legendary Border/City Experience strategy |
| Glendive, MT             | Legendary Border/City Experience strategy |

## 2012 Creative Strategy

For the last decade, Legendary has been a powerful and proven branding statement for North Dakota. Legendary evokes the bigger-than-life legends that made an impact on North Dakota: Sitting Bull, Lewis and Clark, Theodore Roosevelt, General Custer, Sakakawea and Roger Maris.

Legendary also seamlessly extends past historical figures and more recent legends into the lives of visitors to North Dakota—whether they're on a trail ride along the Little Missouri River, experiencing a Sioux hockey game, exploring Fort Lincoln, birding at Lake Audubon, fishing like Jason Mitchell or shopping in downtown Fargo—to offer an experience to live and feel the brand on a personal level.

This year's advertising campaign continues to build on the proven Legendary positioning, but with a provocative twist:

*Arrive a guest. Leave a legend.*

This direction offers the tantalizing idea that once you cross the border into North Dakota, everything and anything is possible. Here, your experience can transform you from being a guest to a legend.

You aren't just riding a horse in the Badlands; you're leading a hunting expedition. You aren't just bird watching at Lake Audubon; you're seeing a Baird's Sparrow for the very first time. You aren't hitting a drive off the first tee; you're playing a round of golf where memories are as spectacular as the setting.

This evolution of the Legendary brand gives visitors ideas on how their visit to the state changes what's possible in a vacation. It's a message that empowers our visitors on a personal level. Each guest will experience the state in their own way. In return, each guest has the opportunity to leave as a legend—which provides a powerful motivation to visit.

## **2012 Media Budget**

The ND Tourism budget for advertising placement is \$1,800,000. The budget is down \$200,000 from 2011, but the lower budget level in 2012 will allow us to not have to straddle the biennium for the 2013 campaign. The budget constraints have been a challenge every other year and this will help us to have a more effective and sustained campaign for the season. The actual media value of that placement after the 7.5% rebate is \$1,945,945.95.

## **2012 Media Strategy**

In the development of the 2012 media plan, the inclusion of the most cost-efficient media vehicles available to reach the targeted audiences and teach ND Tourism's brand messages through repetition continues to be the overall goal.

The media plan is developed to create an effective, sustainable campaign during the early planning stages in the spring through the fall shoulder season. With the target audiences planning their trip closer to the actual travel dates, it is important to have a consistent campaign with multiple messaging to reach the potential traveler at different times throughout the planning period and actual peak season.

Each year there are more traditional and non-traditional opportunities to consider for ND Tourism. A comprehensive analysis of all media outlets was used to select those most suited to motivate travelers to choose North Dakota for their next vacation destination. Odney used a variety of resources to search and analyze all the media options. Once the options were narrowed down, a bidding process was employed to invite the desired media to submit proposals to compete for a share of the buy. The outlet's audience-base, past success, cost-efficiency, editorial tie-ins, value-added opportunities and cooperative opportunities were all factors in the media outlets included in the final media buy.

## **Overall Media Mix**

The 2012 plan includes a solid mix of media. Research shows a mix of media is important for the overall effectiveness of a campaign since some media increases awareness levels and other mediums impact visitation conversions. Below is a recap of the media percentage breakouts:

- Television - 32% ↓
- Online - 20%
- Magazine - 17% ↓
- Newspaper - 14% ↑
- Out-of-Home - 10% ↑
- Radio - 5% ↑
- Sponsorships - 2%

## ***Media Mix by Target Audiences***

- In the primary U.S. markets, the advertising will focus on the Legendary brand message. We will communicate those messages through the following mix of media outlets:
  - Broadcast TV
  - Direct response TV (includes national cable and regional broadcast stations)
  - Magazine/travel directory advertising
  - Newspaper insert
  - Digital marketing including e-mail
  - Out-of-home advertising
  
- Advertising in the Canadian and near border/secondary markets will focus on the city/event/weekend getaway experience. We will communicate these compelling experiences through the following mix of media outlets:
  - Magazine advertising
  - Newspaper inserts
  - Radio advertising
  - E-mail
  - Out-of-home advertising
  
- In the niche markets, advertising was analyzed and selected based on the niche categories as well as the media opportunities where the cost per thousand (CPM) was comparable to advertising in the overall campaign. The media outlets to reach the niches include:
  - Outdoor Adventure
    - Golf - Regional print advertising
    - Birding - National print advertising
    - Hunting and fishing - Cable television, sponsorship and digital marketing including e-mail
    - Motorcycle - National and regional print advertising
  
- For the in-state audience, ND Tourism will continue its partnership with North Dakota Newspaper Association to distribute a newspaper insert and print advertising in all the daily and weekly newspapers in North Dakota in mid-May during the peak planning period. Other in-state advertising includes: *Horizon Magazine* and *North Dakota Living*.
  
- The group travel program will continue print advertising and editorial submissions in trade publications.
  
- The international program will continue marketing North Dakota internationally. This plan includes catalog and event support as well as online and print advertising.

## Media Plan Changes from 2011 to 2012

- **Legendary Strategy**
  - **Television**
    - Broadcast television will run earlier: May 14 - June 10
    - Television decreases in overall TRPs in most markets
      - Decreased broadcast television by 100 TRPs in Madison DMA and Green Bay/Appleton DMAs
      - Decreased broadcast television by 50 TRPs in Milwaukee DMA
    - Decreased the number of leads in the MMSI direct response television program from 2,289 to 1,800
  - **Print Advertising**
    - **NEW** - Added *Milwaukee Magazine*
    - **NEW** - Added *Minnesota Monthly*
    - Eliminated travel directory ad in *More*
    - Eliminated travel directory ad in *LHJ*
    - Eliminated travel directory ad in *Better Homes & Gardens*
    - Eliminated travel directory ad in *Reader's Digest Family Adventure*
    - Eliminated *Country Living*
    - Eliminated *MPLS St. Paul Magazine*
    - Eliminated *Travel 50 & Beyond*
  - **Newspaper Insert**
    - Insertion date is earlier - June 15 - 17
  - **Out-of-Home**
    - Changes to out-of-home to increase reach and exposure in Minneapolis
      - **NEW** - Intran Media truck billboards in Minneapolis
      - **NEW** - Added digital signage in Target Field parking ramps
      - Increased signage at Target Field for longer timeframe
      - Eliminated transit shelters in Minneapolis
      - Eliminated Minneapolis airport signage
      - Eliminated Citylites Mpls Skywalk signage
- **Border/City Experience Strategy**
  - **Canadian Markets**
    - **Television**
      - Eliminated television in all Canadian markets
    - **Print Advertising**
      - Eliminated *Prairies North*
    - **Newspaper Insert**
      - Insertion date is earlier - June 15 - 17
    - **Radio Advertising**
      - Radio will complement both the early summer and fall newspaper inserts
      - An additional two weeks of radio is scheduled for July 9 - 22 for increased frequency due the elimination of television

- Out-of-Home
  - **NEW** - Added bus wraps in Winnipeg
  - **NEW** - Added billboards in Regina
  - **NEW** - Added transit shelters in Regina
  - Eliminated transit shelters in Winnipeg
- Niche Strategy
  - Birding
    - **NEW** - Added print ad in Cornell Lab *Living Bird*
  - Outdoor Adventure
    - **NEW** - Added print advertising in *Pheasants Forever*
    - **NEW** - Fox Sports Network - enhanced University of MN vs. UND sponsorship
    - Changed cable advertising to Fox Sports Network (North and Wisconsin) direct during 1<sup>st</sup> quarter
  - Motorcycling
    - **NEW** - Added print ad in *Road Runner Motorcycle Touring & Travel*
    - **NEW** - Added print ad in *Road Noise - Abate Minnesota*
    - **NEW** - Added print ad in *The Motorcyclist - Abate North Dakota*
    - **NEW** - Added print ad in *Thunder Roads Magazine - Minnesota*
    - **NEW** - Added print ad in *Throttler Motorcycle Magazine*
- Digital Marketing
  - **NEW** - Added Undertone for pre-roll video placements
  - **NEW** - Added Forum Communications Interactive - online display advertising, e-mail marketing, mobile display advertising, and Northland Outdoors display advertising
  - **NEW** - Added Wave Direct E-mail marketing deployments in U.S. and Canada
  - Eliminated the Canadian ad network OliveBrand with Centro
  - Decreased out-of-state targeted ads on BisManOnline to May and August
  - Decreased online presence on TripAdvisor
  - Decreased Facebook advertising to focus more dollars during peak and shoulder seasons and fewer dollars during off-season
  - Eliminated Sojern advertising

## **Media Plan Overview by Category**

- ***Broadcast Television***

Broadcast television continues to be an extremely important and effective medium to pique the interest of potential visitors to North Dakota. Visually, television can show the target audience what can be experienced, the beauty and excitement found in North Dakota. The striking images and experiences are conveyed on television through sight, sound, motion and emotion creating the best medium for effectively motivating a potential visitor to choose North Dakota as their next vacation destination.

ND Tourism will use broadcast television advertising in the U.S. priority markets in 2012. Research has shown that visitors in these geographic target areas have the most propensity to travel and can be reached through television the most cost-efficiently. Broadcast television allows us to reach broad audiences based on programming and a cost-per-point basis.

In 2012, ND Tourism will run :15 second spots to showcase specific experiences.

The media plan outlines the TRPs (Total Rating Points) and flight dates by markets. Flights will air for three weeks from May 14 - 28 and June 5 -10.

### **Legendary Strategy - Priority U.S. Markets**

- Campaign flight dates: 5/14 - 5/28 and 6/5 -6/10 (3 weeks)
  - Markets/Total TRPs
    - Minneapolis-St. Paul, MN - 900 TRPs
    - Green Bay/Appleton, WI - 750 TRPs
    - Madison, WI - 750 TRPs
    - Milwaukee, WI - 750 TRPs
    - Duluth, MN - 750 TRPs
    - Sioux Falls, SD - 750 TRPs

### **Border/City Experience Strategy -Secondary U.S. Markets**

- Campaign flight dates: 5/14 - 5/28 and 6/5 -6/10 (3 weeks)
- Markets/Total TRPs
  - Fargo/Grand Forks, ND - 750 TRPs
  - Rapid City, SD - 750 TRPs

Odney expects this planned media buy to achieve an approximate 85-90% reach and an average frequency of 10-11. Post-buy analysis will be conducted at the end of the flight to ensure the media buy delivers as planned.

- *Direct Response Television*

To increase the reach and frequency of the television message, ND Tourism will continue to use direct response television. Marketing & Media Services, LLC's (MMSI) per-inquiry program generates leads through television exposure on spot television stations and national cable networks. Thirty- and sixty-second spots will run with the MMSI toll-free number displayed for station tracking/fulfillment.

The MMSI national cable and spot television direct response program aired from May 2 through August 28, 2011. During this timeframe, 1,230 spots aired and 2,438 leads were generated. Based on the equivalent-buy cost of all listed spots, the program would be expended at \$962,230 or 15 times more than the actual per inquiry media budget if the schedules had been purchased.

The top lead generators included: Google TV (national cable), Broadcast Response Network (national cable), Military Channel, Animal Planet, and Dish Network (national cable). The top networks based on the highest average lead per spot: Animal Planet, Dish Network (national cable), Google TV (national cable), Broadcast Response Network (national cable) and Travel Channel. The direct response daypart breakdown is: 12 AM - 5:59 AM is 8%; 6 AM - 5:59 PM is 82%; and 7 PM - 11:59 PM is 10%.

The 2012 schedule will begin in May and will end when 1,800 leads have been generated - approximately in early August. ND Tourism's direct response television ads air on U.S. national cable networks and on cable and broadcast stations in selected regional spot markets.

U.S. National Cable Networks:

Animal Planet, CNBC, Discovery Channel, Dish Network, Familynet, Hits, Home & Garden Television, Military Channel, Television Food Network, Travel Channel, Weather Channel, Direct TV and Google TV

U.S. Spot Television Markets and stations:

Minneapolis, MN - KMSP-TV, KSTC-TV, WCCO-TV  
Billings, MT - KSVI-TV  
Fargo, ND - KVLV-TV, This TV Fargo (MVLY)  
Rapid City, SD - KNBN-TV  
Sioux Falls, SD - KTTW-TV  
Green Bay, WI - WFRV-TV, WIWB-TV  
Madison, WI - WMTV-TV, WMSN-TV  
Milwaukee, WI - WMLW-TV, WTMJ-TV

- ***Cable Television***

### **Niche Strategy - Outdoor Adventure**

ND Tourism will advertise the legendary outdoor opportunities in North Dakota through cable television advertising with Fox Sports North and Fox Sports Wisconsin. Cable television will air for 12 weeks during the first quarter from January through March in key markets in Minnesota and Wisconsin on outdoor, hunting and fishing programming.

FOX Sports North DMAs include: Minneapolis/St. Paul, Rochester/Austin/Mason City, Duluth/Superior, Fargo/Valley City, Minot/Bismarck, Sioux Falls and Rapid City.

FOX Sports Wisconsin DMAs include: Milwaukee, Madison, Green Bay, LaCrosse and Eau Claire.

### ***Jason Mitchell Outdoors Sponsorship***

Over the past decade, Jason Mitchell has earned a legendary status as a professional fishing guide on North Dakota's Devils Lake. ND Tourism will continue its sponsorship of Jason Mitchell Outdoors. The sponsorship consists of mainly cable television. Jason Mitchell Outdoors airs during the best possible time slots on Fox Sports Net North and TV17 Outdoors in Chicago. FSN North covers both: North and South Dakota, Minnesota, northern Iowa, northeastern Nebraska and Wisconsin. TV17 Outdoors Chicago is a subscription channel that covers blocks of northern Illinois. The following regional broadcast stations are tentative but include morning weekend time spots on WVTW Milwaukee, WI; WSAW Wausau, WI; Charter Media TV 18 Madison, WI; KDLT Sioux Falls, SD; KMIT Mason City, IA; KVRN Fargo, ND; KSTP Minneapolis, MN and WDIO Duluth, MN.

ND Tourism will run a 30-second commercial during the show, first commercial in the first commercial break. Jason Mitchell Outdoors will provide banner at beginning of show. Contact information for ND Tourism will be displayed when appropriate at the end of all segments filmed in North Dakota.

### ***Fox Sports North/Fox Sports Wisconsin University of Minnesota vs UND Sponsorship***

ND Tourism will sponsor the University of Minnesota vs. UND Hockey series on Fox Sports North and Fox Sports Wisconsin. The sponsorship includes:

- Nov. 4 & 5 games in Minnesota; Jan. 13 & 14 games in North Dakota
- (3) :30 spots per game on Nov. 4 & 5 and Jan. 13 & 14
- (1) :30 spot per pre-game on Nov. 4 & 5 and Jan. 13 & 14
- (1) :30 spot post-game on Nov. 4 & 5 and Jan. 13 & 14
- (1) :30 spots in any four other Gopher Hockey match-ups (games tbd)
- In-game elements Nov. 4 & 5 and Jan. 13 & 14
- Inclusion during pre-promotion of each series
- Custom Sweepstakes on FOX Sports North.com's Fan Zone
- Inclusion during each pre-game show

- ***Print Advertising***

Building awareness of North Dakota as a travel destination and generating inquiries with specific audiences are important benefits of print advertising. Research shows that print advertising continues to be a vital component in the media mix for the tourism industry and ND Tourism. Since women make the majority of travel decisions, women's publications are an important part of the print media mix. Travel directory and brochure ads are important in the print mix for their ability to generate high inquiry levels. Niche publications offer the ability to target potential visitors by interest.

In the plan development, all publications were analyzed and prioritized based on the target audience, the ability to reach North Dakota's geographic target area, as well as cost-efficiency (CPM), inquiries generated in 2011, editorial content, quality and fit with our brand message and value-added elements.

### **Legendary Strategy - Print Advertising**

Print advertising will be used to reach the out-of-state touring audience and promote North Dakota as a destination. The following women's, travel and lifestyle publications were chosen: *AAA Living*, *AAA Home and Away*, *Family Circle*, *Good Housekeeping*, *Midwest Living*, *Milwaukee Magazine*, *Minnesota Monthly*, *Redbook* and *Woman's Day*.

Brand-driven advertising motivates visitors to choose North Dakota, but inquiry-generating advertising motivates visitors to act and request travel planning information. Travel service brochure ads and directory ads in newspaper inserts give potential visitors a convenient way to take action and generate inquiries.

For 2012, the travel service brochure avenues that will be used to generate inquiries include: *Parade Magazine Vacation Getaway*, *Reader's Digest America's Heartland*, *Travel Advertising Group* and *Valassis - America's Best Vacations*.

### **Border/City Experience Strategy - Print Advertising**

The publications chosen for the Border/City Experience strategy to reach the Canadian and secondary market audiences include: Canadian Automobile Association publications *CAA Manitoba Going Places* and *Westworld Saskatchewan*, and lifestyle magazine *Style Manitoba*.

### **Niche - Print Advertising**

Print advertising is used to reach niche audiences with specific interests. In 2012, we will use the following publications to reach the audiences in our priority niche markets:

#### Birding

*Birdwatching* (formerly *Birder's World*), *Birding*, *Cornell Lab Living Bird*

#### Golfing

*Midwest Golfing Magazine*, *Minnesota Golfer*

#### Motorcycle

*Road Runner Motorcycle Touring & Travel*, *Road Noise (Abate MN)*, *The Motorcyclist (Abate ND)*, *Thunder Roads Magazine (MN)*, *Throttler Motorcycle Magazine*

#### Outdoor

*Pheasants Forever*

- ***Newspaper Inserts***

Research shows that newspaper inserts continue to be effective with high awareness levels with the out-of-state target audiences. The inserts place travel planning information into the hands of the potential traveler closer to the time of actual booking. In 2012, ND Tourism will be developing two inserts - one in early summer and one in the fall. Industry partner ads enhance both inserts providing more detailed destination information.

### **Summer Newspaper Insert**

ND Tourism will continue to develop one version of the summer newspaper insert to save money on production and printing. The Legendary brand message and the Border/City Experience message will be communicated in one insert that is distributed in newspapers to nearly 2.3 million households in the U.S. and Canadian priority markets. All newspaper inserts will be distributed on Friday/Saturday/Sunday, June 15 - 17, 2012.

#### **Primary U.S. Markets**

Minneapolis, MN - Star Tribune  
St. Paul, MN - Pioneer Press  
Sioux Falls, SD - Argus Leader  
Milwaukee, WI - Milwaukee Journal Sentinel  
Duluth, MN - Duluth News Tribune  
Superior, WI - Wisconsin Superior Telegram  
LaCrosse, WI - LaCrosse Tribune  
Eau Claire, WI - Eau Claire Leader Telegram  
Madison, WI - Madison Capital News  
(10) Wisconsin Area Newspapers\*

\*includes Appleton Post-Crescent, Fond du Lac Reporter, Green Bay Press - Gazette, Manitowoc Herald Times Reporter, Oshkosh Northwester, Sheboygan Press, Wausau Herald Times Reporter, Marshfield News Herald, Stevens Point Journal, Wisconsin Rapids Daily Tribune

#### **Canadian Markets**

Winnipeg, MB - Winnipeg Free Press  
Regina, SK - Leader Post  
Portage La Prairie, MB - Daily Graphic  
Brandon, MB - Brandon Sun  
Estevan, SK - Southeast Trader Express  
Weyburn, SK - Weyburn Review  
Steinbach, MB - The Carillion

#### **Secondary U.S. Markets**

Fargo, ND - Fargo Forum  
Grand Forks, ND - Grand Forks Herald  
Pierre, SD - Capital Journal  
Aberdeen, SD - American News  
Fergus Falls, MN - The Daily Journal  
Bemidji, MN - Bemidji Pioneer  
Glendive, MT - Ranger Review  
Sidney, MT - Sidney Herald  
Rapid City, SD - Rapid City Journal

## **Fall Newspaper Insert**

ND Tourism will develop one newspaper insert targeting the Canadian audience with specific Canadian messaging to promote the fall season. Partner ads with special Canadian offers will enhance the insert. The insert will be distributed in newspapers to over 436,000 households in the U.S. and Canadian priority markets. All newspaper inserts will be distributed on Friday/Saturday/Sunday, August 17 - 19, 2012.

### **Canadian Markets**

Winnipeg, MB - Winnipeg Free Press  
Regina, SK - Leader Post  
Portage La Prairie, MB - Daily Graphic  
Brandon, MB - Brandon Sun  
Estevan, SK - Southeast Trader Express  
Estevan, SK - Mercury  
Weyburn, SK - Weyburn Review  
Steinbach, MB - The Carillion

- ***Radio Advertising***

The radio advertising campaigns will provide high repetition and frequency levels in Canada in the absence of television in 2012. Research showed that radio is a much more cost-efficient vehicle to deliver ND Tourism's messages. The radio creative will be targeted specifically to Canadians.

The early summer and fall campaigns will support the newspaper insert by driving listeners to look for the newspaper inserts in the Canadian markets. The message will direct listeners to learn more about North Dakota by watching for the insert. The mid-summer campaign will promote the city experience including events, shopping and dining across the state. The radio will run 300 TRPs per week (in rated markets) each of the weeks.

**Early Summer Campaign**

Support newspaper insert

Flight Dates: 6/11 - 6/17/12 (one week)

Canadian Markets: Winnipeg, MB; Regina, SK; and Brandon, MB

**Mid-Summer Campaign**

Promote North Dakota city experience messaging

Flight Dates: 7/9 - 7/22/12 (two weeks)

Canadian Markets: Winnipeg, MB; Regina, SK; and Brandon, MB

**Fall Campaign**

Support newspaper insert

Flight Dates: 8/13 - 8/19 (one week)

Canadian Markets: Winnipeg, MB; Regina, SK; and Brandon, MB

## *Digital Marketing*

Web sites and social media channels continue to play an important role in travel planning and research. Because of the role it plays in the industry, ND Tourism will continue to expand its online marketing efforts in a very targeted and measurable manner.

For the 2012 campaign, we are focusing on adults 35-55 in geo-targeted markets including: Minneapolis/St. Paul, Fargo, Grand Forks, Sioux Falls, Rapid City, Milwaukee, Appleton/Green Bay, Madison, Glendive, Winnipeg, Regina and Saskatoon. This will allow us to execute our online marketing effort in the same geographic area that our traditional media is targeting to give us a consistent brand message across all marketing channels. This integrated approach will extend and complement the traditional media effort to increase reach and frequency to geographically and behaviorally targeted audiences.

The goals of the online program include building brand awareness and generating inquiries to NDtourism.com. This year's campaign increases ND Tourism's use of rich media, video, as well as behavioral and contextual targeting to increase the effectiveness of both goals. The online campaign includes display advertising on regional and national ad networks, rich media on video networks, mobile advertising, focused keyword marketing and targeted social media advertising on Facebook.

Every aspect of our 2011 campaign was measured so that we could use the data in all future campaigns. This has helped us create an efficient plan for 2012 that is based on real behavioral data. Our 2012 digital marketing campaign will build on the successes of 2011 by delegating budget to the most efficient and top performing marketing channels and media. In tracking our 2011 campaign, we learned that users are more likely to be motivated when we incorporate behavioral targeting to the 'leisure traveler' user profile within the targeted geographic area. Our data also showed a high conversion rate in our keyword marketing and mobile marketing effort.

The most important element is ensuring that the campaign does not rely solely on mass impressions, but impressions with targeted audiences who, because of where they live, their interests and their past behavior, are more likely to have an interest in traveling to North Dakota. ND Tourism is placing banner ads on targeted websites with geo-targeting and behavioral targeting to build awareness with its target audiences.

The creative execution of the online ads will follow ND Tourism's 2012 editorial/content marketing calendar. As new creative is introduced based on the editorial/content calendar, the expired creative will be removed from the rotation to ensure a fresh brand message that supports the public relations and social media efforts outlined in the calendar.

### *Centro*

ND Tourism and Odney are partnering with Centro to implement a significant portion of the online campaign. Centro is a technology and media services company that makes it easy and efficient for us to buy online media with one point of contact while giving us the flexibility to optimize the ongoing campaign as needed. Centro works in collaboration with us on every detail in the online buying process including research, strategic planning, negotiating, buying, trafficking and optimizing. We are able to access content in every market, including every online property and have more than 14,000 opportunities in the system. As media channels continue to fragment, reaching our target audiences is becoming increasingly complex. With the Centro partnership, we are able to efficiently deliver the most successful online campaign.

All ads within this plan include standard ad sizes (300x250, 728x90, 160x600) as well as mobile and keyword marketing. Ads will be audited by AdXpose to ensure that they were run as requested. Rich media in these ad sizes can run on all the sites included in this plan. All media is scheduled to run May 1 - August 31, 2012 and the estimated number of impressions is 20,750,000. All brand messages are positioned in the most contextually relevant and respected environments, and geo-targeted to the locations requested.

The campaign managed with Centro will include multiple regional and national ad networks, keyword marketing and additional target sites including:

- AccuWeather.com is a high-traffic weather site that gets most of its traffic via its mobile application; they run ads on their website as well. Both online display ads and mobile have been included and the units will be geo-targeted to our target markets in both cases.
- Centro-Spectrum is a niche network of quality local content sites that will be geo-targeted to ND Tourism's 12 identified priority markets. This network includes local print and electronic news media sites.
- RocketFuel is a network of high-traffic quality sites that will be geo-targeted and behavioral targeted to a very specific data segment. The target can be changed to fit the niche marketing opportunities that will best serve the ND Tourism campaign. We are also able to retarget visitors who have interacted with our display ads or visited the ND Tourism website. Retargeting is a very effective form of targeting to individual users who are already aware of the ND Tourism brand.
- Halogen is a network of high-traffic, higher-end travel sites that will be geo-targeted to South Dakota, Minnesota, Iowa, Wisconsin, Nebraska, Colorado and Wyoming.
- OutsideHub Media is a strong network of quality outdoor enthusiast sites that will be geo-targeted to ND Tourism's 12 identified priority markets. All ads are contextually targeted to outdoor adventure seekers such as golfers, hunting/fishing, birding, mountain biking, etc. and give us the opportunity to reach a specific target audience based on these interests.
- WeatherBug.com is a high-traffic weather site that also gets most of its page views from their mobile application; they run ads on their website as well. Both online display ads and mobile have been included and the units will be geo-targeted to our target markets in both cases.
- Yahoo! display ads will be geo-targeted to our priority markets, and behavioral targeted to 'Leisure Travelers' and niche interest travelers.
- Google Adwords strategy was developed to represent ND Tourism offerings as well as provide an opportunity to shift funding quickly to better performing terms. The objective is to capture the audience within a 500-mile radius of North Dakota searching for overnight activities as well as some secondary niche markets. This will provide a great opportunity to capture the audience at the beginning of the purchase funnel which is the research phase.

## ***Facebook***

Due to the increasing interest and number of people using social media, ND Tourism will have a consistent advertising presence on Facebook in 2012. All ad messages will be targeted specifically and purchased based on impressions. ND Tourism will run approximately two weeks per month all year with multiple ad messages. The ads will focus on several areas and may include: attractions; specific themes; event promotion strategies; specific niche messaging to target markets; targeted direct flight market ads; and building fan page likes with contests, etc. These ads will be flexible and allow us to take advantage of opportunities as they arise.

With the budget allocated to Facebook advertising, we will also be able to specifically target audiences interested in niche marketing opportunities. These campaigns will follow ND Tourism's content/editorial calendar for increased awareness.

## ***Forum Communications Interactive***

Forum Communications is one of the largest media companies in North Dakota and has the largest quantity of network traffic in the region. Much of their traffic is generated from out-of-state users and will be targeted in this execution across multiple mediums including online display, e-mail marketing, mobile marketing and outdoor targeted display advertising. All brand messages are positioned in the most contextually relevant and respected environments, and geo-targeted to the locations requested. The campaign on the Forum Communications Interactive Network is expected to yield 2,300,000 impressions and 20,000 individual e-mail sends over the course of the campaign. The campaign runs from May 1 - August 31, 2012.

## ***TripAdvisor***

TripAdvisor is the largest online travel guide, global travel information provider and travel review resource. It is a top-ranked travel content website. The pay-for-performance travel research site drives consumers to content-relevant links within their destination-based travel information. Because the site's focus is entirely on travel planning, the audience is one of the largest predisposed groups of travel planners online.

The ND Tourism schedule on TripAdvisor includes a combination of leader boards, wide skyscrapers and large rectangle ads with rich media targeted to run inside contextually targeted destination content and geo-targeted to only those living in North Dakota, South Dakota, Wisconsin, Minnesota, Winnipeg, Regina and Saskatoon. The campaign on TripAdvisor is expected to yield 1,100,000 impressions in the United States markets and 690,000 impressions in the Canadian markets. The campaign runs from May 1 - August 31, 2012.

## ***Undertone***

Undertone is a video network that buys media space from the top 500 traveled sites. The company purchases its inventory up front directly from publishers, and will only buy media space from websites that offer users quality and valuable content. We will be running 400x300 pixel pre-roll video across the network geo-targeted to our primary markets. We will also be contextually targeting to outdoor enthusiasts 35-54 years old when available. The campaign on Undertone is expected to yield 1,200,000 impressions. The campaign runs from May 1 - August 31, 2012.

### ***Wave Direct***

Wave Direct provides us with high-quality opt-in e-mail marketing lists that are demographically targeted and able to be targeted to specific niche audiences. Publication lists will be selected that specifically target the avid fisherman, hunter, golfer, nature-lover and anyone else with outdoor activity interests in the

United States. We also selected a few general travel publications since these files would include the high-travel propensity demographics which are also a fit. In Canada we will be targeting lists that appeal to the city experience and travel interests of our target audience in our primary Canadian markets within a 500-mile radius of North Dakota.

The e-mail deployments with Wave Direct are expected to yield 370,000 individual e-mail sends in our primary target markets in the United States and Canada. The campaign runs from May 1 - August 31, 2012.

### ***Outdoor Online Marketing***

Impression-based banner advertising on a number of websites will be used by ND Tourism to build awareness for the outdoor adventure niche strategy.

### ***Total Outdoor Network***

The Total Outdoor Network of Internet properties are being used to target hunting, fishing and outdoor sports enthusiasts. The websites within this network include: FishingBuddy.com, SDOinsider.com, Nebraska-Outdoors.com, NorthstarOutdoors.com, WalleyeAngler.net, WisconsinOutdoors.com, IllinoisAdventures.com and OutdoorsforHer.com. The banner ads will be geo-targeted and will achieve approximately 800,000 impressions. The flight will run May 1 - May 31, 2012 to primarily target fishing enthusiasts.

### ***BisManOnline***

BisManOnline is the biggest website in total traffic in the state of North Dakota and gets a large amount of traffic from outside our state. The site allows us to geo-target to our target audience and target contextually by niche category. Banners will be geo-targeted to site visitors from Minnesota, Montana, South Dakota, Wisconsin and Canada, and contextually targeted for the following niche categories: hunting, fishing, biking, golf, camping/hiking equipment, guns, ice houses, archery, etc. The flights will run May 1 - May 31, 2012 and August 1 - August 31, 2012 to primarily target fishing enthusiasts in the spring and hunting enthusiasts in the fall.

Our outdoor online strategy will also be incorporated into many of the display campaigns, video campaigns, e-mail marketing deployments and Facebook flights above based on the our editorial/content calendar for the year. We will target these audiences specifically when it makes sense to do so from the standpoint of editorial and creative timing.

In addition, ND Tourism will have an annual listing on fishandgame.com and fishingminnesota.com.

ND Tourism also is taking advantage of value-added online opportunities with magazines and publications where ads are being placed.

- ***Out-of-Home Advertising***

North Dakota Tourism will use out-of-home advertising to increase reach and exposure in North Dakota's primary markets of Minneapolis, MN and Winnipeg, MB. Out-of-home advertising complements the overall campaign with a consistent look and feel to extend the message of the television, print advertising and newspaper inserts in these priority markets.

### **Minneapolis, MN**

#### *Target Field signage*

ND Tourism will increase its presence at Target Field by advertising strategically located backlit signs in the heavily traveled area immediately surrounding the home of the Minnesota Twins. Target Field attracted more than 3 million fans in 2011. Target Field and the Plaza are directly connected by the skyway to three huge ramps - A, B and C. These are the largest in the city and within 1-2 blocks of Target Field. ND Tourism's campaign will have 3 full-size panels (6' x 3') rotating with the Target Field area from April - August and 2 digital screens with :10 second digital ads per display located in A and B ramps. The campaign will achieve 5,625,000 total impressions.

#### *Billboards*

Increased frequency and visual awareness will be achieved for ND Tourism's 2012 campaign through billboards in Minneapolis. The outdoor advertising will consist of six 14' x 48 bulletin boards and 25 poster boards. The bulletin boards reach 35% of the target audience 11.6 times for 13,898,369 total impressions. The posters will reach 31% of the target audience 10.6 times for total impressions of 11,199,402.

Campaign dates: May 21 - July 15 - (6) bulletin boards  
July 16 - August 12 - (2) value-added bulletin boards  
June 18 - July 15 - (25) value-added posters

#### *Intran Media*

For additional visual presence in the Minneapolis market, ND Tourism will use Intran Media, the largest truckside billboard company in the country and headquartered in Minneapolis. The two-month campaign will take place in June and July. It will consist of 15 trucks with 21' x 7' panels that will achieve 35,000,000 total impressions over the course of the campaign.

### **Winnipeg, MB**

ND Tourism is continuing its out-of-home presence in Winnipeg, MB with some new ways to visually communicate the 2012 campaign. To increase frequency in the key market of Winnipeg, (22) 10' x 20' horizontal billboards will feature North Dakota's message throughout the city. The billboards will achieve a 50% showing during the seven week campaign from May 7 - June 24, 2012.

Bus wrap advertising targets specific markets with high frequency messages during short periods of time, day and night, seven days a week. ND Tourism will be using bus wraps in Winnipeg to showcase North Dakota. The signage will include 24 transit king posters for eight weeks from May 7 - July 1, 2012,

## **Regina, MB**

For the 2012 campaign, ND Tourism added an out-of-home presence in Regina, MB. North Dakota's messages will be visually communicated on four 10' x 20' horizontal billboards. The billboards will achieve a 25% showing during the seven week campaign from May 7 - June 24, 2012. In addition, five street level posters will appear from April 30 - July 22, 2012.

As a bonus, transit signage will complement the billboards in Regina, MB. The campaign will include 5 street level posters (47" x 68") for 12 weeks from April 30 - July 22, 2012.

- ***In-State Campaign***

While promoting out-of-state visitation is their mission, ND Tourism recognizes the importance of encouraging North Dakota residents to travel in their state and discover the experiences found in their own backyard. ND Tourism will continue to partner with the North Dakota Newspaper Association with a sponsorship. Due to the success of the 2011 newspaper insert, ND Tourism will continue to develop a 30" x 8" newspaper insert tri-folded to an 8" x 10" size that will be distributed in all the daily and weekly newspapers the week of May 14. In addition, ND Tourism will receive one print ad to appear in all daily and weekly newspapers. Additional partnerships will allow ND Tourism to appear in *North Dakota Living* in May and July, and in all four *Horizon Magazine* issues.

## North Dakota Tourism Media Plan Details

### BROADCAST TELEVISION

Campaign Flight Dates:

- 5/14 - 6/10/12 (2 weeks on - 1 week off - 1 week on)

Markets

- |                                     |                     |
|-------------------------------------|---------------------|
| • Minneapolis, MN - 900 total TRP's | \$ 198,000.00 gross |
| • Sioux Falls, SD - 750 total TRP's | \$ 28,500.00 gross  |
| • Milwaukee, WI - 750 total TRP's   | \$ 105,000.00 gross |
| • Green Bay, WI - 750 total TRP's   | \$ 52,500.00 gross  |
| • Madison, WI - 750 total TRP's     | \$ 52,500.00 gross  |
| • Duluth, MN - 750 total TRP's      | \$ 26,250.00 gross  |
| • Fargo/Grand Forks, ND - 750 TRP's | \$ 33,000.00 gross  |
| • Rapid City, SD - 750 TRP's        | \$ 28,600.00 gross  |

**Total Broadcast Television**

**\$ 524,350.00 gross**

### DIRECT RESPONSE (TELEVISION)

#### MARKETING & MEDIA SERVICES, LLC (MMSI)

Rep: Daren Jennings  
Tel: 401-737-7730 ext. 3131  
Fax: 401-737-1355  
E-mail [daren@mmsipi.com](mailto:daren@mmsipi.com)

Marketing & Media Services, LLC (MMSI) has been the leader in Per Inquiry advertising since 1985. They have remained steadfast in their mission to provide clients with cost-controlled, qualified leads and web traffic.

#### Television Direct Response

- |   |                    |
|---|--------------------|
| • Campaign Flight Dates: May - August, 2012   |                    |
| • National cable and selected broadcast television markets<br>(1,800 leads - \$31.18 CPL) | \$ 56,124.00 gross |
| • Production Charges<br>(Set up charges)  | \$ 2,235.35 gross  |
| • Spot Summary Report   | \$ 1,411.80 gross  |

**Total Television Direct Response**

**\$ 59,771.15 gross**

Value-Added: Television Direct Response - approximate value \$11,000 net

- Landing Page w/Video - design, development and hosting
  - Design of all creative for TV landing pages
  - Development and programming of TV landing page and associated lead generation forms
  - Implementation of streaming video within hosted landing pages
- Weekly Lead Activity Reporting
  - MMSI will provide weekly reports to North Dakota Tourism (and any co-op partners) outlining lead activity by day and lead type
- Two-Step, Multi-Level Scrubbing Process - Value: Immeasurable
  - Eliminates invalid leads
  - All U.S. based leads are scrubbed and validated at database level. MMSI then runs all leads through a second scrubbing process to ensure the most qualified leads

## **RADIO**

### Summer Campaign Flight Dates:

- (1) week @ 300 TRP's (in rated markets)
- 6/11 - 6/17/12
  
- Winnipeg, MB; CITI-FM; CJOB-AM; CKY-FM (4% exchange rate used) \$ 11,718.80 gross
- Regina, SK; CIZL-FM; CJME-AM; CKCK-FM (4% exchange rate used) \$ 7,552.10 gross
- Brandon, MB; CKXA-FM; CKLF-FM (4% exchange rate used) \$ 5,465.60 gross

***Total Summer Radio Campaign*** **\$ 24,736.50 gross**

### Mid-Summer Campaign Flight Dates:

- (2) weeks @ 300 TRP's (in rated markets)
- 7/09 - 7/22/12
  
- Winnipeg, MB; CITI-FM; CJOB-AM; CKY-FM (4% exchange rate used) \$ 23,437.50 gross
- Regina, SK; CIZL-FM; CJME-AM; CKCK-FM (4% exchange rate used) \$ 15,104.20 gross
- Brandon, MB; CKXA-FM; CKLF-FM (4% exchange rate used) \$ 10,931.25 gross

***Total Mid-Summer Radio Campaign*** **\$ 49,472.95 gross**

### Fall Campaign Flight Dates:

- (1) week @ 300 TRP's (in rated markets)
- 8/13 - 8/19/12
  
- Winnipeg, MB; CITI-FM; CJOB-AM; CKY-FM (4% exchange rate used) \$ 11,718.80 gross
- Regina, SK; CIZL-FM; CJME-AM; CKCK-FM (4% exchange rate used) \$ 7,552.10 gross
- Brandon, MB; CKXA-FM; CKLF-FM (4% exchange rate used) \$ 5,465.60 gross

***Total Fall Radio Campaign*** **\$ 24,736.50 gross**

## **NEWSPAPER INSERTS**

### ***Summer Insert***

- (8) page insert - total circulation 2,371,308
- Fri/Sat/Sun; June 15 - June 17, 2012

|   |                    |
|---|--------------------|
| Minneapolis, MN - Star Tribune (Sun. circ. 608,600)             | \$ 60,860.00 gross |
| St. Paul, MN - Pioneer Press (Sun. circ. 258,995)               | \$ 15,845.00 gross |
| Sioux Falls, SD - Argus Leader (Sun. circ. 57,800)              | \$ 4,181.25 gross  |
| Milwaukee, WI - Milwaukee Journal Sentinel (Sun. circ. 349,133) | \$ 29,710.96 gross |
| Madison, WI - Wisconsin State Journal (Sun. circ. 130,000)      | \$ 8,871.20 gross  |
| Duluth, MN - Duluth News Tribune (Sun. circ. 50,000)            | \$ 3,000.00 gross  |
| Superior, WI - Wisconsin Superior Telegram (Friday circ. 6,400) | \$ 384.00 gross    |
| LaCrosse, WI - LaCrosse Tribune (Sun. circ. 36,230)             | \$ 2,770.51 gross  |
| Eau Claire, WI - Eau Claire Leader Telegram (Sun. circ. 31,000) | \$ 1,998.57 gross  |
| (10) Wisconsin Area Newspapers* (Sun. circ. 242,973)            | \$ 15,015.55 gross |
| Fargo, ND - Fargo Forum (Sun. circ. 58,500)                     | \$ 3,477.83 gross  |
| Grand Forks, ND - Grand Forks Herald (Sun. circ. 29,020)        | \$ 2,315.51 gross  |
| Pierre, SD - Capital Journal (Fri. circ. 4,500)                 | \$ 312.35 gross    |
| Sidney, MT - Sidney Herald (Sun. circ. 3,000)                   | \$ 289.41 gross    |
| Aberdeen, SD - American News (Sun. circ. 17,736)                | \$ 1,084.01 gross  |
| Fergus Falls, MN - The Daily Journal (Sun. circ. 5,563)         | \$ 359.79 gross    |

|   |                      |
|---|----------------------|
| Bemidji, MN - Bemidji Pioneer (Sat. circ. 10,500)                 | \$ 905.42 gross      |
| Glendive, MT - Ranger Review (Sun. circ. 3,207)                   | \$ 244.70 gross      |
| Rapid City, SD - Rapid City Journal (Sun. circ. 32,000)           | \$ 3,915.52 gross    |
| Winnipeg, MB - Winnipeg Free Press (Sun. circ. 264,498)           | \$ 17,828.28 gross** |
| Regina, SK - Leader Post (Sat. circ. 90,346)                      | \$ 7,860.52 gross**  |
| Portage La Prairie, MB - Daily Graphic (Sat. circ. 11,000)        | \$ 1,051.53 gross**  |
| Brandon, MB - Brandon Sun (Sun. circ. 32,509; Thur Farmers 9,037) | \$ 2,688.66 gross**  |
| Estevan, SK - Southeast Trader Express (Fri. circ. 9,239)         | \$ 846.08 gross**    |
| Estevan, SK - Mercury (Wed. circ. 3,600)                          | \$ 330.00 gross**    |
| Weyburn, SK - Weyburn Review (Sat. circ. 7,022)                   | \$ 533.38 gross**    |
| Steinbach, MB - The Carillion (Thur. circ. 9,000)                 | \$ 772.13 gross**    |

\*includes Appleton Post-Crescent, Fond du Lac Reporter, Green Bay Press-Gazette, Manitowoc Herald Times Reporter, Oshkosh Northwester, Sheboygan Press, Wausau Daily Herald, Marshfield News Herald, Stevens Point Journal, Wisconsin Rapids Daily Tribune

**Total Newspaper Summer Insert Placement** **\$ 187,452.16 gross\***

*\* Does not include printing or folding costs*

*\*\* Canadian newspapers have been marked up 4% for Canadian exchange rate*

### Fall Insert

- (8) page insert - total circulation 436,251
- Fri/Sat/Sun; August 17 - 19, 2012

|   |                      |
|---|----------------------|
| Winnipeg, MB - Winnipeg Free Press (Sun. circ. 264,498)           | \$ 17,828.28 gross** |
| Regina, SK - Leader Post (Sat. circ. 90,346)                      | \$ 7,860.52 gross**  |
| Portage La Prairie, MB - Daily Graphic (Sat. circ. 11,000)        | \$ 1,051.53 gross**  |
| Brandon, MB - Brandon Sun (Sun. circ. 32,509; Thur Farmers 9,037) | \$ 2,688.66 gross**  |
| Estevan, SK - Southeast Trader Express (Fri. circ. 9,239)         | \$ 846.08 gross**    |
| Estevan, SK - Mercury (Wed. circ. 3,600)                          | \$ 330.00 gross**    |
| Weyburn, SK - Weyburn Review (Sat. circ. 7,022)                   | \$ 533.38 gross**    |
| Steinbach, MB - The Carillion (Thur. circ. 9,000)                 | \$ 772.13 gross**    |

**Total Newspaper Fall Insert Placement** **\$ 31,910.58 gross\***

*\* Does not include printing or folding costs*

*\*\* Canadian newspapers have been marked up 4% for Canadian exchange rate*

### North Dakota Newspaper Association

- May 14 - 20, 2012
- Total circulation: 250,000
- North Dakota weekly and daily newspapers - 90

|  |                    |
|--|--------------------|
| Summer Insert - inserted in all 90 ND weekly/daily newspapers          | \$ 27,290.00 net * |
| Summer Ads (3 x 8) - ads will run in all 90 ND weekly/daily newspapers | \$ 17,140.70 net   |

**Total North Dakota Newspaper Association Insert Placement** **\$ 44,430.70 gross\***

*\* Does not include printing or folding costs*

## **TRAVEL PLANNER ADVERTISING**

### **PARADE MAGAZINE**

Rep: Shannon Spollen  
Tel: 520-232-2610  
Fax: 520-322-9438  
E-mail: [spollen@maddenmedia.com](mailto:spollen@maddenmedia.com)

Publishes: Weekly  
Circulation: 3,012,379 Northern Plains: ND, SD, NE, MN, WI, MI, IA (88 papers)

### **VacationFun Getaway Guide**

A single investment gives you a marketing platform that is in print, online, and all encompassing. Delivering a compelling marketing message to your most promising target markets.

- VacationFun.com listing will run for 4 months.
- Full reader service to fulfill consumer co-op partner inquiries and track qualified leads, with 120 days of qualified consumer lead generation. Leads delivered weekly.
- Free eBrochure provided and designed for you at no charge. This eBrochure will be used to automatically fulfill each and every electronic lead.

**(1) Standard size ad in April 15<sup>th</sup> VacationFun Getaway Guide** **\$ 7,524.90 gross**

- CPM \$2.50 (circulation 3,012,379)
- Vertical 1.395" x 2.844"; Horizontal 2.79" x 1.375"

#### **Value-Added:**

- Hyperlinked listing on VacationFun.com
- Lead generation with weekly delivery and access to filtering tool for sorting leads
- Free eBrochure for lead fulfillment
- E-mail blast sent to 25,000 targeted opt-in subscribers
- SEM performed by Madden's Google AdWords qualified individuals

**April 15<sup>th</sup> Issue Space Deadline: 02/17/12**

**April 15<sup>th</sup> Issue Creative Deadline: 02/24/12**

#### **Co-op Opportunities:**

Standard size ad in April 15<sup>th</sup> issue **\$ 6,396.00 net**

- Vertical 1.395" x 2.844"; Horizontal 2.79" x 1.375"

Travel Directory ad in April 15<sup>th</sup> issue **\$ 3,358.00 net**

- 1.395" x 1.375"

### **READER'S DIGEST - United States**

Rep: Jerry Greco  
Tel: 847-925-9300 ext. 221  
Fax: 847-397-1609  
E-mail: [Jerry@JerryGreco.com](mailto:Jerry@JerryGreco.com)

Every day, *Reader's Digest* provides reliable, actionable advice and information that empowers our audience to enrich their lives and the lives of their families. *Reader's Digest* will inspire the magazine's millions of loyal readers to consider North Dakota for their next vacation, by promoting the wealth of North Dakota attractions and historic trails to couples and families.

Publishes: Weekly  
Circulation: America's Heartland: Midwest Region: 1,668,200 (IN, KY, MI, OH, PA, WV, CO, IA, IL, KS, MO, MN, ND, NE, SD, WI, WY)

### ***America's Heartland - April 2012***

**(1) 1/6 page, four-color ad** **\$ 5,139.00 gross**  
• CPM \$3.08 (circulation 1,668,200)

**Space Deadline: 12/14/11**  
**Creative Deadline: 12/14/11**

#### **Value-Added:**

- America's Heartland, 46% rate discount
- Reader response card individual listing (print and online)
- One bonus individual listing (print and online) BRC
- Reader service/lead-generation for 6 months from publication date
- Link on [www.ReadersDigest.com/FamilyTravel](http://www.ReadersDigest.com/FamilyTravel) website for 1 year

### **REDBOOK MAGAZINE**

Rep: Ryan Thomas  
Collinson & Company, Inc.  
Tel: 678-987-9966  
Fax: 770-582-9898  
Cell: 770-932-2344  
E-mail: [rthomas@collinsonmedia.com](mailto:rthomas@collinsonmedia.com)

*Redbook* fills a previously underrepresented niche in the women's magazine market, appealing to women in their 30s. These "Mothers and Shakers" lead active lives, juggling their families, homes, careers and personal fulfillment on a daily basis - and *Redbook* helps them strike that balance through its health, beauty, celebrity, marriage and family coverage.

Publishes: Travel Planner; 2x per year, spring and fall  
Circulation: 499,300 Midwest: IL, IA, IN, MI, MN, NE, ND, OH, SD, WI

**(1) Brochure ad, four-color, in spring (April 2012) issue** **\$ 4,976.70 gross**  
• CPM \$9.97 (circulation 499,300)  
• 1.7939" x 0.7523" photo; headline and state; 25 words of copy; URL

#### **Value-Added:**

- Reader response
- 1,500 online leads

**April Issue Space Deadline: 01/06/12**  
**April Issue Creative Deadline: 01/13/12**

## TRAVEL ADVERTISING GROUP

Rep: Joan Howe  
Tel: 515-868-4570  
Fax: 866-270-5664  
E-mail: [joan.howe@traveladvertisinggroup.com](mailto:joan.howe@traveladvertisinggroup.com)

This vacation guide tabloid is inserted into the largest newspapers across the Midwest.

Publishes: Spring: Sunday, April 18, 2012  
Spring Circulation: 4,007,203

**(1) Brochure ad, four-color, with editorial (Spring 2012) \$ 6,997.85 gross**

- CPM \$1.75 (circulation 4,007,203)
- 1.5" x 2.0625"

### Markets

|           |                                   |                     |
|-----------|-----------------------------------|---------------------|
| Arkansas  | Little Rock Democrat-Gazette      | 300,000 circulation |
| Colorado  | Denver Post                       | 236,000 circulation |
| Illinois  | Chicago Sun-Times                 | 279,539 circulation |
|           | Chicago Pioneer Press             | 96,227 circulation  |
|           | Naperville                        | 13,349 circulation  |
|           | Lake County News Sun              | 15,817 circulation  |
| Indiana   | Indianapolis Star                 | 281,000 circulation |
| Iowa      | Des Moines Register               | 230,889 circulation |
| Kentucky  | Louisville Courier-Journal        | 252,421 circulation |
| Minnesota | Minneapolis Star Tribune          | 504,618 circulation |
| Missouri  | Kansas City Star                  | 328,714 circulation |
|           | St. Louis Post Dispatch           | 330,630 circulation |
|           | Omaha World Herald                | 195,000 circulation |
| Nebraska  | Omaha World Herald                | 195,000 circulation |
| Ohio      | Columbus Dispatch                 | 309,000 circulation |
|           | Cincinnati Enquirer               | 273,000 circulation |
| Tennessee | Nashville Tennessean              | 201,000 circulation |
| Wisconsin | Madison - Wisconsin State Journal | 160,000 circulation |

### **Value-Added:**

- Website link from [www.TravelerFun.com](http://www.TravelerFun.com)

Spring Publishes: Sunday, April 18, 2012

**Spring Space Deadline: 02/06/12**  
**Spring Creative Deadline: 02/13/12**

### **Co-op Opportunities:**

(1) Brochure ad, four-color (spring 2012) \$ 5,948.00 net

## COLLINSON PUBLISHING

### ***AMERICA'S BEST VACATIONS*** (Midwest Region)

Rep: Ryan Thomas  
Collinson & Company, Inc.  
Tel: 678-987-9966  
Fax: 770-582-9898  
Cell: 770-932-2344  
E-mail: [rthomas@collinsonmedia.com](mailto:rthomas@collinsonmedia.com)

Whether it's a traditional trip to a beachside resort and spa or an adventurous vacation filled with hiking, fishing and whitewater rafting, Americans are taking the time to get away. *America's Best Vacations* is helping them plan their next trip. Join Collinson Media's *America's Best Vacations* consumer newspaper insert program and get your message to the right people at the right time.

### ***America's Best Vacations***

*America's Best Vacations* distributes in top-tier newspapers across the nation and has the look and feel of a magazine with high print quality.

Publishes: Spring (April 2012)  
Circulation: Print: 700,000 Midwest: IL, IN, IA, MN, MI, MO, NE, WI  
Online: 1.5 million targeted ad impressions: IL, IN, IA, MN, MI, MO, NE, WI

**(1) ¼ page ad and travel planner ad, four-color in April issue** **\$ 9,373.00 gross**  
○ Midwest region  
○ CPM \$13.39 (circulation 700,000)

#### **Value-Added:**

- Reader response
- 20,000 leads per insertion
- 1,500,000 online impressions per insertion

**April 2012 Space Deadline: 02/01/12**  
**April 2012 Creative Deadline: 02/15/12**

## **MAGAZINE ADVERTISING**

### **AAA LIVING / HOME & AWAY**

Rep: Jenny Kollander  
Tel: 952-405-9640  
Fax: 952-932-2942  
E-mail: [jenny.kollander@rickertmedia.com](mailto:jenny.kollander@rickertmedia.com)

*AAA Living* and *Home & Away* are the official member publications for 16 AAA (American Automobile Association) clubs.

Publishes: Bi-Monthly  
Circulation: AAA Living - MN, ND, WI; 678,745  
Home & Away - Minneapolis and SD; 162,918

#### **AAA Living**

(1) Half-page, four-color ad in March/April issue **\$ 14,828.37 gross**  
• CPM \$21.85 (circulation 678,745)

#### **Home & Away**

(1) Full page, four-color ad in March/April issue **\$ 7,290.85 gross**  
• CPM \$44.75 (circulation 162,918)

**March/April Issue Space Deadline: 01/02/12 (rates guaranteed until Oct. 31, 2011)**

**March/April Issue Creative Deadline: 01/09/12**

#### **Value-Added:**

- Reader service in *AAA Living* (approx. 2.4 million circulation) and *AAA Home & Away* (approx. 1.24 million circulation) - online access only.

#### **Co-op Opportunities:**

Publishes: Bi-Monthly  
Circulation: AAA Living 150,123  
Home & Away - Minneapolis and SD; 162,918

Half-page, four-color ad in March/April issue **\$ 3,408.29 net**  
1/3 page, four-color ad in March/April issue **\$ 2,478.70 net**  
1/6 page, four-color ad in March/April issue **\$ 1,239.67 net**

#### **Value-Added:**

- Reader service in *AAA Living* (approx. 2.4 million circulation) and *AAA Home & Away* (approx. 1.24 million circulation) - online access only.

## **MEREDITH CORPORATION**

Rep: Richard Opfer  
Warden, Kelley, Allen & Opfer, Inc.  
Tel: 312-621-1956  
Fax: 312-621-1960  
Cell: 312-613-5312  
E-mail: [ropfer@wkao.com](mailto:ropfer@wkao.com)

### **FAMILY CIRCLE**

*Family Circle* celebrates today's family and champions the women at its center. Every page provides smart, practical solutions to help moms raise happy, healthy families. With a particular emphasis on the concerns and issues faced by mothers of tweens and teens, *Family Circle* fills a void as the only family service magazine.

Publishes: 12x per year  
Circulation: 288,000 Custom Region: MN, MT, ND, SD, WI, WY and Canada (MB & SK)

**(1) Full page, four-color ad in May issue** **\$ 23,181.75 gross**  
• CPM \$80.49 (circulation 288,000)

#### **Value-Added:**

- Listing run in the national edition: 3,800,000 circulation
- Listing also run online at TravelMeredith.com with a hotline
- Reader service sections with BRC are available in all travel issues
- Leads are forwarded to co-op partners via e-mail typically every 1 - 2 weeks

**May Issue Space Deadline: 02/12/12**  
**May Issue Creative Deadline: 02/12/12**

#### **Co-op Opportunities:**

1/6 page, four-color ad in May issue \$ 3,119.00\* net  
• \*Based on filling adjacent page with six, 1/6<sup>th</sup> co-op ads under ND Tourism banner  
Travel Directory Ad - 4", four-color in May issue \$ 4,435.00 net

### **MIDWEST LIVING MAGAZINE**

Rep: Jodie Schafer  
Tel: 952-322-3124  
Fax: 952-322-3123  
E-mail: [jodie.schafer@meredith.com](mailto:jodie.schafer@meredith.com)

*Midwest Living* delivers a demographically desirable and engaged audience by speaking to readers in a personally significant voice about the things that matter most to them. Home and garden. Food and entertaining. Travel and leisure. All with a significantly Midwestern focus and flavor, and a combination of trusted information and inspiration that compels readers to take action.

Publishes: Bi-monthly  
Circulation: 950,000 Includes: ND, SD, NE, KS, MN, IA, MO, WI, IL, MI, IN, OH

**Promotional package**

**\$ 150,000.00 gross**

- CPM \$148.22 (circulation 950,000)  
(Rate card value of package is \$677,021.00; based on 2 issues with co-op)
- January/February 2012
  - Reader service - online/in book
- March/April 2012
  - Reader service - online/in book
  - Full page, four-color print ad
  - Banner for co-op with at least 3 partners
- May/June 2012
  - Reader service - online/in book
  - Full page, four-color print ad
  - Banner for co-op with at least 3 partners
- July/August 2012
  - Reader service - online/in book
  - Full page, four-color print ad
  - Banner for co-op with at least 3 partners
- September/October 2012
  - Reader service - online/in book
  - Full page, four-color print ad
  - Banner for co-op with at least 3 partners
- November/December 2012
  - Reader service - online/in book

**Value-Added:**

- Reader service in all issues/online of Midwest Living
- Reader service in Best of Midwest
- Banner for any issues with at least 3 co-op partners
- Reduced pricing for North Dakota co-op partners
- 1/6 page ad on More to Explore promotional page - issue TBD
- (1) "From the Issue" e-newsletter

**January/February Issue Space Deadline: 11/08/11**

**January/February Issue Creative Deadline: 11/08/11**

**March/April Issue Space Deadline: 01/03/12**

**March/April Issue Creative Deadline: 01/03/12**

**May/June Issue Space Deadline: 02/28/12**

**May/June Issue Creative Deadline: 02/28/12**

**July/August Issue Space Deadline: 04/24/12**

**July/August Issue Creative Deadline: 04/24/12**

**September/October Issue Space Deadline: 06/19/12**

**September/October Issue Creative Deadline: 06/19/12**

**November/December Issue Space Deadline: 08/14/12**

**November/December Issue Creative Deadline: 08/14/12**

### **Co-op Opportunities:**

*Midwest Living* will continue to be responsible for selling the co-op. They will need a minimum of 6 advertisers each running a 4" ad to fill a page or 3 advertisers each running a 4" ad to complete a half page. They would request North Dakota Tourism to send a letter of introduction about the co-op to the industry with their endorsement but *Midwest Living* would be responsible for sales, billing etc. for the co-op participants.

They will position the co-op adjacent to the North Dakota Tourism page ideally making a spread like they have done in the past. They will do this each time they have a minimum of a half page of co-op advertisers.

All rates will remain the same for 2012.

March/April, May/June, July/August and September/October

- Travel directory 4", four-color ad in the March/April issue @ \$4,595 net (\$13,400 open rate)
- Travel directory 4", four-color ad in the May/June issue @ \$4,595 net (\$13,400 open rate)
- Travel directory 4", four-color ad in the July/August issue @ \$4,595 net (\$13,400 open rate)
- Travel directory 4", four-color ad in the Sept/Oct issue @ \$4,595 net (\$13,400 open rate)
- Travel directory 2", black and white ad in the March/April issue @ \$3,017 net (\$6,785 open rate)
- Travel directory 2", black and white ad in the May/June issue @ \$3,017 net (\$6,785 open rate)
- Travel directory 2", black and white ad in the July/August issue @ \$3,017 net (\$6,785 open rate)
- Travel directory 2", black and white ad in the Sept/Oct issue @ \$3,017 net (\$6,785 open rate)
- Travel directory 1/3 page double-size, four-color ad in the March/April issue @ \$7,500\* net (\$26,800 open rate)
- Travel directory 1/3 page double-size, four-color ad in the May/June issue @ \$7,500\* net (\$26,800 open rate)
- Travel directory 1/3 page double-size, four-color ad in the July/August issue @ \$7,500\* net (\$26,800 open rate)
- Travel directory 1/3 page double-size, four-color ad in the Sept/Oct issue @ \$7,500\* net (\$26,800 open rate)

\* \$7,500 for first insertion - \$6,900 for second insertion

### **Co-op Value-Added:**

- If advertising in 2 co-op issues of *Midwest Living*, advertiser will be a featured destination on the home page of [midwestlivingtravel.com](http://midwestlivingtravel.com) for 2 months (value \$3,500) and receive reader service in magazine and online (value \$3,300). In addition, the rate for *Best of Midwest* will decrease to \$875. Total added value for 2x advertisers is \$6,800.
- If advertising in 3 co-op issues of *Midwest Living*, advertiser will receive a bonus ad in *Best of Midwest* (value of 4" four-color print ad \$3,000). Advertiser will also receive bonus reader service in magazine and online, the featured destination listing on [midwestlivingtravel.com](http://midwestlivingtravel.com) plus inclusion in an e-newsletter (value of e-newsletter \$2,500). Total value for 3x advertiser is \$12,300.

### **Online Opportunity**

- North Dakota State Feature Page on [www.midwestliving.com](http://www.midwestliving.com). Banner space is available on a rotation basis as well as slide shows in the center module. Cost for a 2 month period \$2,000-3,000 each depending on number of partners.

## ***GEO-TARGETED MAGAZINES***

### **AD-LINK**

Rep: Randy Eagor  
Tel: 904-393-7968  
Fax: 203-975-8102  
E-mail: [reagor@bellsouth.net](mailto:reagor@bellsouth.net)

### ***GOOD HOUSEKEEPING, REDBOOK & WOMAN'S DAY***

Publishes: Monthly  
Circulation: 306,535 for Minneapolis/St. Paul, Green Bay/Appleton, Madison & Milwaukee

**(1) Full page, four-color ad in May issue (each magazine) \$ 25,540.00 gross**  
• CPM \$83.32 (circulation 306,535)

#### **Value-Added:**

- Posting of ad message at [www.adinkvillage.com](http://www.adinkvillage.com)
- Posting will also appear in print in the 3 magazines as a reader service feature on a space available basis.

**May Issue Space Deadline: 02/01/12**  
**May Issue Creative Deadline: 02/15/12**

#### **Co-op Opportunities:**

|                                       |                  |
|---------------------------------------|------------------|
| Half-page, four-color ad in May issue | \$ 13,025.40 net |
| 1/4 page, four-color ad in May issue  | \$ 7,598.15 net  |
| 1/8 page, four-color ad in May issue  | \$ 4,341.80 net  |

## **MILWAUKEE MAGAZINE**

Rep: Shannon Dailey  
Tel: 414-287-4317  
Cell: 414-520-1070  
E-mail: [Shannon.Dailey@milwaukeeemagazine.com](mailto:Shannon.Dailey@milwaukeeemagazine.com)

Our goal is to create an informative, literate and entertaining magazine that will challenge Milwaukeeans with in-depth reporting and analysis of issues of the day, provide useful service features, and enlighten readers with thoughtful stories, essays and columns. Underlying this mission is the desire to discover what is unique about Wisconsin and its people, to challenge conventional wisdom when necessary, criticize when warranted, heap praise when deserved, and to season all with affection and concern for the place we call home.

Publishes: Monthly  
Circulation: 33,474

**(1) Full page, four-color ad in June issue \$ 0.00 \***

**June Issue Space Deadline: 04/12/12**  
**June Issue Creative Deadline: 04/12/12**

*\*Due to credit from 2009*

## MINNESOTA MONTHLY

Rep: Keely Riley  
Tel: 612-371-5807  
Fax: 612-371-5801  
E-mail: [kriley@minnesotamonthly.com](mailto:kriley@minnesotamonthly.com)

*Minnesota Monthly* provides an award winning editorial environment that is unmatched in the region. We are the trusted guide for our readers.

Publishes: Monthly  
Circulation: 67,075

**(1) Full page, four-color ad in April issue** **\$ 5,753.10 gross**  
• April issue features the Midwest Vacation Guide  
• CPM \$85.77 (circulation 67,075)

**April Issue Space Deadline: 02/14/12**  
**April Issue Creative Deadline: 02/17/12**

### **Co-op Opportunities:**

|   |                 |
|---|-----------------|
| Half-page, four-color ad in April issue | \$ 3,300.00 net |
| 1/3 page, four-color ad in April issue  | \$ 2,525.00 net |
| 1/6 page, four-color ad in April issue  | \$ 1,800.00 net |

## **CANADIAN ADVERTISING**

### **CAA MANITOBA GOING PLACES**

Rep: Robert Zyluk  
Tel: 204-255-3409  
Fax: 204-254-3077  
Cell: 204-770-7607  
E-mail: [robertz@caamanitoba.com](mailto:robertz@caamanitoba.com)

*CAA Manitoba* combines the love of travel with practical information on travel and road safety. It is the official publication of the Canadian Automobile Association in Manitoba and is free to its members.

Publishes: 4x per year; spring, summer, fall and winter  
Circulation: 132,000

**(3) Full page, four-color ads in the spring/summer/fall issues** **\$ 14,850.00 gross**

- \$4,950.00 per ad
- CPM \$37.50 (circulation 132,000)
- U.S. gross rate

**Spring Issue Space Deadline: 12/04/11**  
**Spring Issue Creative Deadline: 12/18/11**

**Summer Issue Space Deadline: 03/01/12**  
**Summer Issue Creative Deadline: 03/15/12**

**Fall Issue Space Deadline: 07/03/12**  
**Fall Issue Creative Deadline: 07/17/12**

#### **Co-op Opportunities:**

|  |                 |
|--|-----------------|
| Half-page, four-color ad in spring/summer/fall issue | \$ 2,190.00 net |
| 1/3 page, four-color ad in spring/summer/fall issue  | \$ 1,495.00 net |
| 1/4 page, four-color ad in spring/summer/fall issue  | \$ 975.00 net   |
| 1/6 page, four-color ad in spring/summer/fall issue  | \$ 700.00 net   |

### **STYLE MANITOBA**

Rep: Rita Van Leeuwen  
Tel: 204-982-4455  
Fax: 204-982-4454  
Cell: 204-997-4450  
E-mail: [Rita@StyleManitoba.comm](mailto:Rita@StyleManitoba.comm)

*Style Manitoba* is the largest and most popular glossy format magazine in the province. This magazine is distributed four times annually directly to consumers' homes in Winnipeg. Additional copies are also circulated through Interlake Publishing to outlying communities in Manitoba, such as Selkirk, Bird's Hill, Oakbank, Dugald, Gimli and Stonewall. Copies are also made available in guest rooms at major Winnipeg hotels such as The Fairmont, Sheraton Downtown, Sheraton Four Points (airport location), The Radisson Downtown and Radisson Airport location, Canad Inn, Fort Garry and others.

Publishes: Quarterly  
Circulation: 75,000

- (1) **Double-page spread, four-color in summer issue** **\$ 7,047.57 gross**
- CPM \$90.21 (circulation 75,000)
  - Canadian net rate \$5,750.68 (used 4% exchange rate)

**Value-Added:**

- With a double page advertising buy, Style Manitoba will provide North Dakota Tourism with editorial coverage on weekend travel destinations for Canadians. They will match the ad buy with an equal amount of editorial space. Style Manitoba would require supplied editorial photos and travel text, or supplied editorial photos and contacts for interview.
- All ad and editorial pages will be included in Style's online version.
- Any participating websites will be directly linked.

**Summer Issue Space Deadline: 05/03/12**  
**Summer Issue Creative Deadline: 05/28/12**

**WESTWORLD SASKATCHEWAN**

Rep: Jenny Kollander  
 Tel: 952-933-2549  
 Fax: 952-933-2192  
 E-mail: [Jennykaz@comcast.net](mailto:Jennykaz@comcast.net)

*Westworld Saskatchewan* is a travel and motoring magazine published for the Canadian Automobile Association in Saskatchewan. It features auto club-related news complemented by exciting and informative travel features and departments. From local destinations to domestic and foreign hot spots, *Westworld Saskatchewan* presents unique vacation ideas and practical travel tips.

Publishes: 4x per year; spring, summer, fall, winter  
 Circulation: 119,390

- (1) **Full page, four-color ad in spring issue** **\$ 3,467.45 gross**
- CPM \$29.04 (circulation 119,390)
  - U.S. gross rate

- (1) **Full page, four-color ad in summer issue** **\$ 3,467.45 gross**
- CPM \$29.04 (circulation 119,390)
  - U.S. gross rate

- (1) **Full page, four-color ad in fall issue** **\$ 3,467.45 gross**
- CPM \$29.04 (circulation 119,390)
  - U.S. gross rate

**Spring Issue Space Deadline: 12/02/11**  
**Spring Issue Creative Deadline: 12/14/11**

**Summer Issue Space Deadline: 03/07/12**  
**Summer Issue Creative Deadline: 03/21/12**

**Fall Issue Space Deadline: 07/11/12**  
**Fall Issue Creative Deadline: 07/20/12**

**Co-op Opportunities:**

- |  |                 |
|--|-----------------|
| Half-page, four-color ad in spring/summer/fall issue | \$ 2,081.35 net |
| 1/3 page, four-color ad in spring/summer/fall issue  | \$ 1,627.92 net |
| 1/6 page, four-color ad in spring/summer/fall issue  | \$ 1,037.09 net |

## **NICHE - BIRDING ADVERTISING**

### **BIRDWATCHING (formerly Birder's World)**

Rep: Craig Greuel  
Tel: 888-558-1544 ext. 495  
Fax: 262-796-0126  
E-mail: [cgreuel@birdwatchingdaily.com](mailto:cgreuel@birdwatchingdaily.com)

*BirdWatching* is the premier publication dedicated to both the serious and casual bird watcher. Their award winning publication combines birding articles that are intriguing, authoritative, amusing and educational. Their articles are accompanied by stunning color photography that sets them apart from their competitors.

Publishes: 6x per year  
Circulation: 24,092 Nationally

**(1) Full-page, four-color ad in June issue** **\$ 3,585.10 gross**  
• CPM \$148.81 (circulation 24,092)

#### **Value-Added:**

- Far-forward position guaranteed within first half of book at no additional charge
- Website link to North Dakota Tourism's website
- Back cover placement when available, if desired, at no additional charge

**June Issue Space Deadline: 03/06/12**  
**June Issue Creative Deadline: 03/13/12**

#### **Co-op Opportunities:**

|  |                 |
|--|-----------------|
| Half-page, four-color ad in June issue | \$ 1,797.75 net |
| 1/3 page, four-color ad in June issue  | \$ 1,255.45 net |
| 1/4 page, four-color ad in June issue  | \$ 974.95 net   |
| 1/6 page, four-color ad in June issue  | \$ 676.60 net   |

## **BIRDING**

Rep: Ken Barron  
Tel: 830-895-1144  
Fax: 719-578-1480  
E-mail: [kbarron@ktc.com](mailto:kbarron@ktc.com)

The American Birding Association (ABA), publisher of *Birding*, is a not-for-profit organization that seeks to inspire all people to enjoy and protect wild birds. The ABA seeks to encourage and represent the North American birding community and to provide resources through publications, meetings, partnerships and birding networks. The ABA's education programs develop birding skills, an understanding of birds, and the will to conserve.

Publishes: 6x per year  
Circulation: 14,000 members

**(1) Full-page, four-color ad in March/April issue** **\$ 2,255.00 gross**  
• CPM \$161.07 (circulation 14,000 membership)

**Value-Added:**

- Depending on number of full page ads purchased

**March/April Space Deadline: 01/09/12**  
**March/April Creative Deadline: 01/23/12**

**Co-op Opportunities:**

|   |    |            |
|---|----|------------|
| Half-page, four-color ad in March/April issue | \$ | 892.50 net |
| 1/3 page, four-color ad in March/April issue  | \$ | 612.00 net |
| 1/6 page, four-color ad in March/April issue  | \$ | 382.50 net |

***CORNELL LAB***

Rep: Susanna Lawson  
 Tel: 336-368-4242  
 Fax: 336-368-2921  
 E-mail: [SVL22@cornell.edu](mailto:SVL22@cornell.edu)

Cornell Lab is a world leader in the study, appreciation, and conservation of birds. Its hallmarks are scientific excellence and technological innovation to advance the understanding of nature and to engage people of all ages in learning about birds and protecting the planet. Their 38,000 members receive the magazine *Living Bird*. An additional 27,000 birdwatchers receive *BirdScope*.

**LIVING BIRD**

Publishes: Quarterly  
 Circulation: 38,000 members nationally

|   |           |                       |
|---|-----------|-----------------------|
| <b>(1) Full-page, four-color ad in spring issue</b> | <b>\$</b> | <b>2,358.00 gross</b> |
| • CPM \$62.05 (circulation 38,000 membership)       |           |                       |

**Spring Space Deadline: 01/20/12**  
**Spring Creative Deadline: 02/01/12**

**Co-op Opportunities:**

|  |    |              |
|--|----|--------------|
| Half-page, four-color ad in spring issue | \$ | 1,038.70 net |
| 1/3 page, four-color ad in spring issue  | \$ | 725.00 net   |
| 1/6 page, four-color ad in spring issue  | \$ | 396.95 net   |

## **NICHE - GOLF ADVERTISING**

### **MIDWEST GOLFING MAGAZINE**

Rep: Kevin Packard Jr.  
Tel: 608-279-1479  
Fax: 866-213-4999  
E-mail: [kjpackard@gmail.com](mailto:kjpackard@gmail.com)

*Midwest Golfing Magazine* is one of the top magazines in the Midwest with high quality and in-depth articles. This publication contains informative, educational and entertaining golf coverage from around the Midwest and beyond. Each issue includes golf news, profiles of golf personalities, tournament coverage, golf destination features, course reviews, details on the latest in golf equipment and much more.

Publishes: 4x per year; March/April (Golf Show Issue), spring, summer and fall  
Circulation: 60,000 (IL, IN, IA, MI, MN, OH, WI)

#### **(3) Full-page, four-color Advertising Package \$ 7,682.55 gross**

- CPM \$40.00 (circulation 60,000)
- Golf Show Issue - estimated circulation 75,000
  - Milwaukee, Madison, Green Bay, LaCrosse, Chicago, Minnesota & Wisconsin golf shows
- Spring Issue - estimated circulation 60,000
- Summer Issue - estimated circulation 60,000

#### **Value-Added:**

- Choice of either an editorial feature (2-3 pages) will run in the 2012 spring issue or (2) e-mail blasts sent anytime in 2012 to 7,000 plus database of golfers.
- Free rotating banner advertising (468x60) on top of website home page [www.midwestgolfingmagazine.com](http://www.midwestgolfingmagazine.com) for 52 weeks.

**Golf Show Issue Space Deadline: 01/30/12**  
**Golf Show Issue Creative Deadline: 01/30/12**

**Spring Issue Space Deadline: 04/30/12**  
**Spring Issue Creative Deadline: 04/30/12**

**Summer Issue Space Deadline: 06/30/12**  
**Summer Issue Creative Deadline: 06/30/12**

#### **Co-op Opportunities:**

|   |                 |
|---|-----------------|
| Half-page, four-color ad in Golf Show issue     | \$ 1,505.00 net |
| 1/3 page, four-color ad in Golf Show issue      | \$ 1,150.00 net |
| 1/6 page, four-color ad in Golf Show issue      | \$ 600.00 net   |
| Half-page, four-color ad in spring/summer issue | \$ 1,215.00 net |
| 1/3 page, four-color ad in spring/summer issue  | \$ 885.00 net   |
| 1/6 page, four-color ad in spring/summer issue  | \$ 440.00 net   |

## MINNESOTA GOLFER

Rep: Theo Johnson  
Tel: 612-373-9551  
Fax: 612-339-5806  
Cell: 612-743-2512  
E-mail: [tjohnson@mspcustomcontent.com](mailto:tjohnson@mspcustomcontent.com)

Written for the avid golfer in Minnesota and members of the Minnesota Golf Association, *Minnesota Golfer* covers all local golfing news such as course openings and renovations, tournament winners, instructional tips from the pros, annual golf course directory, association news and calendar of events and tournaments. February/March (Spring Directory Issue) is the yearly flagship issue and possesses the longest shelf life of all issues. It is perfect bound, and lists all 450 MGA Member Clubs in a large back of the book section. It is used as year round reference material for their members. In the MGA News section they cover players of the year and MGA Club Champions.

Publishes: 4x per year  
Circulation: 66,000

**(1) Spread, four-color ad in Directory issue** **\$ 7,500.00 gross**  
• CPM \$113.64 (circulation 66,000)  
• The 2<sup>nd</sup> page could be used to sell to industry partners

**Directory Issue Space Deadline: 01/02/12**  
**Directory Issue Creative Deadline: 01/16/12**

### Co-op Opportunities:

|   |                 |
|---|-----------------|
| Half-page, four-color ad in Directory issue | \$ 3,186.40 net |
| 1/3 page, four-color ad in Directory issue  | \$ 2,124.50 net |
| 1/4 page, four-color ad in Directory issue  | \$ 1,593.20 net |
| 1/6 page, four-color ad in Directory issue  | \$ 1,275.40 net |

## **NICHE - MOTORCYCLE ADVERTISING**

### **ROAD RUNNER MOTORCYCLE TOURING & TRAVEL**

Rep: Melanie Brown  
Tel: 336-306-5282  
E-mail: [mbrown@roadrunner.travel](mailto:mbrown@roadrunner.travel)

*Road Runner* magazine is the only magazine in the U.S. motorcycle industry that focuses completely on long distance touring and travel topics. It's the ideal outlet for an audience of affluent overnight tourist.

Publishes: 6x per year  
Circulation: 67,890

**(1) Full page, four-color ad in May/June issue** **\$ 4,235.40 gross**  
• CPM \$62.39 (circulation 67,890)

**Value-Added:**

- 3 months of banner hosting (with unlimited impressions) on [www.roadrunner.travel](http://www.roadrunner.travel). All online advertising is 100% trackable through a customized analytics page that will be provided to each advertiser.

**May/June Issue Space Deadline: 03/06/12**  
**May/June Issue Creative Deadline: 03/13/12**

**Co-op Opportunities:**

|  |                 |
|--|-----------------|
| Half-page, four-color ad in May/June issue | \$ 2,000.00 net |
| 1/3 page, four-color ad in May/June issue  | \$ 1,650.00 net |
| 1/4 page, four-color ad in May/June issue  | \$ 1,350.00 net |
| 1/6 page, four-color ad in May/June issue  | \$ 1,050.00 net |

### **ROAD NOISE**

Rep: Dawn Riba  
Tel: 952-239-0928  
E-mail: [dawnriba@gmail.com](mailto:dawnriba@gmail.com)

*Road Noise* magazine is the official newsletter of A.B.A.T.E. of MN, Inc., a motorcycle rights group. In addition to motorcycle legislation, the newsletter informs members of meetings, charitable functions as well as social functions.

Publishes: 12x per year  
Circulation: 4,200

**(1) Full page, black & white ad in June issue** **\$ 147.06 gross**  
• CPM \$35.00 (circulation 4,200)

**Value-Added:**

- Full page, four-color online ad in website newsletter

**June Issue Space Deadline: 05/01/12**  
**June Creative Deadline: 05/01/12**

## THE MOTORCYCLIST

Rep: Janet Frost  
Tel: 701-471-2231  
E-mail: [janet@abatend.com](mailto:janet@abatend.com)

*The Motorcyclist* magazine is the official newsletter of A.B.A.T.E. of ND, a motorcycle rights group. In addition to motorcycle legislation, it informs members of meetings, charitable and social functions.

Publishes: 12x per year  
Circulation: 2,000

**(1) Full page, black & white ad in June issue** **\$ 194.12 gross**  
• CPM \$97.00 (circulation 2,000)

**June Issue Space Deadline: 05/10/12**  
**June Creative Deadline: 05/10/12**

## THUNDER ROADS MAGAZINE OF MINNESOTA

Rep: Chris Ridley  
Tel: 612-242-8691  
E-mail: [chris@thunderroadsmn.com](mailto:chris@thunderroadsmn.com)

*Thunder Roads Magazine of Minnesota* a free glossy publication of motorcycle ride listings, weekly events, biker establishments, as well as special features such as charity events.

Publishes: 12x per year  
Circulation: 10,000

**(1) Full page, four-color ad in June issue** **\$ 1,000.00 gross**  
• CPM \$100.00 (circulation 10,000)

**June Issue Space Deadline: 05/15/12**  
**June Creative Deadline: 05/15/12**

## THROTTLER MOTORCYCLE MAGAZINE

Rep: Rod Kabel  
Tel: 515-210-7066  
E-mail: [roderick@throttlermagazine.com](mailto:roderick@throttlermagazine.com)

*Throttler Motorcycle Magazine* is a publication dedicated to motorcycles and people who ride them. The magazine contains feature stories that explore new products, industry news, human interest stories and scenic riding routes. The magazine is circulated in Iowa, Illinois, Minnesota, South Dakota, Nebraska, Kansas, Missouri and Wisconsin.

Publishes: 9x per year  
Circulation: 8,000 - 10,000

**(1) Full page, four-color ad in June issue** **\$ 1,170.62 gross**  
• CPM \$117.00 (circulation 8,000-10,000)

**June Issue Space Deadline: 05/15/12**  
**June Creative Deadline: 05/20/12**

## **NICHE - OUTDOOR ADVERTISING**

### **PHEASANTS FOREVER**

Rep: Scott Cherek  
Tel: 307-635-8899  
Fax: 307-635-8822  
E-mail: [cherekgroup@bresnan.net](mailto:cherekgroup@bresnan.net)

Publishes: 4x per year  
Circulation: 110,000

*Pheasants Forever* is the official magazine of Pheasants Forever, Inc., a nonprofit conservation organization dedicated to the protection and enhancement of pheasant, quail, and other wildlife population through habitat improvement, public awareness, education, and land management policies and programs benefiting farmers and wildlife alike.

- (1) Full-page, four-color ad in fall Issue** **\$ 5,470.70 gross**
- CPM \$49.73 (circulation 110,000)
  - Fall issue will have editorial on North Dakota "Pheasant Paradise"
  - Also proposed a digital/social networking package, "Rooster Road Trip"

**Fall Issue Space Deadline: 07/05/12**

**Fall Issue Creative Deadline: 08/01/12**

**Value-Added:**

- Based on total package

**Co-op Opportunities:**

|  |                 |
|--|-----------------|
| Half-page, four-color ad in fall issue | \$ 3,358.00 net |
| 1/3 page, four-color ad in fall issue  | \$ 2,080.00 net |
| 1/4 page, four-color ad in fall issue  | \$ 1,360.00 net |
| 1/6 page, four-color ad in fall issue  | \$ 980.00 net   |

### **JASON MITCHELL OUTDOORS**

Rep: Jason Mitchell  
Tel: 701-351-1890  
Fax: 701-662-4293  
E-mail: [fishdeviislake@hotmail.com](mailto:fishdeviislake@hotmail.com)

Jason Mitchell Outdoors believes that good outdoor television is the art of storytelling. Their mission is to find and tell the most informative, educational and perhaps humorous stories that are taking place on the water or in the field right now; it is also about integrity.

Over the past decade, Jason Mitchell has earned a legendary status as a professional fishing guide on North Dakota's Devils Lake. During that time, Mitchell logged thousands of hours on the water and ice, earning a reputation for not only being an extraordinary guide and angler but also a gifted writer, communicator and promoter.

Jason Mitchell Outdoors airs in the most strategic markets during the best possible time slots on Fox Sports Net (FSN) North and TV17 Outdoors in Chicago. FSN North covers both: North and South Dakota, Minnesota, northern Iowa, northeastern Nebraska and Wisconsin. TV17 Outdoors Chicago is a subscription channel that covers blocks of northern Illinois. The following regional broadcast stations are tentative but include morning weekend time spots on WVTW Milwaukee, WI; WSAW Wausau, WI; Charter Media TV 18 Madison, WI; KDLT Sioux Falls, SD; KMIT Mason City, IA; KVRN Fargo, ND; KSTP

Minneapolis, MN and WDIO Duluth, MN. The shows will also be aired via streaming video on prominent websites such as [www.walleyecentral.com](http://www.walleyecentral.com), [www.fishingminnesota.com](http://www.fishingminnesota.com), [www.fishingbuddy.com](http://www.fishingbuddy.com) and several others

### **Sponsorship Package**

**\$ 27,500.00 gross**

- (1) :30 commercial will run during the show, first commercial in the first commercial break; 1<sup>st</sup> and 2<sup>nd</sup> quarter
- Jason Mitchell Outdoors will provide a banner at the beginning of the show
- Contact information for North Dakota Tourism will be displayed when appropriate at end of all segments filmed in North Dakota.

### **FOX SPORTS NETWORK (NORTH & WISCONSIN)**

Rep: Tami Wiser Henderson  
Tel: 612-486-9521  
Fax: 612-486-9590  
E-mail: [Tami.Henderson@Foxsports.net](mailto:Tami.Henderson@Foxsports.net)

**FOX Sports North includes: Minneapolis/St. Paul, Rochester/Austin/Mason City, Duluth/Superior, Fargo/Valley City, Minot/Bismarck, Sioux Falls and Rapid City DMA's**

#### **1<sup>st</sup> Quarter 2012 Outdoor sponsorship**

**\$ 21,600.00 gross**

- January - March, 2012 (12 weeks)
- Six commercials per weekend in the outdoor block; Sat/Sun, 6 am-12 noon
- Two commercials per week in Outdoor re-air M - F @ n/c

**FOX Sports Wisconsin includes: Milwaukee, Madison, Green Bay, LaCrosse and Eau Claire DMA's**

#### **1<sup>st</sup> Quarter 2012 Outdoor sponsorship**

**\$ 10,800.00 gross**

- January - March, 2012 (12 weeks)
- Six commercials per weekend in the outdoor block; Sat/Sun, 6,am-12 noon
- Two commercials per week in Outdoor re-air M - F @ n/c

### **FOX SPORTS NETWORK (NORTH)**

Rep: Tami Wiser Henderson  
Tel: 612-486-9521  
Fax: 612-486-9590  
E-mail: [Tami.Henderson@Foxsports.net](mailto:Tami.Henderson@Foxsports.net)

**FOX Sports North delivers five state regional coverage on cable and satellite homes in Minneapolis/St. Paul, Mankato, Duluth/Superior, LaCrosse, Mason City, Sioux City, Sioux Falls, Fargo, Minot/Bismarck DMA's**

#### **University of Minnesota vs. UND Hockey Game Sponsorships**

**\$ 22,050.00 gross**

- Nov. 4 & 5 games in Minnesota; Jan. 13 & 14 games in North Dakota
- (3) :30 spots per game on Nov. 4 & 5 and Jan. 13 & 14
- (1) :30 spot per pre-game on Nov 4 & 5 and Jan. 13 & 14
- (1) :30 spot post-game on Nov. 4 & 5 and Jan. 13 & 14
- (1) :30 spots in any four other Gopher Hockey match-ups (games tbd)
- In-game elements Nov. 4 & 5 and Jan. 13 & 14
- Inclusion during pre-promotion of each series
- Custom Sweepstakes on FOX Sports North.com's Fan Zone

## OUT-OF-HOME ADVERTISING

### DOMESTIC

#### **CITYLITES - Minneapolis**

Rep: Christine Foerster or Deborah Anderson  
Tel: 612-436-7183 or 612-436-7188  
Fax: 612-332-2961  
Cell: 612-817-5588 or 612-804-4169  
E-mail: [Christine@citylitesusa.com](mailto:Christine@citylitesusa.com) or [Deborah@citylitesusa.com](mailto:Deborah@citylitesusa.com)

A unique, targeted, media tool that will provide outstanding brand awareness of the North Dakota Tourism message against active, trend setting adults utilizing high impact, backlit signage in the heavily traveled Skyway system in downtown Minneapolis and St. Paul. CityLites signage targets the Twin Cities market, including exclusive signage immediately surrounding the home of the Minnesota Twins, Target Field.

- (5) Month Campaign (April - August 2012) \$ 41,810.00 gross**
- 5,625,000 total impressions
  - Costs includes production
  - (3) full sized panels (6' x 3') rotating within the Target Field area in April - August
  - (2) digital screens with :10 second digital per display located in A & B Ramps

**Creative Deadline: 03/20/12**

#### **CLEAR CHANNEL OUTDOOR - Minneapolis**

Rep: Katie Schachtner  
Tel: 612-746-8821  
Fax: 612-746-8841  
Cell: 651-238-2714  
E-mail: [katieSchachtner@clearchannel.com](mailto:katieSchachtner@clearchannel.com)

Clear Channel Outdoor is a company controlled by Clear Channel Communications and is one of the world's largest outdoor advertising corporations. The company offers advertising on traditional and nontraditional advertising mediums. This includes billboard advertising, posters, street furniture, mall/retail advertising, airport advertising, mobile/transit advertising and spectacular advertising locations such as Times Square in New York City.

#### **Traditional Billboard Campaign in Minneapolis**

- (2) Four Week Periods (5/21 - 7/15/12 paid; 7/16 - 8/12/12 bonus) \$ 56,472.00 gross**
- (6) 14' x 48' bulletin boards, locations tbd
- Production of (7) bulletin boards \$ 8,470.80 gross**  
**Production of (25) poster boards (6/18 - 7/15/12 bonus) \$ 3,676.55 gross**

#### **Value-Added:**

- (2) bulletin to air on the back end of the paid schedule
- (25) posters to air anytime during the campaign for one period

**Creative Deadline: 05/04/12**

## INTRAN MEDIA - Minneapolis

Rep: Troy Dilla  
Tel: 800-624-0891  
Fax: 952-646-0337  
Cell: 612-396-4648  
E-mail: [tdilla@intranmedia.com](mailto:tdilla@intranmedia.com)

Intran Media, a truckside billboard company headquartered in Minneapolis with a presence in the top 50+ markets and 6,000+ ad panels available nationwide, is the largest truckside billboard company in the country.

**(2) Month Campaign in Minneapolis (5/21 - 8/04/12 paid & bonus) \$ 38,824.50 gross**

- 35,000,000 total impressions
- (15) trucks with 21' x 7' panels
- Includes production

**Value Added:**

- 2 bonus weeks
- Overcabs - placed on the box of the truck above the driver's cab when available
- A promotional truck will be provided at specified number of events of ND Tourism's choice during the term of their contract.

**Creative Deadline: 04/27/12**

## CANADIAN

### PATTISON OUTDOOR

Rep: Sandy Miller  
Tel: 204-594-1220  
Fax: 204-784-1520  
Cell: 204-981-9842  
E-mail: [smiller@pattisonoutdoor.com](mailto:smiller@pattisonoutdoor.com)

Pattison Outdoor Advertising is Canada's largest Outdoor, Transit and Place Based Advertising company. They lead the way with the widest variety of Out-of-Home Advertising products in over 110 markets across the country. While national in scope, their 25 regional sales offices provide unmatched local presence and market insight and they have the largest sales representation of any Out-of-Home company in Canada. Pattison Outdoor has an impressive 45% market share of all Canadian Outdoor media and 53% for traditional posters (as measured by the Canadian Outdoor Measurement Bureau).

### Winnipeg Market

**(7) Week Campaign for 10' x 20' Horizontal Boards \$ 37,286.50 gross**

- Canadian net \$23,925.00 space (used 4% exchange rate)
- Includes production
- Paid schedule: 5/07 - 6/17/12; bonus schedule: 6/18 - 6/24/12
- (22) 10' x 20' Horizontal Boards

**(8) Week Campaign for 139" x 30" Transit King Poster (Bus Wraps) \$ 8,603.10 gross**

- Canadian net \$7,020.00 (used 4% exchange rate)
- Includes production
- Paid schedule: 5/07 - 6/03/12; bonus schedule: 6/04 - 7/01/12
- (24) Transit King Posters
- Panels will be reused throughout the summer as filler during non-sold periods
- Pattison will store the panels for reuse for additional years use

## Regina Market

**(7) Week Campaign for 10' x 20' Horizontal Boards** **\$ 5,331.00 gross**

- Canadian net \$4,350.00 (used 4% exchange rate)
- Paid schedule: 5/07 - 6/17/12; bonus schedule: 6/18 - 6/24/12
- (4) 10' x 20' Horizontal Boards
- Production costs included in Winnipeg

**(12) Week Campaign for 47" x 68" Street Level Posters** **\$ 735.31 gross**

- Production charges; Canadian net \$600.00 (used 4% exchange rate)
- Bonus schedule: 4/30 - 7/22/12
- (5) Street Level Posters

**GST and PST Taxes** **\$ 3,882.00 gross**

- Canadian net \$3,167.63 (used 4% exchange rate)

**Creative Deadline: 04/17/12**

## ***DIGITAL MARKETING***

### **BISMANONLINE**

Rep: Gina Gordon  
Tel: 701-214-4156  
E-mail: [gina@midkotasolutions.com](mailto:gina@midkotasolutions.com)

BisManOnline is the biggest website in total traffic in the state of North Dakota and gets a large amount of traffic from outside our state. The site allows us to geo-target to our target audience and target contextually by niche category.

#### **Online Display Advertising**

**\$ 5,586.50 gross**

- Display ads are served in two sizes: 728x90 and 160x600
- Banners will primarily be targeted to site visitors from Minnesota, Montana, South Dakota, Wisconsin and Canada
- Ads will be secondarily targeted for the following niche categories: hunting, fishing, biking, golf, camping/hiking equipment, guns, ice houses, archery, etc.
- Run dates: May 1 - May 31, 2012 and August 1 - August 31, 2012
- Impressions: 1,400,000

**Reservation Deadline: 01/15/12**

**Creative Deadline: 04/15/12**

### **CENTRO**

Rep: Erin Ulicki  
Tel: 412-216-3679  
Fax: 877-815-2573  
E-mail: [erin.ulicki@centro.net](mailto:erin.ulicki@centro.net)

Centro works in collaboration with us on every detail in the online buying process including research, strategic planning, negotiating, buying, trafficking and optimizing. We are able to access content in every market, including every online property and have more than 14,000 opportunities in the system. All brand messages are positioned in the most contextually relevant and respected environments and geo-targeted to the locations requested. All Centro online ads will run May 1 - August 31, 2012.

#### **AccuWeather Network and Mobile**

**\$ 16,353.36 gross**

- Display ads are served in three sizes: 300x250, 728x90 and 160x600
- Mobile ads are served in the required sizes based on the device
- This site gets most of its traffic via their mobile app, however, they do run ads on their website as well.
- AccuWeather reaches 1,900,000 unique visitors and 3.7% of our target audience according to ComScore
- Impressions: 954,213

#### **Centro-Spectrum Local Site Network**

**\$ 18,824.00 gross**

- Display ads are served in three sizes: 300x250, 728x90 and 160x600
- Spectrum is niche network of quality local content sites that will be geo-targeted to the 12 markets in this plan
- Display ads are displayed on local content sites such as news outlets in Minneapolis, Fargo, Grand Forks, Sioux Falls, Rapid City, Milwaukee, Appleton, Green Bay, Madison and Glendive
- Sample of sites in network: KPAX.com, WCCO.com, KELOLand.com
- Centro-Spectrum reaches 31,500,000 unique visitors and 59.4% of our target audience according to ComScore
- Impressions: 2,580,645

**Halogen Site Network** **\$ 16,471.65 gross**

- Display ads are served in three sizes: 300x250, 728x90 and 160x600
- Display ads are displayed to users within our geo-targeted area on national websites
- This network includes higher end travel sites and skews a little older in ComScore. It is geo-targeted to states, not DMAs.
- Sample of sites in network: ForbesTravel.com, Zagat.com, Dwell.com
- Halogen reaches 10,200,000 unique visitors and 19.3% of our target audience according to ComScore
- Impressions: 2,000,000

**OutsideHub Media Site Network** **\$ 29,412.50 gross**

- Display ads are served in three sizes: 300x250, 728x90 and 160x600
- A strong network designed to reach outdoor enthusiasts. This was included to reach the niche demographic targets
- OutsideHub Media is contextually targeted to outdoor adventure seekers such as golfers, hunting/fishing, birding, mountain biking, etc.
- Sample of sites in network: AccessTheOutdoors.com, Taxidermy.net, OutdoorWorld.com
- OutsideHub Media reaches 18,000 unique visitors and 0.05% of our target audience according to ComScore
- Impressions: 2,500,000

**RocketFuel Site Network** **\$ 58,861.77 gross**

- Display ads are served in three sizes: 300x250, 728x90 and 160x600
- We build out a very specific data segment to target its primary and niche demographics
- Inventory is purchase in real-time and optimized constantly based on conversions and click throughs
- RocketFuel is behaviorally targeted to leisure travelers, golfers, hunting/fishing, birding, mountain biking, etc.
- RocketFuel also allows us to retarget visitors who have clicked display ads or visited the website or landing page
- Impressions: 6,562,500

**Google Search Keyword Marketing** **\$ 9,412.12 gross**

- We build out a very specific keyword strategy to target primary and niche target audiences
- The 2012 campaign will build on the success of the 2011 search campaign.
- Clicks: 8,000 estimated

**Yahoo! Display Network** **\$ 52,358.85 gross**

- Display ads are served in three sizes: 300x250, 728x90 and 160x600
- Yahoo display ads provide great reach within the target demo
- Display ads will be contextually targeted to travel and run of network
- Yahoo! is behaviorally targeted to leisure travelers, golfers, hunting/fishing, birding, mountain biking, etc.
- Yahoo! reaches 47,800,000 unique visitors and 90.3% of our target audience according to ComScore
- Impressions: 4,438,969

**Reservation Deadline: 01/15/12**

**Creative Deadline: 04/15/12**

## FACEBOOK

Advertising with Facebook ads allows us to reach the exact audience we want with relevant targeted advertising in a variety of methods. It is effective at creating awareness, driving site traffic and getting additional people to become fans of Travel North Dakota.

### Online Display Advertising \$ 30,589.00 gross

- Display ads are served in text format with a photo
- Banners will primarily be targeted to sites who are interested in a variety of niche topics and activities
- January - March 2012; \$1,176.50 per month
- April - October 2012; \$3,529.50 per month
- November - December 2012; \$1,176.50 per month

**Reservation Deadline: Monthly**

**Creative Deadline: Monthly**

## FORUM COMMUNICATIONS INTERACTIVE

Rep: Chad Jacobsen

Tel: 701-451-5738

E-mail: [cjacobsen@forumcomm.com](mailto:cjacobsen@forumcomm.com)

Forum Communications is one of the largest media companies in North Dakota and has the largest quantity of network traffic in the region. Much of their traffic is generated from out-of-state users and will be targeted in this execution across multiple mediums. All brand messages are positioned in the most contextually relevant and respected environments, and geo-targeted to the locations requested. All Forum Communications online ads will run May 1 - August 31, 2012.

### Online Display Advertising \$ 22,824.10 gross

- Display ads are served in two sizes: 300x600 and 300x250
- Banners will primarily be targeted to site visitors from Minnesota, Montana, South Dakota, Wisconsin and Canada
- Geo-targeted to target markets with content/keyword targeting: travel, entertainment, events, family, life, golf, outdoors, hunting, fishing, birding, biking, North Dakota, and homepage.
- Impressions: 1,940,000

### E-mail Marketing \$ 2,353.00 gross

- E-mail will be 600 pixels wide and will be sent once each month
- Will be targeted to site opt-ins from Minnesota, Montana, South Dakota, Wisconsin and Canada
- Sent to 35-54 year olds
- E-mails sent: 20,000

### Mobile Display Advertising \$ 2,823.60 gross

- Mobile display ads are served in three sizes: 120x20, 168x28 and 216x36
- Banners will primarily be targeted to site visitors from Minnesota, Montana, South Dakota, Wisconsin and Canada
- Mobile display ads will be secondarily targeted for the following niche categories: travel, entertainment, events, family, life, golf, outdoors, hunting, fishing, birding, biking, North Dakota, and homepage
- Impressions: 120,000

### Northland Outdoors Display Advertising \$ 1,411.80 gross

- Display ads are served in two sizes: 300x600 and 300x250

- Banners will be primarily be targeted to site visitors from Minnesota, Montana, South Dakota, Wisconsin and Canada
- Ads will be run of network on this niche outdoor site
- Impressions: 120,000

**Reservation Deadline: 01/15/12**

**Creative Deadline: 04/08/12**

## TOTAL OUTDOOR NETWORK

Rep: Mike Haas

Tel: 701-202-9247

E-mail: [sales@totaloutdoornetwork.com](mailto:sales@totaloutdoornetwork.com)

The Total Outdoor Network of internet properties and solutions is targeted at hunting, fishing and outdoor sports enthusiasts throughout the United States and Canada. The websites focus both regionally and vertically covering all topics and areas of interest. They specialize in fishing advertising and hunting advertising.

### Fishing Buddy Online Display Spring Flight

**\$ 3,529.50 gross**

- Display ads are served in two sizes: 728x90 and 300x250
- Banners will primarily be targeted to site visitors from Minnesota, Montana, South Dakota, Wisconsin and Canada
- Ads will be run of network on this niche outdoor site during May 2012
- Impressions: 1,000,000

**Reservation Deadline: 01/15/12**

**Creative Deadline: 04/15/12**

## TRIPADVISOR

Rep: Meredith Dillon

Tel: 972-803-5816

E-mail: [mdillon@tripadvisor.com](mailto:mdillon@tripadvisor.com)

TripAdvisor-branded sites make up some of the most popular and largest travel sites in the world, with more than 50 million unique monthly visitors, 20 million members and over 50 million reviews and opinions. All TripAdvisor online ads will run May 1 - August 31, 2012.

### United States Content Online Display Advertising

**\$ 23,530.00 gross**

- Display ads are served in five sizes: 728x90, 300x250, 300x600, 160x600 and 468x60
- Banners will primarily be targeted to site visitors from Minnesota, Montana, South Dakota and Wisconsin
- Ads will be contextually targeted on United States pages of Trip Advisor
- Impressions: 1,111,111

### Canada Content Online Display Advertising

**\$ 14,706.25 gross**

- Display ads are served in five sizes: 728x90, 300x250, 300x600, 160x600 and 468x60
- Banners will primarily be targeted to site visitors from Winnipeg, Regina and Saskatoon
- Ads will be contextually targeted on Trip Advisor Canada
- Impressions: 694,445

**Reservation Deadline: 12/15/11**

**Creative Deadline: 01/15/12**

## UNDERTONE

Rep: Drew Blumenthal  
Tel: 212-685-8000 ext. 294  
Fax: 212-685-8001  
E-mail: [dblumenthal@undertone.com](mailto:dblumenthal@undertone.com)

Undertone differs from similar networks in that it only buys media space from the top 500 traveled sites. The company purchases its inventory up front directly from publishers, and will only buy media space from websites that offer users quality and valuable content.

### Pre-roll Video

**\$ 23,530.00 gross**

- 400x300 pixel video
- Video ads will be pre-roll video for online content within video networks
- Video ads will primarily be targeted to adult outdoor enthusiast 35-54 year old video users from Minneapolis, Fargo, Grand Forks, Sioux Falls, Rapid City, Milwaukee, Green Bay, Madison, Glendive DMAs
- Run dates: May 1 - August 31, 2012
- Sample of sites in network: AP, iVillage.com, TheHockeyNews.com
- Impressions: 1,277,139

**Reservation Deadline: 01/15/12**  
**Creative Deadline: 04/08/12**

## WAVE DIRECT

Rep: Isabel Dail  
Tel: 888-550-9918 ext. 1384  
Fax: 866-860-8566  
E-mail: [idail@wave-direct.com](mailto:idail@wave-direct.com)

Wave Direct provides us with high-quality opt-in e-mail marketing lists. The lists are demographically targeted and able to be targeted to specific niche audiences. Publication lists were selected that specifically target the avid fisherman, hunter, golfer, nature-lover and anyone else with outdoor activity interests. We also selected a few general travel publications since these files would include the high-travel propensity demographics which are also a fit.

### United States E-mail Marketing Deployments

**\$ 29,412.50 gross**

- We will be deploying seven e-mail list deployments targeting niche markets
- E-mails are targeted to subscribers from Minnesota, Montana, South Dakota and Wisconsin in a 500-mile radius of ND
- Deployment dates: May 1 - August 31, 2012
- E-mails sent: 350,000 estimated

**Reservation Deadline: 01/15/12**  
**Creative Deadline: Ongoing**

### Canada E-mail Marketing Deployments

**\$ 18,010.05 gross**

- We will be deploying multiple test e-mail deployments in order to target two final targeted e-mail deployments targeting niche markets in Canada
- E-mails are targeted to subscribers from Saskatchewan and Manitoba in a 500-mile radius of ND
- Deployment dates: May 1 - August 31, 2012
- E-mails sent: 120,000 estimated

**Reservation Deadline: 01/15/12**  
**Creative Deadline: Ongoing**

## NORTH DAKOTA TOURISM 2012 BUDGET

|  |             |            | 2012       |
|--|-------------|------------|------------|
| U. S. Broadcast Television                       |             |            | 524,350.00 |
| Minneapolis                                      | 300/300/300 | 198,000.00 |            |
| Sioux Falls                                      | 250/250/250 | 28,500.00  |            |
| Milwaukee  | 250/250/250 | 105,000.00 |            |
| Green Bay  | 250/250/250 | 52,500.00  |            |
| Madison  | 250/250/250 | 52,500.00  |            |
| Duluth   | 250/250/250 | 26,250.00  |            |
| Fargo/Grand Forks                                | 250/250/250 | 33,000.00  |            |
| Rapid City                                       | 250/250/250 | 28,600.00  |            |
| Direct Response TV                               |             |            | 59,771.15  |
| Cable  |             |            |            |
| FOX Sports Network 1st Qtr.                      |             |            | 32,400.00  |
| Jason Mitchell Sponsorship                       |             |            | 27,500.00  |
| Canadian Radio – early-summer (1 week)           |             |            | 24,736.50  |
| Canadian Radio – mid-summer (2 weeks)            |             |            | 49,472.95  |
| Canadian Radio - fall (1 week)                   |             |            | 24,736.50  |
| U.S. Newspaper Insert - summer                   |             |            | 155,541.58 |
| Canadian - Newspaper Insert (summer & fall @ 4%) |             |            | 63,821.14  |
| NDNA - one time insert & (1) 3x8 ad              |             |            | 44,430.70  |
| Travel Directory                                 |             |            |            |
| Parade - VacationFun Getaway                     |             |            | 7,524.90   |
| Reader's Digest - America's Heartland            |             |            | 5,139.00   |
| Redbook  |             |            | 4,976.70   |
| Travel Advertising Group                         |             |            | 6,997.85   |
| America's Best Vacation                          |             |            | 9,373.00   |
| AAA Living                                       |             |            | 14,828.37  |
| AAA Home & Away                                  |             |            | 7,290.85   |
| Meredith Corp.                                   |             |            |            |
| Family Circle                                    |             |            | 23,181.75  |
| Midwest Living                                   |             |            | 150,000.00 |
| Ad Link - regional magazines                     |             |            | 25,540.00  |
| Milwaukee Magazine                               |             |            | 0.00       |
| Minnesota Monthly                                |             |            | 5,753.10   |
| CAA Manitoba Going Places                        |             |            | 14,850.00  |
| Style Manitoba                                   |             |            | 7,047.57   |
| Westworld Saskatchewan                           |             |            | 10,402.35  |
| Birdwatching                                     |             |            | 3,585.10   |

|  |               |         |
|--|---------------|---------|
| Birding  | 2,255.00      |         |
| Living Bird                                    | 2,358.00      |         |
| Midwest Golfing                                | 7,682.55      |         |
| Minnesota Golfer                               | 7,500.00      |         |
| Road Runner                                    | 4,235.40      |         |
| Road Noise - Abate Minnesota                   | 147.06        |         |
| The Motorcyclist - Abate North Dakota          | 194.12        |         |
| Thunder Roads Magazine - Minnesota             | 1,000.00      |         |
| Throttler Motorcycle Magazine                  | 1,170.62      |         |
| Pheasants Forever                              | 5,470.70      |         |
| FOX Sports Network (UM vs UND)                 | 22,050.00     |         |
| Pattison Outdoor                               | 55,837.91     |         |
| CityLites – Target Field                       | 41,810.00     |         |
| Clear Channel Outdoor                          | 68,619.35     |         |
| Intran Media                                   | 38,824.50     |         |
| <br>   |               |         |
| Digital Marketing                              |               |         |
| Centro   | 201,694.25    |         |
| Forum Communications Interactive               | 29,412.50     |         |
| Wave Direct - US                               | 29,412.50     |         |
| Wave Direct - Canadian                         | 18,010.05     |         |
| Total Outdoor Network                          | 3,529.50      |         |
| Trip Advisor                                   | 38,236.25     |         |
| BisManOnline                                   | 5,586.50      |         |
| Undertone                                      | 23,530.00     |         |
| Facebook                                       | 30,589.00     |         |
|  | 1,942,406.82  |         |
| Budget: 1,800,000 with 7.5% rebate +145,945.95 | -1,945,945.95 |         |
| <br>   |               |         |
| Difference                                     | -3,539.13     |         |
|  |               |         |
| Television                                     | 616,521.15    | 31.74%  |
| TV Sponsorships                                | 49,550.00     | 2.56%   |
| Radio  | 98,945.95     | 5.09%   |
| Newspaper                                      | 263,793.42    | 13.58%  |
| Magazine                                       | 328,503.99    | 16.91%  |
| Out of Home                                    | 205,091.76    | 10.56%  |
| Digital  | 380,000.55    | 19.56%  |
|  | 1,942,406.82  | 100.00% |
| Legendary Budget                               | 1,387,948.01  | 71.46%  |
| Border/Niche/Can                               | 554,458.81    | 28.54%  |

**North Dakota Tourism  
2012 Legendary Domestic Brand Strategy Media Plan Budget**

|                                       |             |                     |
|---------------------------------------|-------------|---------------------|
| U. S. Broadcast Television            |             | 462,750.00          |
| Minneapolis                           | 300/300/300 | 198,000.00          |
| Sioux Falls                           | 250/250/250 | 28,500.00           |
| Milwaukee                             | 250/250/250 | 105,000.00          |
| Green Bay                             | 250/250/250 | 52,500.00           |
| Madison                               | 250/250/250 | 52,500.00           |
| Duluth                                | 250/250/250 | 26,250.00           |
| Direct Response TV                    |             | 59,771.15           |
| U.S. Newspaper Insert - Summer        |             | 142,637.04          |
| <br>                                  |             |                     |
| Travel Directory                      |             |                     |
| Parade - VacationFun Getaway          |             | 7,524.90            |
| Reader's Digest - America's Heartland |             | 5,139.00            |
| Redbook                               |             | 4,976.70            |
| Travel Advertising Group - Spring     |             | 6,997.85            |
| America's Best Vacation - April       |             | 9,373.00            |
| <br>                                  |             |                     |
| AAA Living                            |             | 14,828.37           |
| AAA Home & Away                       |             | 7,290.85            |
| Meredith Corp.                        |             |                     |
| Family Circle                         |             | 23,181.75           |
| Midwest Living                        |             | 150,000.00          |
| Ad Link - regional magazines          |             | 25,540.00           |
| Milwaukee Magazine                    |             | 0.00                |
| Minnesota Monthly                     |             | 5,753.10            |
| <br>                                  |             |                     |
| CityLites – Target Field              |             | 41,810.00           |
| Clear Channel Outdoor                 |             | 68,619.35           |
| Intran Media                          |             | 38,824.50           |
| <br>                                  |             |                     |
| Digital Marketing                     |             |                     |
| Centro                                |             | 172,281.75          |
| Forum Communications                  |             |                     |
| Interactive                           |             | 28,000.70           |
| Wave Direct - US                      |             |                     |
| Trip Advisor                          |             | 23,530.00           |
| BisManOnline                          |             | 5,586.50            |
| Undertone                             |             | 23,530.00           |
| Facebook                              |             | 30,589.00           |
|                                       |             | <b>1,387,948.01</b> |

**North Dakota Tourism  
2012 Legendary Border/Niche Strategies Media Plan Budget**

|   |             |           |            |
|---|-------------|-----------|------------|
| U. S. Broadcast Television                            |             |           |            |
| Fargo/Grand Forks                                     | 250/250/250 | 33,000.00 | 61,600.00  |
| Rapid City  | 250/250/250 | 28,600.00 |            |
| Cable   |             |           |            |
| FOX Sports Network 1st Qtr.                           |             |           | 32,400.00  |
| Jason Mitchell Sponsorship                            |             |           | 27,500.00  |
|   |             |           |            |
| U.S. Radio – Summer (1 week)                          |             |           | 24,736.50  |
| Canadian Radio - mid summer<br>(Canadian 2 weeks)     |             |           | 49,472.95  |
| Canadian Radio - Fall (1 week)                        |             |           | 24,736.50  |
|   |             |           |            |
| U.S. Newspaper Insert –<br>summer                     |             |           | 12,904.54  |
| Canadian - Newspaper Insert (summer & fall @ 4%)      |             |           | 63,821.14  |
| NDNA - one time insert & (1) 3x8 ad                   |             |           | 44,430.70  |
|   |             |           |            |
| CAA Manitoba Going Places                             |             |           | 14,850.00  |
| Style Manitoba  |             |           | 7,047.57   |
| Westworld Saskatchewan                                |             |           | 10,402.35  |
| Birdwatching  |             |           | 3,585.10   |
| Birding   |             |           | 2,255.00   |
| Living Bird   |             |           | 2,358.00   |
| Midwest Golfing                                       |             |           | 7,682.55   |
| Minnesota Golfer                                      |             |           | 7,500.00   |
| Pheasants Forever                                     |             |           | 5,470.70   |
| FOX Sports Network (UM vs UND)                        |             |           | 22,050.00  |
| Road Runner   |             |           | 4,235.40   |
| Road Noise - Abate Minnesota                          |             |           | 147.06     |
| The Motorcyclists - Abate North<br>Dakota             |             |           | 194.12     |
| Thunder Roads Magazine - Minnesota                    |             |           | 1,000.00   |
| Throttler Motorcycle Magazine                         |             |           | 1,170.62   |
| Pattison Outdoor                                      |             |           | 55,837.91  |
|   |             |           |            |
| Digital Marketing                                     |             |           |            |
| Centro - Outside Hub Media<br>Site                    |             |           | 29,412.50  |
| Forum Communications Interactive - Northland Outdoors |             |           | 1,411.80   |
| Wave Direct - Canadian E-mails                        |             |           | 18,010.05  |
| Total Outdoor Network                                 |             |           | 3,529.50   |
| Trip Advisor - Canadian                               |             |           | 14,706.25  |
|   |             |           | 554,458.81 |



| 2012   | MAR  |   |    | APR |    |   | MAY |    |    | JUN |   |    | JUL |    |   | AUG |    |    | SEPT |   |    | OCT |    |   | NOV |    |    | DEC |    |    |    |   |   |    |    |    |   |    |    |    |   |    |
|--|--|---|----|-----|----|---|-----|----|----|-----|---|----|-----|----|---|-----|----|----|------|---|----|-----|----|---|-----|----|----|-----|----|----|----|---|---|----|----|----|---|----|----|----|---|----|
|  | 27   | 5 | 12 | 19  | 26 | 2 | 9   | 16 | 23 | 30  | 7 | 14 | 21  | 28 | 4 | 11  | 18 | 25 | 2    | 9 | 16 | 23  | 30 | 6 | 13  | 20 | 27 | 3   | 10 | 17 | 24 | 1 | 8 | 15 | 22 | 29 | 5 | 12 | 19 | 26 | 3 | 10 |
| <b>Print Advertising</b>                         |  |   |    |     |    |   |     |    |    |     |   |    |     |    |   |     |    |    |      |   |    |     |    |   |     |    |    |     |    |    |    |   |   |    |    |    |   |    |    |    |   |    |
| AAA Living and Home & Away                       | Half page, four-color print ad                                     |   |    |     |    |   |     |    |    |     |   |    |     |    |   |     |    |    |      |   |    |     |    |   |     |    |    |     |    |    |    |   |   |    |    |    |   |    |    |    |   |    |
| Family Circle                                    | Full page, four-color print ad                                     |   |    |     |    |   |     |    |    |     |   |    |     |    |   |     |    |    |      |   |    |     |    |   |     |    |    |     |    |    |    |   |   |    |    |    |   |    |    |    |   |    |
| Midwest Living                                   | RS online/in book, full page, four-color print ad, banner for coop |   |    |     |    |   |     |    |    |     |   |    |     |    |   |     |    |    |      |   |    |     |    |   |     |    |    |     |    |    |    |   |   |    |    |    |   |    |    |    |   |    |
| <b>Geo-Targeted Magazines</b>                    |  |   |    |     |    |   |     |    |    |     |   |    |     |    |   |     |    |    |      |   |    |     |    |   |     |    |    |     |    |    |    |   |   |    |    |    |   |    |    |    |   |    |
| Ad-Link: Good Housekeeping, Redbook, Woman's Day | Full page - four color print ad                                    |   |    |     |    |   |     |    |    |     |   |    |     |    |   |     |    |    |      |   |    |     |    |   |     |    |    |     |    |    |    |   |   |    |    |    |   |    |    |    |   |    |
| Milwaukee Magazine                               | Full page - four color print ad                                    |   |    |     |    |   |     |    |    |     |   |    |     |    |   |     |    |    |      |   |    |     |    |   |     |    |    |     |    |    |    |   |   |    |    |    |   |    |    |    |   |    |
| Minnesota Monthly                                | Full page - four color print ad                                    |   |    |     |    |   |     |    |    |     |   |    |     |    |   |     |    |    |      |   |    |     |    |   |     |    |    |     |    |    |    |   |   |    |    |    |   |    |    |    |   |    |
| <b>Out-of-Home</b>                               |  |   |    |     |    |   |     |    |    |     |   |    |     |    |   |     |    |    |      |   |    |     |    |   |     |    |    |     |    |    |    |   |   |    |    |    |   |    |    |    |   |    |
| Skyway Advertising - Minneapolis/St. Paul        | Target Field - 3 full sized panels and 2 digital screens           |   |    |     |    |   |     |    |    |     |   |    |     |    |   |     |    |    |      |   |    |     |    |   |     |    |    |     |    |    |    |   |   |    |    |    |   |    |    |    |   |    |
| Billboards - Minneapolis                         | (6) 14' x 48' bulletin boards                                      |   |    |     |    |   |     |    |    |     |   |    |     |    |   |     |    |    |      |   |    |     |    |   |     |    |    |     |    |    |    |   |   |    |    |    |   |    |    |    |   |    |
| Billboards - Minneapolis                         | (25) poster boards   |   |    |     |    |   |     |    |    |     |   |    |     |    |   |     |    |    |      |   |    |     |    |   |     |    |    |     |    |    |    |   |   |    |    |    |   |    |    |    |   |    |
| Value Added                                      |  |   |    |     |    |   |     |    |    |     |   |    |     |    |   |     |    |    |      |   |    |     |    |   |     |    |    |     |    |    |    |   |   |    |    |    |   |    |    |    |   |    |
| Truckside Billboards - Minneapolis               | (15) trucks with 21' x 7' panels                                   |   |    |     |    |   |     |    |    |     |   |    |     |    |   |     |    |    |      |   |    |     |    |   |     |    |    |     |    |    |    |   |   |    |    |    |   |    |    |    |   |    |







| 2012  | MAR |   |    | APR                         |    |   | MAY |    |    | JUN |   |    | JUL |    |   | AUG |    |    | SEPT |   |    | OCT |    |   | NOV |    |    | DEC |    |    |    |   |   |    |    |    |   |    |    |    |   |    |
|---|-----|---|----|-----------------------------|----|---|-----|----|----|-----|---|----|-----|----|---|-----|----|----|------|---|----|-----|----|---|-----|----|----|-----|----|----|----|---|---|----|----|----|---|----|----|----|---|----|
|   | 27  | 5 | 12 | 19                          | 26 | 2 | 9   | 16 | 23 | 30  | 7 | 14 | 21  | 28 | 4 | 11  | 18 | 25 | 2    | 9 | 16 | 23  | 30 | 6 | 13  | 20 | 27 | 3   | 10 | 17 | 24 | 1 | 8 | 15 | 22 | 29 | 5 | 12 | 19 | 26 | 3 | 10 |
| <b>Weeks</b>  |     |   |    |                             |    |   |     |    |    |     |   |    |     |    |   |     |    |    |      |   |    |     |    |   |     |    |    |     |    |    |    |   |   |    |    |    |   |    |    |    |   |    |
| <b>Niche: Outdoor Pheasants Forever</b>                                   |     |   |    |                             |    |   |     |    |    |     |   |    |     |    |   |     |    |    |      |   |    |     |    |   |     |    |    |     |    |    |    |   |   |    |    |    |   |    |    |    |   |    |
| <b>FOX Sports Network (North &amp; Wisconsin)</b>                         |     |   |    | 1st qtr outdoor sponsorship |    |   |     |    |    |     |   |    |     |    |   |     |    |    |      |   |    |     |    |   |     |    |    |     |    |    |    |   |   |    |    |    |   |    |    |    |   |    |
| <b>Jason Mitchell Outdoors - sponsorship</b>                              |     |   |    |                             |    |   |     |    |    |     |   |    |     |    |   |     |    |    |      |   |    |     |    |   |     |    |    |     |    |    |    |   |   |    |    |    |   |    |    |    |   |    |
|   |     |   |    |                             |    |   |     |    |    |     |   |    |     |    |   |     |    |    |      |   |    |     |    |   |     |    |    |     |    |    |    |   |   |    |    |    |   |    |    |    |   |    |
| <b>Fox Sports Network: Minnesota Gophers vs. UND (Hockey) Sponsorship</b> |     |   |    |                             |    |   |     |    |    |     |   |    |     |    |   |     |    |    |      |   |    |     |    |   |     |    |    |     |    |    |    |   |   |    |    |    |   |    |    |    |   |    |
| <b>In-state Strategy</b>  |     |   |    |                             |    |   |     |    |    |     |   |    |     |    |   |     |    |    |      |   |    |     |    |   |     |    |    |     |    |    |    |   |   |    |    |    |   |    |    |    |   |    |
| <b>ND Living</b>  |     |   |    |                             |    |   |     |    |    |     |   |    |     |    |   |     |    |    |      |   |    |     |    |   |     |    |    |     |    |    |    |   |   |    |    |    |   |    |    |    |   |    |
| <b>North Dakota Newspaper Assn.</b>                                       |     |   |    |                             |    |   |     |    |    |     |   |    |     |    |   |     |    |    |      |   |    |     |    |   |     |    |    |     |    |    |    |   |   |    |    |    |   |    |    |    |   |    |
| <b>Horizon Magazine</b>   |     |   |    |                             |    |   |     |    |    |     |   |    |     |    |   |     |    |    |      |   |    |     |    |   |     |    |    |     |    |    |    |   |   |    |    |    |   |    |    |    |   |    |
| <b>International Mktg</b>   |     |   |    |                             |    |   |     |    |    |     |   |    |     |    |   |     |    |    |      |   |    |     |    |   |     |    |    |     |    |    |    |   |   |    |    |    |   |    |    |    |   |    |
| <b>Group Travel Mktg</b>  |     |   |    |                             |    |   |     |    |    |     |   |    |     |    |   |     |    |    |      |   |    |     |    |   |     |    |    |     |    |    |    |   |   |    |    |    |   |    |    |    |   |    |

Half Page - Spring, Summer, Fall, Winter Issues

America Journal - Germany; Quarter Horse Journal - Germany; Discover America, Nordic - Norway, Sweden, Finland, Denmark; Discover America Guide - U.S. Travel; Discover America Website

Destinations Magazine - American Bus Association, Nov/Dec 2011/2012, Mar/Apr 2012; Courier Magazine - National Tour Association, Feb/Oct 2012; Group Tour Magazine, Jan/Apr 2012; Group Travel Leader, Nov 2011, May/June 2012