

North Dakota Department of Commerce

TOURISM 2020 MEDIA PLAN



NORTH
Dakota
Be Legendary.™



SHARED MISSION: EMPOWER PEOPLE • IMPROVE LIVES • INSPIRE SUCCESS

WHAT WE DO



VALUE WE CREATE

01

STRATEGIC VISION FOR
ECONOMIC VIABILITY

02

BUILD CAPACITY ACROSS
ALL FUNCTIONS

03

CONNECT RESOURCES
TO DRIVE ECONOMIC
GROWTH

04

ELEVATE ND IMAGE

TOURISM AND MARKETING

COMMERCE MISSION

We lead the efforts to attract, retain and expand wealth and improve the quality of life for the people of North Dakota.



TOURISM & MARKETING MISSION

We build the positive public image of North Dakota as a dynamic place to live and work. By showcasing opportunities and inspiring visitors to Be Legendary, we strengthen the economy and provide opportunity for people across our communities.

2019-2021 PRIORITIES

- Grow awareness of ND
- Connect marketing efforts to results and impact
- Increase offerings through policy changes
- Brand unification
- Improve understanding of tourism's impact on state's economy

BRAND PROMISE

The Be Legendary brand celebrates the land, the legends, the adventurous spirit, the vibrant communities, the scenic places and the genuine people of North Dakota.

2019 – 2021 STRATEGIC AREAS OF FOCUS

We market North Dakota: image development, brand building and storytelling	We support tourism/Main Street development and business activity	We drive industry support and advocacy	We provide exceptional, personal service and accountability	We elevate community building and economic diversification efforts and support a unified state brand
OBJECTIVES AND STRATEGIES				
- Advertising and Branding: Inspire travel through compelling advertising. Increase awareness of the state through consistent brand messaging, logo use and merchandising. - Cooperative Partnerships: Create programs that maximize budget for the state and industry partners, including advertising/marketing, shows and missions, photo and video assets and promotional publications. - Earned and Social Media: Create opportunities to tell the North Dakota story, garner positive media coverage and increase awareness and consumer engagement. - Digital Presence: Engage audiences with innovative and informative digital content across websites and other channels. - Targeted Sales and Support: Provide direct sales and tour development assistance for groups, global operators and foreign individual travelers to increase visitation.	- Collaboration and Partnership: Foster cooperation between local, state and federal agencies, stakeholders and private sector organizations. - Product Development: Work with Main Street communities and policy advisors to include recreation and entertainment in their planning. Identify opportunities for advancing business expansion, supporting vibrant communities and quality of life - Business Assistance: Provide resources for planning, funding, operating and promoting tourism and hospitality and Main Street businesses, events and products to assist in sustaining healthy and vibrant communities. - Research: Determine best research, statistics and information to report on the impact of tourism and marketing the state and influence future investments in external marketing.	- Outreach and Engagement: Pursue opportunities to inform and bring together policymakers and stakeholders on issues affecting the travel industry. - Facilitation and Coordination: Be a gateway to enhance public/private partnerships and business-to-business collaboration through familiarization tours, media events, shows and missions. - Education: Advocate for the visitor economy with policymakers. Inform stakeholders of trends, opportunities and resources. - Communication: Provide ongoing information using industry channels on NDtourism.com, social media, newsletters and presentations. - Public Relations: Support communities, attractions and events through publicity, content development and social media.	- Visitor Service: Provide exceptional visitor service through personal travel counseling, free access to information, in-house social media response and interaction, itineraries and consumer shows to generate bookings. - Travel Industry Service: Provide exceptional service through staff availability and assistance, free use of photo and video resources, partner profiles on NDtourism.com, listings in guides and brochures, training and presentations, continual work to improve and expand programs and opportunities for business-to-consumer services such as brochure distribution outlets, cooperative marketing and shows. - Available and Accountable: Offer a high standard of public and partner accessibility and transparent organizational operation.	- Targeted Strategic Communications Plans: Increase success of economic diversification and workforce development efforts. - Unified Be Legendary brand: Leverage brand across all state agencies while coaching on consistent usage and providing a branding support, including a new portal for brand materials. Meet with elected officials and state agencies to encourage brand adoption. - Deeper and Broader Story Telling: Develop strategic communication strategies to lift awareness for new workforce and targeted industry influencers. - Branded Meeting/Event Planners Tool Kit: Develop and launch to assist agencies in upscaling their events. - PIO and SMUG Networks: lead training and collaboration to elevate consistent messaging. - Leverage Content: Curate, edit and publish tourism-developed content for workforce marketing to highlight destinations and quality of life.
METRICS				
- Advertising awareness and ROI - Impressions, video views and content pick-ups - Number of industry co-op participants - Media coverage - Social engagement - NDtourism.com site traffic - Tracked arrivals	- County share of visitor spending - Tourism-related employment and wages - Tourism-related taxable sales and purchases - Numbers of attractions, events and businesses - New offerings as a result of Main Street development grants and policy adjustments.	- Industry newsletter use - Conference and training attendance - Influencer engagement growth: legislators, administration, associations, etc. - Training and resources provided - Press release distribution	- Personal service provided through phone, email, online forums and social media interaction - Traveler social sentiment - Staff professional development - Reports: quarterly, annual and special	- Strategic plans that include recreation and entertainment - Agencies using Be Legendary brand - Projects, events, campaigns assisted - Logo usage by external partners

October 8, 2019

Greetings fellow North Dakota promoters,

Thank you for your interest in our great state, and for your part in helping share the stories and experiences that set North Dakota apart and make us a destination. With so little awareness of our boundless opportunities, we can only be successful if we work together. We began presenting our marketing and media plan at a fall gathering during my first year in this role. The goal was to involve our partners in our marketing work early enough to encourage alignment and leverage our collective resources. This is more important now than it was in 2003. With increasing content, channels and tactical marketing from so many others also competing for visitors' dollars, we need to collaborate on the best strategies to inspire visitation. The impact of the work we do is enormous as we attract visitors, deliver great experiences and build lasting relationships that help sustain our communities.

In this plan you will find our overall tourism strategy for 2019-2021, along with our goals in tourism development and broader state marketing. You will also see our tourism operations team's overview of 2020 activities and cooperative ventures available to you. The bulk of this document focuses on the paid media plan and the vehicles we have determined will best meet the goals to inspire visitors and increase awareness of North Dakota. The cooperative opportunities include paid advertising, media and influencer relations, social media, show/marketplace attendance and brochure distribution.

The strategies are based on insight from dozens of metrics and data sources. While we cannot definitively determine which marketing executions are 100% responsible for travel to North Dakota, we are able to confidently refine our methods based on previous results, signals of intent to travel and arrivals. Changes that may interest you:

- Our 2019 experiential event at Chicago's Union Station was such a success that we plan to go 3D in 2020! This year we partnered with North Dakota virtual reality company, Be More Colorful, to gather 360° images and video. Those assets will be used in the 2020 experiential event.
- Retargeting from our own database helped surge inquiries this year. We're applying that strategy into our Canadian markets with a custom direct mail piece with co-op offers.
- Smart, targeted digital is the name of the game in 2020. We're using proven vendors and microscopic detail to hone in on potential travelers. We're happy to offer new digital co-op options for 2020 as well.

Please take time to review the cooperative options and commit to those that fit your goals. Also please let us know if you have others you would like to see. We look forward to working together to meet our collective goals including the overarching goal to increase the dollars spent by visitors.

Thank you for your partnership!

Be Legendary,



Sara Otte Coleman
Director - Tourism Division
North Dakota Department of Commerce



Sara Otte Coleman

Director

Oversees state brand and marketing, strategic direction and performance. Tourism Division administration, vision and goals. Serves on Commerce Senior Leadership Team, primary liaison for Tourism policy.

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Monitors and tracks marketing projects. Assists with marketing development and visitor services. Manages logo usage and cooperative agreements.



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Group Travel Marketing Manager

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North American group sales and marketing, hosts product development tours, attends marketplaces, provides content for group publications and advertising. Agritourism development.



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U.S. and Canada marketing, promotional publications, advertising, e-marketing, tourism research, cooperative programs and contact for North Dakota Travel Industry Conference.



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Public relations program, media liaison, content strategy and implementation. Hosts media tours, national pitches, supports state communications platforms.



Cassie Theurer

Digital Asset Specialist

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Photo and video assets management and liaison for state DAM system. Coordinates Governor's Photo Contest, photo needs, location scouting and editing. Travel Matters production.



Fred Walker

Global Marketing Manager

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International marketing and sales, travel trade and media, product development tours, culture, heritage and tribal tourism development.

North Dakota Tourism Overview and Program Highlights

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The work of North Dakota's travel and tourism industry stretches beyond motivating vacations. Our collective efforts build state image, inspire travel, showcase quality of life and deliver memorable experiences that strengthen the state's economy.

Every year, visitors, job seekers and new citizens come to our state and discover what North Dakotans have always known – that this is a place to make a great life and a big difference. North Dakota is the state where you can Be Legendary.

Our Brand Promise:

North Dakota is a place where you can achieve your American dream.

Our brand promise defines what North Dakota means to its people, businesses and visitors. Here, anyone has the potential to do something meaningful or unexpected, to craft their story, to see their quest for purpose realized and to make their mark.

North Dakota offers unique experiences and untold adventures that entice visitors to relish the unexpected and return for more.

22 million strong

According to new Tourism Satellite Account research, 2018 was a year of growth and the state had stability with general leisure travelers. In 2019, we've seen continued growth among our visitation metrics and signals of intent to travel.

North Dakota Tourism serves more than 2,800 businesses, organizations and events. These entities deliver the brand promise and truly show how travel matters in North Dakota.

Looking Forward

The Tourism Division's 2020 Media Plan identifies the priority markets and audiences to ensure targeted resource allocation. But our marketing principles go beyond direct media buys. This plan outlines the objectives, strategies and invaluable partner programs tied to the North Dakota Tourism efforts.

Marketing and Partner Programs

AgriTourism - The AgriTourism program celebrates a leading industry in our state and traveler interest to experience both historical and modern farming and ranching. Limited liability protection is available for registered AgriTourism providers. North Dakota Tourism provides resources and support to new and existing AgriTourism operators. Contact Deanne Cunningham for assistance, decunningham@nd.gov.

Apparel/Logowear - Logowear and novelty items are available at retail price for single items by ordering online at <http://cisport.com/partners/north-dakota-legendary/>. For wholesale information, contact Janice Fuhrman at jfuhrman@nd.gov.

Business Development - The Tourism Division assists with business opportunities and development that support the start-up, retention, expansion and attraction of businesses in the tourism industry. Areas of emphasis include agriculture-based tourism, expanded recreation offerings, tribal tourism and rural tourism development, as well as expanding Main Street amenities. For more information, contact Mike Jensen at mijensen@nd.gov.

Cooperative Programs – Cooperative advertising and promotion is critical to leveraging tourism investment and maximizing the impact of marketing. Detailed programs in the media plan support advertising, marketing, public relations and social media. For assistance, or more information, contact Penny Blotsky at pjblotsky@nd.gov.

Film Commission – The Tourism Division is the first point of contact for inquiries about film and media productions in North Dakota. While the State of North Dakota currently has no incentives for productions, the Tourism Division can assist with location scouting, a directory of talent and services, photo and film assets, permitting and destination contacts. For more information, contact Mike Jensen at mijensen@nd.gov.

Logo Use – The North Dakota Be Legendary logo, and the legacy North Dakota Legendary logo, are trademarked. Use is encouraged and must be documented for trademark compliancy. Terms of use are granted in a written agreement. Contact Penny Blotsky for use agreements at pjblotsky@nd.gov.

Material Fulfillment and Brochure Distribution - The goal of our brochure distribution programs is to get travelers to spend more time in North Dakota. There are several ways we work towards that:

- **Bulk Materials** – North Dakota Tourism provides Travel Guides, Hunting and Fishing Guides and State Maps to partners at no cost. To request boxes or bulk materials, contact Janice Fuhrman at jfuhrman@nd.gov.
- **Digital Guides** – North Dakota Tourism provides a link to partner digital guides at no charge. Digital guides are accessed on our visitor information order form. To have your guide listed, contact Tammy Backhaus at tbackhaus@nd.gov or Tricia Miller at tamiller@nd.gov.
- **Rest Area Literature Distribution Program** – This is a partnership between the North Dakota Department of Transportation and North Dakota Tourism. There are options for partners to distribute brochures at 14 in-state rest areas. The program requires partners to sign up annually and select the rest areas in which they wish to distribute materials. Contact Tammy Backhaus for more information at tbackhaus@nd.gov.

Main Street Initiative - The Tourism Division – and the tourism industry – are key partners in North Dakota's Main Street Initiative. Travel and tourism has always been the front door in showcasing our state and its healthy, vibrant downtowns and communities. Our efforts not only attract and retain visitors, we also support communities and places where people want to work and live. For more information, go to www.mainstreetnd.com.

North Dakota Native Tourism Alliance - North Dakota Tourism is a partner with the North Dakota Native Tourism Alliance, whose mission is to promote and educate through sustainable tourism while developing economic opportunities on all five reservations that share geography with North Dakota. For more information, contact Fred Walker at fwalker@nd.gov.

Partner Access – Partner listings on NDtourism.com and in the official North Dakota Travel Guide are free! This content is not only the key to motivating visitor trips, it's also used to support press releases, social media and marketing efforts. North Dakota Tourism encourages partners to list, and keep current, information on attractions, events, businesses and organizations through free submissions and the use of the Partner Access portal. This system will be updated in 2020. Contact Scooter Pursley, jpursley@nd.gov, or Tammy Backhaus, tbackhaus@nd.gov, for assistance.

Photo and Video Use – North Dakota Tourism has images and video available for partner promotional use at no cost. The Tourism Division also accepts, and appreciates, partner contributions of photo and video assets. Online galleries can be accessed at: medialibrary.nd.gov. For more information, contact Cassie Theurer at catheurer@nd.gov.

Publications - The Tourism Division prints an annual Travel Guide and Hunting and Fishing Guide and also distributes the state highway map. All publications and maps are available in bulk to partners at no charge by contacting the Tourism Division.

- The official Travel Guide offers free business listings for attractions and accommodations. The publication is advertised and provided free of charge through inquiry fulfillment, brochure display programs, at ports of entry, trade and travel shows and visitor centers. Advertising in the Travel Guide is available, sold through a contractor, ND RECs. 270,000 guides will be distributed in 2020.
- The Hunting and Fishing Guide is a 40-page promotional resource for seasons, regulations, public fishing areas and access points. Guides are distributed at travel and trade shows, sport shows and individual request fulfillment. Advertising in the Hunting and Fishing Guide is sold through a contractor, ND RECs. 40,000 guides will be distributed in 2020.

Research - Research guides the strategic direction of marketing campaigns and media placement. North Dakota Tourism contracts and monitors a variety of research on the state's travel industry. Reports and dashboards are available online at www.ndtourism.com/industry/research-reports. Contact Heather LeMoine for more information or with questions at hlemoine@nd.gov.

Tourism Grants - Due to budget cuts, there are no funds available for the tourism grant programs at this time. However, we are still an available resource for exploring other funding options for construction and marketing of tourism businesses.

Travel Counseling – Each year, North Dakota Tourism's travel counselors interact with thousands of callers and answer emails and online inquiries, while fulfilling tens of thousands of requests for information. The Tourism Division prioritizes this exceptional, personal service and we know it sets us apart from our competition. To answer visitor questions, our travel counselors use partner listings on NDtourism.com and websites for current information. This is one more reason to keep your online presence up-to-date.

Website - North Dakota Tourism's official website averages more than 100,000 sessions each month and last year sent 253,457 click-throughs to partner websites. These referrals only happen through current listings and links on NDtourism.com, managed through Partner Access. Scooter Pursley (jpursley@nd.gov) and Tammy Backhaus (tbackhaus@nd.gov) can assist with access to this portal.

Group Travel Marketing

What is the goal of the program?

North Dakota Tourism's Group Travel goal is to promote, market and book business for partners within the travel trade industry. We research and look for new avenues to increase visitation, visitor spending and the positive image of North Dakota. We showcase the variety of activities available in all seasons and target markets that have a desire to travel and learn about diverse cultures, values, history and a unique way of life.

Who and where is the target audience?

This audience includes North American inbound tour operators, wholesale and receptive operators, tour operators, motorcoach operators and charter services, along with travel agents, group leaders, senior and youth directors, faith-based organizers, sporting event and meeting planners, and group travel media. These organizations work with activity clubs, travel clubs, student groups, banks, churches, RV and motorhome chapters, reunions and much more.

What strategies are used to reach this audience?

We are engaging and pursuing the active travel trade markets through inspiring advertising and cooperative partnerships; targeting membership-based organizations, meeting person-to-person, participating in trade shows and product development meetings. We will continue to educate and advocate for our North Dakota Tourism partners. We are providing ongoing information with a concise and cohesive message and help prepare our communities to become the ultimate travel resource.

How can partners can join the effort?

- Collaborate with product development tours and meetings.
- Share your communities' photos, itineraries and stories.
- Create a community list of "go to people" in the area.
- Develop and share a profile sheet.
- Keep us informed of changes - new hotels, agritourism opportunities, fun and fabulous food places.
- Become a member of a travel trade organization and attend national and regional marketplaces.
- Participate in a trade show.

Product Development and Sales Marketplaces

Marketplaces are opportunities to meet with operators, provide planning assistance and build relationships.

December 2-6, 2019	U.S. Tour Operator Association (USTOA) · Orlando, FL
December 8-12, 2019	National Tour Association (NTA) · Ft. Worth, TX
January 11-14, 2020	American Bus Association (ABA) · Omaha, NE
February 28 - March 1, 2020	Heartland Travel Showcase · Lansing, MI
March 24-28, 2020	Go West Summit · Portland, OR
April 19-21, 2020	Midwest Marketplace · Oshkosh, WI

What metrics are used to measure results?

The American Bus Association Foundation provides an interactive U.S. map with economic impact of group travel and tourism in every state and congressional district.

National Tour Association has metrics from 2018 Outlook on Package Travel, Tour Operator Air Travel Report, Tour Operator Rail Report, Tour Operator Profiles and Packaging in the U.S. National Parks.

The Bureau of Statistics provides Canadian traveler information. We collect and monitor group numbers shared by our partners and tour operators to determine value.

Global Marketing

What is the goal of the program?

The goal of the Global Marketing program is to motivate travelers from our overseas markets to visit North Dakota and ultimately spend time and money with our local partners. We work in a five-state cooperative including ND, SD, MT, WY and ID under the Great American West brand, which is coordinated by Rocky Mountain International.

Who is the target audience?

The target audience for North Dakota and the Great American West is travel trade and subsequently consumers willing to try new vacation destinations to experience the real America. We reach out to companies that work with travelers interested in nature, culture and history in authentic locations, offering local amenities and service.

Where is the target audience?

Our target markets are operators and media in the UK, Germany, the Nordic region, France, Italy, the Benelux Region and Australia/New Zealand. We work these huge markets because they are interested in the experiences offered in our region: wide open roads, beautiful scenery, wildlife and fresh air; authentic western experiences and fresh urban settings.

What are the strategies used to reach this audience?

We create the sales circuit. We work with the travel trade (tour operators and travel agents) to create the sellable product through tradeshow, missions and product development tours. We then work with media to showcase this product to the masses, thus increasing demand and direct them to the trade. Once the cycle starts, we increase product offerings to showcase more of the region, which allows travelers to return and see new attractions each time.

International Travel Missions 2019-2020

A North Dakota Tourism representative attends travel industry shows across the international markets each year. Attending shows versus mission trips depends upon strategies within each market.

November 16-23, 2019	United Kingdom Trade Mission
December 7-14, 2019	Nordic Region Trade Mission
January 25-31, 2020	Italy Trade Mission
February 29 - March 7, 2020	France Trade Mission
April 27-29, 2020	The Great American West Roundup, Casper, WY
May 31 - June 4, 2020	US Travel IPW, Las Vegas, NV

International Advertising Programs 2019-2020

Discover America – Nordics; BrandUSA programs: Inspiration Guide – single page in 2019, upgrades on-line training portal and complete update on North Dakota web portal; The Great American West Guide – RMI marketing and/or sponsorship opportunities; catalog advertisement support.

What are the metrics used to measure results?

We work with the travel trade to share numbers of trips and overnights purchased from International gateways, and get anecdotal information from partners. For media, we work with our overseas offices on media pieces featuring our destination and compare to advertising equivalency for each publication.

What are the ways partners can join the effort?

- Hosting and sponsoring product development or media trips – build relationships with those who sell the product.
- Attend regional show/marketplace, International Roundup – meet face-to-face with every company attending.
- Keep North Dakota Tourism updated on what is new, award-winning or recreated at your attraction, accommodation or event. The overseas office is always interested in “news” from the region.

See the cooperative section of the Media Plan for global marketing partnership opportunities.

Outdoor Promotions Marketing

What is the goal of the program?

The outdoor promotion program works to entice outdoor enthusiasts to make trips to North Dakota. Outdoor promotions highlight North Dakota's legendary outdoor recreation experiences across prime target markets in Minnesota and Wisconsin and reaches for national exposure through a combination of hosted media and paid sponsorships.

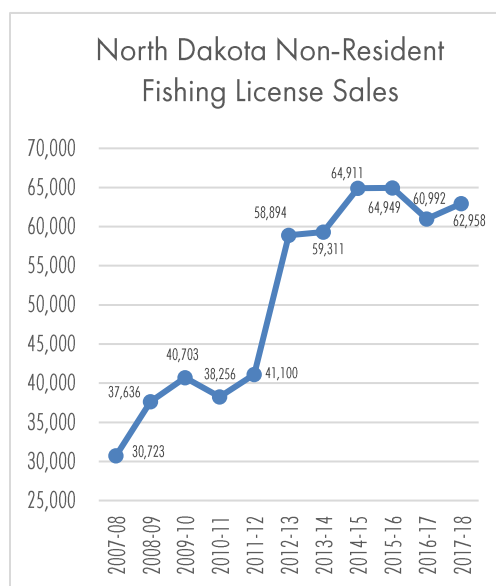
What are the strategies used to reach this audience?

Outdoor promotion efforts will promote abundant hunting and fishing opportunities in North Dakota. Healthy fisheries, management and promotion have led to historically high nonresident fishing license sales. North Dakota will likely continue to enjoy world class fishing well into the 2020's. A rebound in bird counts will also bring additional opportunities to promote hunting.

Non-consumptive outdoor recreation will also be featured across print and digital media. North Dakota has a competitive advantage in our region with fantastic campgrounds, pristine national and state parks and epic trails, all in an uncrowded, wide-open setting. Researchers recently completed a visitor use study of the Theodore Roosevelt National Park showing that visitors are very satisfied with the lack of crowding.

What are the metrics used to measure results?

North Dakota Game & Fish released new data on the economic impact of hunting and fishing in North Dakota in 2019. The NDSU study shows hunters and anglers spent \$974.4 million in the 2017-2018 season that lead to \$2.1 billion in economic activity in the state. The study also showed that nonresident hunter and angler combined expenditures increased 34% since 2012. Nonresident hunter spending grew 6% while spending by resident hunters dropped 29%.



What are the ways partners can join the effort?

- Travel and sport shows are a fantastic opportunity to get your product in front of tens of thousands of show attendees looking to travel.
- Partners have the option to participate in shows, either by being in-booth and/or sending brochures.

2020 Sport Shows

February 8-9, 2020	Chicago Travel & Adventure Show · Chicago, IL
February 14-16, 2020	National Pheasant Fest · Minneapolis, MN
February 28 - March 1, 2020	Wisconsin Fishing Expo · Madison, WI
March 12-15, 2020	Sioux Empire Sportsmen's Show · Sioux Falls, SD
April 2-5, 2020	Northwest Sports Show · Minneapolis, MN

See the cooperative section of the Media Plan for details on how to sign up to partner at sport shows.

Public and Media Relations

What is the goal?

The goal of North Dakota's public relations efforts is to tell the North Dakota story, garner positive media coverage, and increase awareness and consumer engagement. Efforts target proactive and reactive messaging to broaden awareness and enhance the image of the state, its recreation opportunities, rich culture and history. Pitching efforts encompass both national and in-state media audiences, as well as regional audiences such as those within driving distance from the state like Winnipeg, Canada; and Minneapolis.

Who is the target audience?

Our target audience includes traditional outlets such as newspaper, magazine, TV and radio, but also online audiences such as influencers/bloggers, social media and online publications.

What are the strategies?

Ultimately, our public relations strategy strives to enhance the image of North Dakota as a legendary travel destination and influence travelers to secure bookings. The strategic plan includes:

- Create multiple and varied story pitches to feature the diversity of North Dakota's attractions and experiences.
- Develop and foster relationships with key influencers, writers and media to tell our stories.
- Use social platforms, technology and new digital assets to pitch potential influencers directly.
- Host media trips. This plays a significant role in the success of our public relations efforts.
- Leverage user-generated content to showcase the state's tourism assets and vibrant communities.

What are the metrics used to measure results?

All media relations placements secured are scored on a 50-point scale. Scoring criteria includes target audience, key message inclusion, tone, prominence and usage of assets.

We continue to leverage key metrics utilizing our media monitoring service, Meltwater. This monitoring tool provides media intelligence that helps us to make informed decisions based on real-time data.

What are ways that partners can join the effort?

- Participate in paid influencer campaign efforts through the PR co-op program.
- Assist with hosting media trips.
- Share "what's new" with your destination.
- Network with travel writers and influencers through organizations and events.

2020 Travel Media events

June 18-20, 2020	Midwest Travel Network Conference · St. Cloud, MN
October 7-9, 2020	TBEX North America · Lafayette, LA

See the cooperative section of the Media Plan for details on a paid influencer program.

Social Media Marketing

What is the goal of the program?

North Dakota's primary goal across all social media platforms is to be a source of inspiration to visit, live, work and explore. We use these opportunities to tell our story while enhancing the image of our state through promoting our attractions, vibrant communities, scenic landscapes, and inspirational people.

What is the target audience?

The benefit to social media is the ability to customize content to a specific target audience. Each flight varies based on specific niche or campaign effort.

What are the strategies used to reach this audience?

Facebook: Used equally as a source of inspiration and education, Facebook balances lengthier visual story-telling with high amounts of audience engagement. Video and high-quality photography tend to perform best on this platform all while opening a new door for customer service and outreach. We will continue a two-fold approach of encouraging awareness of the brand as well as driving users to the site by creating two separate campaign strategies.

Instagram: Using almost entirely user-generated content, Instagram gives us an opportunity to tell an authentic North Dakota story through the photos of those who live and travel here. As the fastest growing platform, and the fastest growing tech company in the world, our goal is to post at least once a day.

- Staying consistent with Instagram stories is becoming more important than even your direct feed this year! North Dakota Tourism will be heavily incorporating more stories and IGTV into the social strategy this year.

What are the metrics used to measure results?

To ensure that we are sharing content that is engaging and inspirational to our audiences, we hold impressions, engagement and reach in high priority organically. Our paid campaigns are split into two separate efforts: one to push traffic to our website with a priority on CTR, clicks, frequency and brand awareness; the other to strengthen our social pages by focusing on engagements, impressions, building follower numbers and re-engaging with our current audience. These two campaigns are designed to complement and uplift each other for the best possible analytics for both.

What are the ways partners can join the effort?

- Keep posting and creating your own content! We love to share the work of partners.
- Tag North Dakota Tourism so we can see and engage with you!
- Have an idea for a Facebook or Instagram story takeover? Reach out to us! We love giving our audiences a chance to meet our partners in an authentic and "in the moment" style.
- Paid co-op opportunities.

See the cooperative section of the Media Plan for details on how to sign up for the promoted social media options.

Creative Strategy

Our brand promise defines what North Dakota means to its people, businesses and visitors. Here, anyone has the potential to do something meaningful, memorable and unexpected. In 2020, a new creative campaign will be unveiled that visually showcases how Be Legendary is a promising and inspirational call to action for visitors. North Dakota has a way of inspiring you to venture beyond the ordinary. Here, visitors find an untamed spirit matched by untamed landscapes to let them effortlessly create their own style of Being Legendary.

Research and market insights continue to guide the creative strategy to ensure alignment with trends, demographics, visitor behavior and motivators, with the mission of delivering a strong return on investment for North Dakota. Before the creative focus is determined, the target audience(s) are identified and the most current research is reviewed to identify the activities and destinations that motivate visitation.

Research shows that the top trip motivators are:



Visiting national and state parks



Visiting historical sites



Taking scenic drives



Hiking or backpacking



Enjoying city amenities

Who are we talking to?

The primary strategy targets the largest target audience, with the most propensity to visit based on top trip motivators. The niche strategy represents a smaller audience, but extremely effective in driving visitation as travelers have stronger interest in the activity and a higher tendency to travel because of it.

Primary Audience

U.S. and Canada



Adults 35-54 with a female skew
Average age of 44
Married and travel with children
College graduates
Earn more than 50K per year

Niche Audience

U.S. and Canada



Hiking and backpacking
Mountain biking or road cycling
Sports
Fishing
Hunting

How does our campaign increase awareness and motivate booked trips?

The new campaign exemplifies the active nature of the brand and inspires visitors to Be Legendary. The creative campaign highlights North Dakota's broad supply of vibrant communities, adventure-filled family friendly destinations and outdoor paradises. The partnership with North Dakota native and actor Josh Duhamel will continue into 2020. His prominent status and genuine love for his home state have proven to increase awareness of North Dakota as a leisure destination and motivate booked trips. All creative messaging is designed to resonate with the audience while aligning with trip motivators and/or niche activities.

To learn more about the advertising campaign visit: NDtourism.com/information/advertising-campaign

Media Strategy

The media strategy for North Dakota Tourism consists of an integrated traditional and digital campaign designed to increase awareness of North Dakota as a travel destination, inspire bookings and generate visitor spending.

What data is taken into consideration as the media plan is developed?

The most current research, travel data, NDtourism.com website analytics, inquiries and trends are thoroughly reviewed and taken into consideration as placements are finalized.

Primary Research

- Advertising effectiveness
- Tourism Satellite Account
- Location analytics
- Visitor studies
- Website and social media analytics
- Hotel occupancy revenue and inventory

Secondary Research

- Canadian traffic reports
- Economic base data
- Sales tax reports
- Employment and wage data
- Visitor counts

The number of media opportunities to consider continues to increase each year. Odney uses a variety of resources to research and analyze all the media options. A bidding process is employed to invite the desired media to submit proposals to compete for a share of the media plan. The outlet's audience base, past success, cost-efficiency, editorial tie-ins, value-added opportunities and cooperative opportunities are all factors in the media outlets included in the final media buy.

The plan includes the following platforms:

- Traditional media including broadcast television, cable television, magazines, newspapers, out-of-home and sponsorships
- Paid digital media channels including online display advertising, high-impact display, mobile, video, native advertising and social media
- Official North Dakota Tourism website
- Paid search and keyword marketing (SEM)
- Internal and external email marketing channels

Where will our target geographic area focus be in 2020?

The primary geo-targeted markets in the United States are Minnesota with an emphasis on the Minneapolis-St. Paul DMA, Wisconsin with an emphasis on the Milwaukee, Madison and Eau Claire-La Crosse DMAs and the Chicago DMA in Illinois. The primary geo-targeted markets in Canada are Manitoba and Saskatchewan with an emphasis on the Winnipeg, MB and Regina, SK markets.



Paid Digital Strategy

What is the goal of the paid digital campaign?

The primary goal of the paid digital media campaign is to increase awareness of North Dakota as a travel destination and to increase qualified online traffic to the website and/or campaign landing pages to ultimately result in trip planning to North Dakota. Online success metrics include click-through rate (CTR), conversion rate, cost-per-click, cost-per-acquisition and video completion rate as well as other effective means of qualifying and quantifying all traffic generated.

Location-based analytics provided by technology firm, Arrivalist, have been incorporated to assist in tracking which digital channels motivate users to visit North Dakota. Arrivalist provides a 30% sampling of how many digitally exposed consumers visited the state, and the marketing message they interacted with. This additional level of reporting provides insight to keep the messaging, timing and markets aligned with overall strategy and goals.

A continuous retargeting and lead nurturing strategy will be implemented within the 2020 digital campaign. The strategy will target users who have engaged with our online marketing or have visited the website after being exposed to other media tactics including traditional and digital marketing, press releases and social media. The retargeted users will also be encouraged to request a travel guide or plan a trip online with an on-site engagement tool designed to increase further interest in visiting North Dakota.

Which paid digital channels will be utilized in 2020?

Digital placements provide a multi-channel approach that extends North Dakota Tourism's presence, supports industry partners and continues to increase awareness within the target audience. The efforts include:

- Branded online display advertising
- Branded email marketing
- Branded mobile display advertising
- Branded pre-roll video and in-stream video advertising
- Branded native advertising
- Paid search and keyword marketing (SEM)
- Cooperative digital marketing opportunities
- Branded sponsorships
- Branded social media

Traditional Media Strategy

What is the goal of the traditional media strategy?

The primary goal of the traditional media campaign is to increase awareness of North Dakota as a travel destination, increase qualified traffic to the website and/or campaign landing pages and encourage a booked trip to North Dakota. The traditional media strategy is grounded in an analysis of demographics, target audience behavior, consumption habits, message delivery, reach and frequency. The channels selected are those that best match the target audience and corresponding creative message.

How does television help tell our story?

Television continues to be an excellent channel for North Dakota Tourism and is an essential component for a low awareness destination. It's a very effective medium to share the North Dakota experience, not only in established target markets, but especially in new markets, like Chicago, that may have less awareness of North Dakota. Odney subscribes

directly to ratings services, Nielsen and ComScore, to conduct independent analysis and evaluate stations and programming. Cable television placements are extremely effective as they allow targeting by age, gender, market and interests or hobbies. It is also a great frequency builder since it is more affordable than broadcast. Both broadcast and cable TV spots contain a custom vanity URL that allows us to track and measure website traffic specifically from television.

Why is print an important item in the overall media mix?

Print ads are an excellent lead generator and allow for inclusion of detailed information, itineraries, events and visuals from across the state of North Dakota. As a brand campaign component, print has a greater reach across all markets — new, rural and well established. Each newspaper and print publication is evaluated by circulation, readership, demographics, lead generation and cost per thousand (CPM). The print executions contain a custom vanity URL that allows us to track and measure website traffic specific to print.

Why are sponsorships an effective media placement?

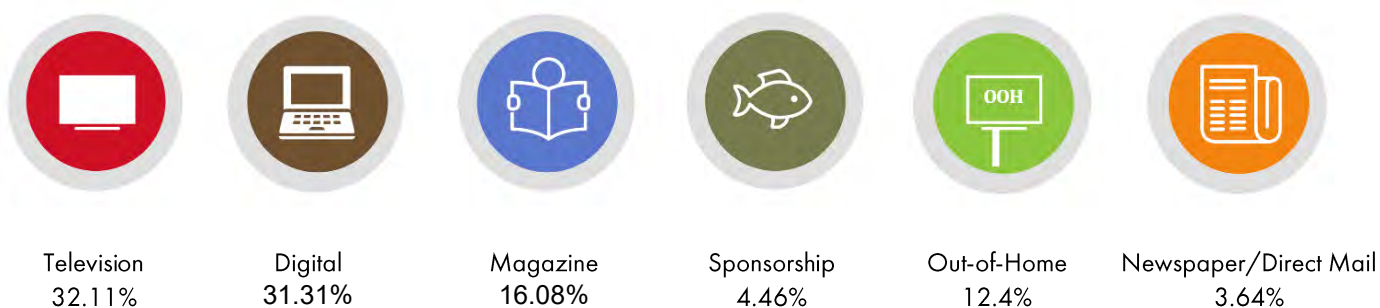
Sponsorships allow the brand message to reach audiences with high impact placements, in high traffic areas. Placements range from sports programming like the Minnesota Twins to premier outdoor television networks like Ron Schara, Jason Mitchell and Fox Sports North. Additionally, sponsorships tend to be longer in duration which allow the message to be in the marketplace for an extended timeframe.

How does out-of-home and experiential events reinforce the brand?

Out-of-home placements and experiential events generate a high level of awareness. Both campaign elements work well in newer markets, like Chicago, and in existing primary markets, such as Minneapolis. Its presence works to capture the attention of the traveler and audience inclined to travel. Experiential events allow a more one-on-one experience for the potential visitor and a great opportunity to tell North Dakota's story first-hand.

Media Mix

Research has proven that a strong mix of media is critical for the overall effectiveness of the campaign. Consumer consumption patterns are ever-changing and the media mix must align to reach travelers effectively with the right frequency of messages, in the right channels and align with consumer trip planning timeframes.



BROADCAST TELEVISION

Spots will be aired on a combination of FOX, NBC, CBS and ABC across all markets.

Campaign Flight Dates: 05/11/20 – 06/07/20 (2 weeks on – 1 week off – 1 week on)

- Milwaukee, WI – 1,500 total TRPs \$ 157,500.00 gross
- Duluth, MN – 1,500 total TRPs \$ 42,000.00 gross

Campaign Flight Dates: 05/11/20 – 06/07/20 (2 weeks on – 1 week off – 2 weeks on)

- Minneapolis, MN – 2,000 total TRPs \$ 360,000.00 gross

Total U.S. Broadcast Television \$ 559,500.00 gross

- Total estimated impressions: 18,780,000

CABLE TELEVISION/OTHER TELEVISION

CHICAGO - INTERCONNECT

Rep: Dana Fierce
Tel: 612-632-2566
Email: Dana.Fierce@nccmedia.com

Covers the following counties: Bureau, Cook, DeKalb, DuPage, Grundy, Iroquois, Kane, Kankakee, Kendall, La Salle, Lake, McHenry, Will in Illinois and Jasper, La Porte, Lake, Newton, Porter, St. Joseph in Indiana. Adults 35-54 with female skew.

Campaign Flight Dates: 05/04 – 06/07/20 (5 weeks)

(1,465) :30 Spots \$ 249,660.00 gross

- 154.03 GRPs; 58.2% Reach; 2.6 Frequency; 2,830,079 impressions
 - o (810) :30 spots on the Interconnect (162 spots per week)
 - Networks include: APL, BRVO, DISC, DIY, ENT, ESPN, FRFM, HALL, HGTV, HIST, LIF, LMN, NBCS, NGC, NICK, OWN, SYFY, TBSC, TNT, TRVL, USA, VH1, WETV
 - o (655) :30 spots on Comcast/DISH (131 spots per week)
 - Networks include: AEN, BRVO, DISC, ESPN, FOOD, FRFM, FX, HGTV, HIST, LIF, TBSC, TLC, TNT, USA

CHICAGO - PBS

Rep: Dan Whitford
Tel: 773-509-5628
Email: dwhitford@wttw.com

Each month WTTW, Chicago's PBS member station, reaches more than 1.8 million Chicagoland TV households and 3.2 million well-educated, influential, culturally-minded and community-oriented viewers. The audience composition is an average age of 54; 39% male and 61% female.

Campaign Flight Dates: 05/11 – 06/07/20 (off week of 5/25)

(54) :30 Spots \$ 19,330.00 gross

- (42) :30 spots; 9.1 GRPs; 237,000 impressions
- Programs include: Chicago Tonight, Antiques Roadshow, The American Experience, Nature, NOVA, Chicago Tonight: The Week in Review, Check Please, Islands Without Cars, American Masters, Father Brown, Shakespeare & Hathaway, Death in Paradise, Masterpiece, National Memorial Day Concert
- (12) Added Value :30 spots (4x/week Prime ROS spots)

NEWSPAPER**NORTH DAKOTA NEWSPAPER ASSOCIATION**

North Dakota Newspaper Statewide

- Total circulation: 206,934
- Total readership: 413,868

(1) June Newspaper placement _____ \$ 45,000.00 net

CO-OP OPPORTUNITIES:

Open to a maximum of 4 partners, first-come first-served

- 2" W x 4.5" H, BW ad \$ 300.00 net

Space Deadline: 05/11/20

Creative Deadline: 05/11/20

CHICAGO TRIBUNE

Rep: Christina Krask
Cell: 312-799-0034
Email: ckrask@chicagotribune.com

Chicago Tribune has been delivering news, information and entertainment for more than 160 years. Publishing unmatched journalism and exclusive editorial; outselling every newspaper competitor in the market every day; engaging and maintaining a quality, paid audience.

Publishes: Daily
Circulation: 821,703; includes 6 suburban dailies
Reader Profile: Average age 57; 48% male, 52% female; Sunday readership 1,700,000

Placement includes Chicago Tribune, plus all six suburban dailies; Lake County News, Naperville Sun, Aurora Beacon News, Elgin Courier, Daily Southtown, IN Post Tribune

(1) Full page, four-color ad in Sunday issue (May 3) _____ \$ 34,771.45 gross

- CPM \$42.32
- Ad will be located within Travel or Main News section

Value-Added:

- 300K ROS impressions on ChicagoTribune.com

STAR TRIBUNE NEWSPAPER/MAGAZINE



Rep: Jessica Tok
Tel: 612-673-4752
Email: Jessica.Tok@StarTribune.com

The *Star Tribune* is the largest newspaper in Minnesota. It serves Minneapolis, distributed throughout the Minneapolis-St. Paul metropolitan area, the state of Minnesota and the Upper Midwest. It contains a mixture of national, international and local news, sports, business and lifestyle content.

Publishes: Daily
Circulation: Newspaper: 432,015 - Metro
Magazine: 215,000
Reader Profile: Average age of the Sunday Travel Section is 52; 42% male, 58% female;
Readership 519,814; full paper readership 905,710

(1) Print Combo _____ \$ 23,530.00 gross

- Star Tribune Newspaper Take Over (May 4)
 - Includes front page strip and flag and full page, four-color back page
 - Can be designed as an advertorial with "paid advertising" noted
- (1) Star Tribune Magazine spread, four-color in the June issue
 - Branded banner at the top of co-op pages
- CPM \$36.76

Value-Added:

- 500K ROS impressions on StarTribune.com

CO-OP OPPORTUNITIES:

- | | |
|---------------------------|-----------------|
| • 1/2 page, four-color ad | \$ 2,696.00 net |
| • 1/3 page, four-color ad | \$ 2,156.00 net |
| • 1/6 page, four-color ad | \$ 1,616.00 net |

Space Deadline: 04/22/20

Creative Deadline: 04/22/20

SUMMER NEWSPAPER PLACEMENT

(1) Full page, four-color ad – total circulation: 429,237

Sun.: 06/14/20

St. Paul, MN – Pioneer Press (Sun. circ. 252,796)	\$ 5,688.38 gross
Milwaukee, WI – Milwaukee Journal Sentinel (Sun. circ. 130,000)	\$ 12,176.78 gross
Duluth News Tribune (Sun. circ. 27,060)	\$ 4,941.30 gross
Eau Claire Leader Telegram (Sun. circ. 19,381)	\$ 2,767.13 gross

Total Newspaper Summer Insert Placement _____ \$ 25,573.59 gross

- CPM \$59.57

GENERAL WOMEN/TRAVEL MAGAZINE**AAA LIVING**

Rep: Jenny Kollander
 Tel: 952-405-9640
 Email: jenny@kollandermedia.com

To drivers who want the freedom to go places, AAA is the member-focused organization that serves as their most trusted ally. More than 100 years of dedication to serving members has made AAA one of today's strongest and most trusted brands.

Publishes: 6x per year

Circulation: 1,268,314

Minnesota: 281,884 (does not include Hennepin County)

Wisconsin: 342,897

Illinois/N. Indiana: 538,870

Nebraska: 104,663

Member Profile: Average age 59 years; 38% male, 62% female; average membership 3 years;
 76% are regular readers, having read at least 3 of the past 4 issues.

(1) 1/2 page with 1/2 page advertorial, four-color in March/April issue _____ \$ 28,465.45 gross

- CPM \$22.45
- 1/2 page Advertorial Components (developed by Tourism):
 - o Headline, 140-160 words, and 1-2 graphics
 - o Banner with "Special Advertising Section" in capital letters

Value-Added:

- Reader service in all 6 issues
- 6 month Sponsored Story on AAA.com/AAA Living in the Northern Region: IL, IN, MI, MN, IA, ND, NE, WI

CO-OP OPPORTUNITIES:

Listing on co-op page adjacent to state page including map

- Listing includes:
 - o 20-word advertorial, URL and logo/image placement, four-color
- Minnesota: CPM \$2.66 \$ 750.00 net
- Nebraska: CPM \$3.63 \$ 380.00 net
- North Dakota (AAA World): CPM \$5.06 \$ 175.00 net
- Digital add-on with print \$ 175.00 net
 - o Sponsored Story in Northern Plains (IA, MN, NE, ND, WI)
 - o March 1 – April 30, 2020

Value-Added:

- Reader service listing

Space deadline: 12/19/19

Creative deadline: 12/19/19

LIVE/PLAY AAA MINNEAPOLIS

Rep: Tammy Galvin
 Tel: 612-371-5869 (work) | 612-819-6877 (cell)
 Email: tgalvin@greenspring.com



Live/Play AAA is the official member magazine of AAA Minneapolis, a not-for-profit member-based organization founded in 1902. Live/Play AAA delivers content about local, domestic and international travel, AAA Minneapolis, driver safety, finance and insurance, technology, member benefits and more.

Publishes: 6x per year
 Circulation: 123,000
 Reader Profile: 79% are 41-74; 50% male, 50% female; readership 208,000

- (1) Full page, four-color ad in March/April issue _____ \$ 3,994.25 gross
 • CPM \$32.48

CO-OP OPPORTUNITIES:

- 1/2 page, four-color ad \$ 2,035.00 net
- 1/3 page, four-color ad \$ 1,350.00 net
- 1/4 page, four-color ad \$ 1,025.00 net

Space Deadline: 01/15/20
 Creative Deadline: 01/22/20

AARP



Rep: Gabby Sexson
 Tel: 312-526-3988 (work) | 815-347-3188 (cell)
 Email: gabby@healyday.com

AARP is the only lifestyle publication with three demographically versioned editions that address the evolving life stages of 50+ adults.

Publishes: 6x per year
 Circulation: 617,400 Great Lakes Region (IL, MO, MI, WI, MN)
 Reader Profile: Average age 53; 40% male, 60% female; 2.5 readers per copy

- (1) Full page, four-color ad in April/May issue w/full page advertorial _____ \$ 27,180.80 gross
 • CPM \$44.03

Value-Added:

- Matching advertorial (Custom content can be supplied or created by AARP media at no additional charge)
- AARP's national in-book reader service spread & BRC – value \$40,000
 - Leads are provided in Excel format on weekly basis and collected for 16 weeks per issue
- Leads provided through AARP.org's online travel section on the Select Destinations page

TRAVEL 50 & BEYOND

Rep: Liz Esterces
 Tel: 760-431-1113
 Email: liz@pub-rep.com



Travel 50 & Beyond's mission is to inform the reader who seeks quality, value and enriching experiences. *Travel 50 & Beyond* is the only national travel magazine for this demographic and delivers practical, useful recommendations to readers ready to travel.

Publishes: 4x per year
 Circulation: 115,000 National
 Reader Profile: Average age 66; 39% male, 61% female; readership 253,000;
 100% travel editorial

(1) Full page, four-color ad in Spring issue _____ \$ 6,676.64 gross
 • CPM \$58.06

Value-Added:

- 1/6 page (Plan AA), four-color Vacation Planning Guide Ad
- Reader service listing on Free Info Request page
- Website reader service listing; includes link to North Dakota Tourism's website

CO-OP OPPORTUNITIES:

- 1/2 page, four-color ad \$ 4,439.00 net
- 1/3 page, four-color ad \$ 2,986.00 net
- 1/4 page, four-color ad \$ 1,557.00 net

Value-Added:

- Vacation Planning Guide Plan A (30 words of copy and a four-color logo/image)
- Reader service listing

Space deadline: 01/10/20
 Creative deadline: 01/24/20

MEREDITH CORPORATION

Better Homes & Gardens, Family Circle, Parents and Midwest Living

Rep: Christina Green
Tel: 312-580-1607
Email: christina.green@Meredith.com

BETTER HOMES & GARDENS



Better Homes & Gardens inspires readers with infinite possibilities for creativity and self-expression with smart, approachable editorial.

Publishes: 12x per year
Circulation: 593,200 Custom Region: MN, WI, IL & Canada (MB & SK)
Reader Profile: Average age 51.8; 19% male, 81% female

(1) Full page, four-color ad in April issue _____ \$ 42,031.53 gross
• CPM \$70.86

Value-Added:

- (2) Fresh files promotional listings
- (1) Reader service listing

FAMILY CIRCLE



Family Circle understands that women need to be up to date in order to navigate the most meaningful part of their lives – family. As her trusted curator, they offer candid advice and fresh ideas for everything from what to make for dinner to what keeps her up at night.

Publishes: 12x per year
Circulation: 473,300 Custom Region: MN, WI, IL, ND, SD, NE and Canada
Reader Profile: Average age 58; 8% male, 92% female

(1) Full page, four-color ad in May issue _____ \$ 30,742.80 gross
• CPM \$64.96

Value-Added:

- (2) The Circle promotional listings
- (1) Reader service listing

PARENTS



Parents helps busy moms navigate the uncharted waters of parenthood with smart advice, a sense of humor and a feeling of community born of shared experiences. With an approachable attitude and lots of relatable voices, they inform, entertain and remind mom to nurture herself even as she nurtures her children.

Publishes: 12x per year
 Circulation: 188,800 Custom Region: MN, WI, IL, ND, SD, NE and Canada
 Reader Profile: Average age 41; 16% male, 84% female

- (1) Full page, four-color ad in April issue _____ \$ 29,544.86 gross
- CPM \$151.19

Value-Added

- (2) Good Stuff promotional listing
- (1) Reader service listing

MIDWEST LIVING MAGAZINE



Midwest Living is the leading lifestyle media brand that celebrates the people who make the Midwest shine. An insider's view of the hidden gems of the Midwest: places to go, things to see and do, all through the eyes of Midwesterners.

Publishes: 6x per year
 Circulation: 950,000 Includes: ND, SD, NE, KS, MN, IA, MO, WI, IL, MI, IN, OH
 Reader Profile: Average age 58; 24% male, 76% female; readership 3.4 million;
 32% of editorial is travel/culture

- (1) Full page, four-color ad in March/April issue _____ \$ 47,251.02 gross
- CPM \$49.74

- (1) Inside cover spread in Best of the Midwest (March) issue _____ \$ 19,992.50 gross
- CPM \$159.94
 - Editors expect 8+ pages dedicated to North Dakota destinations
 - Distribution 125,000

- (1) Full page, four-color ad in Sept/Oct issue _____ \$ 47,251.02 gross
- CPM \$49.74
 - A logo placement and up to 25 words of copy in a bonus unit
 - Custom North Dakota content surrounding the bonus unit to be written by *Midwest Living*
 - *Midwest Living's* sweepstakes where readers can enter to win \$1,000 for their own tailgate party
 - o North Dakota Tourism will receive a list of entrants who have opted-in to receive more information about travel to ND
 - Sponsors will be tagged in all social media sweepstakes promotion, including Facebook, Twitter and Instagram.

Value-Added:

- (2) Rich Finds promotional listings
- (1) Reader service listing

CO-OP OPPORTUNITIES:

To place partner ads with *Midwest Living*, please contact the Meredith Corporation representative. There is a minimum of 3 advertisers required, each running a 4" ad, to complete the co-op ½ page.

March/April and Sept/Oct issues

- Travel directory - 2¼" W X 4" H, four-color ad \$ 4,825.00 net

Best of the Midwest issue – March issue

- Travel directory - 2¼" W X 4" H, four-color ad \$ 1,260.00 net
 - o The Best of the Midwest issue will have a North Dakota editorial feature section and co-op will be positioned in this section.

Space deadline:	12/27/19 (Best of the Midwest)	01/28/20 (March)	06/26/20 (Sept)
Creative deadline:	12/27/19 (Best of the Midwest)	01/28/20 (March)	06/26/20 (Sept)

PIONEER WOMAN MAGAZINE

Rep: David Posegay
 Tel: 312-964-4953
 Email: David.posegay@hearst.com



Ree Drummond built The Pioneer Woman empire, reaching millions across the country. With *The Pioneer Woman Magazine*, her fans are able to connect in a whole new way and across multiple media platforms. Content of every issue focuses on accessible style, family-friendly recipes, entertaining, travel, home décor and “life on the ranch.” Each issue is like a day with a good friend, full of helpful advice, great food, fun shopping, heartfelt stories – and lots of laughs.

Publishes: 4x per year
 Rate Base: 500,000
 Reader Profile: Average age 50; 10% male; 90% female

(1) Full page, four-color ad in Spring issue _____ \$ 19,412.25 gross
 • CPM \$38.83

Value-Added:

- Eblast: The Round-Up – multi-advertiser email blast to 20,000 consumers

HEARST WOMEN'S TRAVEL GROUP

Country Living, Good Housekeeping, Woman's Day

Rep: Tim Derr
Tel: 847-615-1921 (cell)
Email: derrmediagroup@comcast.net

Country Living



For the *Country Living* reader, it's not where you live, but how you live. At its core, *Country Living* is a brand rooted in authenticity and connection. No matter where their readers live, whether in a big city, small town or somewhere in between, they're drawn to an honest, thoughtful editorial voice infused with a dash of levity and a lot of soul – creating a connection that encourages and motivates them to take action.

Good Housekeeping



Good Housekeeping's team of world-class specialists (editors, scientists, forecasters and testers) is passionately committed to anticipating the needs of one of the largest female audiences globally – sparking excitement and genuine inspiration with the top trends, smartest solutions and best-in-class products. In every issue, "Your Hometown" travel coverage is integrated organically with food, fashion and home décor coverage and shot on location in some of the country's most intriguing locations with a spotlight on what to do and see.

Woman's Day



Woman's Day is an indispensable resource to 20 million women. The brand speaks to its readers' values and focuses on what's important to them. It empowers readers with smart solutions for core concerns and celebrates the connection they cherish with family, friends and community. Whether in-book, online, mobile, or through social outlets, it provides inspiring insight and fresh ideas on how to get the most of everything.

Publishes: 12x per year
Circulation: 860,347 Regional: MN, WI, IL, NE, SD, Manitoba, Saskatchewan
Good Housekeeping 416,323; Woman's Day 307,049; Country Living 136,975

(1) Full page, four-color ad in May issue (each magazine) _____ \$ 22,267.65 gross
• CPM \$25.89

Value-Added:

- The Great Getaways Guide reader service page in each magazine, coinciding with each regional travel section
- A BRC runs adjacent to the Great Getaways Guide page, coinciding with each magazine's travel section
- All three in-magazine reader service pages drive traffic to GreatGetawaysGuide.com, where readers can learn more about the travel advertisers, request information and enter sweepstakes

GEO-TARGETED PRINT

MILWAUKEE MAGAZINE

Rep: Shannon Dailey
Tel: 414-287-4317 (work) | 414-520-1070 (cell)
Email: shannon.dailey@milwaukeeemag.com



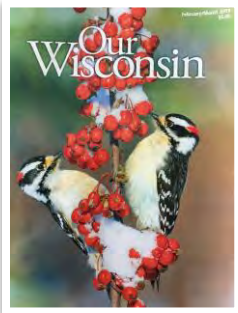
Milwaukee Magazine has been the city's premier publication for more than a quarter century. The goal has always been to create an informative, literate and entertaining magazine with in-depth reporting and analysis of issues of the day, provide useful service features, and enlighten readers with thoughtful stories.

Publishes: 12x per year
Circulation: 31,767
Reader Profile: Average age 51; 46% male, 54% female; readership 133,652

(1) Full page, four-color ad in May issue _____\$ 3,881.30 gross
• CPM \$122.18

OUR WISCONSIN

Rep: Wendi Ell
Tel: 715-543-2311
Email: Advertising@OurWisconsinMag.com



Our Wisconsin is the most popular magazine devoted to Wisconsin. It's 100% positive with emphasis on interesting people, readers themselves, who share entertaining stories. This "reader-written" magazine is a community of loyal, engaged subscribers.

Publishes: 6x per year
Circulation: 101,609
Reader Profile: Average age 54; 40% male, 60% female; readership 300,000; only 25% advertising allowed

(1) Full page, four-color ad in April/May issue _____\$ 3,983.63 gross
• CPM \$39.21

MKE LIFESTYLE MAGAZINE



Rep: Laura Schmidt
 Cell: 414-416-4010
 Email: lschmidt@mkelifestyle.com

MKE Lifestyle is the leading voice on Milwaukee's culture and lifestyle. MKE Lifestyle delivers editorial on the latest in home, health, dining and fashion.

Publishes: 12x per year
 Circulation: 52,747
 Reader Profile: Average age 53; 35% male, 65% female; readership 118,000

(1) Full page, four-color ad in May issue _____ \$ 3,454.20 gross
 • CPM \$65.49

Value-Added:

- Digital Edition presentation page sponsorship
 - Opposite the cover, the presentation page consistently ranks in the top 5 for page views
 - Sponsorship includes:
 - Logo, video or ad
 - App ticker ad that extends the bottom width of every page, keeping the brand prevalent throughout the digital edition
- (1) E-newsletter ad
 - On the Town offers a featured article from the current issue, unique event listings, web-exclusive content and more
 - Features (2) skyscraper spots
 - Advertiser receives (1) ad per week for entire month

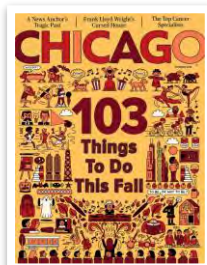
CO-OP OPPORTUNITIES:

- | | |
|---------------------------|-----------------|
| • 1/2 page, four-color ad | \$ 1,618.00 net |
| • 1/3 page, four-color ad | \$ 1,098.00 net |
| • 1/4 page, four-color ad | \$ 831.00 net |
| • 1/6 page, four-color ad | \$ 559.00 net |

Space deadline: 03/26/20
 Creative deadline: 03/27/20

CHICAGO MAGAZINE

Rep: Melissa Ringle
Tel: 312-371-0545
Email: melissa@ringlemedia.com



Chicago Magazine spurs conversation about the city's influencers, zeitgeist-defining trends and civic controversies through in-depth journalism. It covers the best in dining, arts, style and urban life.

Publishes: 11x per year
Circulation: 120,000
Reader Profile: 23% age 35-54; 48% male, 52% female; readership 573,600

(1) Full page, four-color ad in May issue _____ \$ 8,823.75 gross

- CPM \$73.53
- Guaranteed Position: First 25%, right-hand page
- Includes the Midwest Travel Guide

CHICAGO LIFE MAGAZINE

Rep: Mike Kearns
Tel: 773-799-4982
Email: mike@chicagolife.net



Chicago Life is an independently produced supplement distributed by the Wall Street Journal for the Chicago area DMA. The magazine is delivered in print to 44,000 area subscribers and reaches an affluent audience with a high level of interest in leisure travel and tourism.

Publishes: 4x per year
Circulation: 44,000
Reader Profile: Average age 57; 82% male, 18% female

(1) Full page, four-color ad in Spring issue _____ \$ 2,638.90 gross

- CPM \$59.98

Value-Added:

- 60-120 words highlighting ND destinations. Editorial staff can write if information is provided.

CO-OP OPPORTUNITIES:

- | | |
|---------------------------|-----------------|
| • 1/2 page, four-color ad | \$ 1,162.00 net |
| • 1/3 page, four-color ad | \$ 900.00 net |
| • 1/6 page, four-color ad | \$ 650.00 net |

Space deadline: 03/25/20
Creative deadline: 04/01/20

DAILY HERALD MEDIA GROUP (CHICAGO SUBURBAN)

Rep: Joanne Carroll
 Tel: 847-427-4649 (work) | 847-989-7925 (cell)
 Email: jcarroll@dailyherald.com

The *Daily Herald* NICHE Publications Division produces unique and targeted publications that reach specific audience segments.

2020 Get Away Summer (Special Section)

Travel is a way for families to bond, explore and get away from it all. Whether it's a spontaneous day trip or a much-anticipated vacation, these getaways relieve stress and restore the spirit. To help with travel plans, the *Daily Herald* will publish several "getaway" sections during the year.



Publishes: 4x per year
 Circulation: 71,441
 Reader Profile: Average age 47; 45% male, 55% female

(1) Front cover & center spread Get Away issue (June 7, 2020) _____ \$ 5,882.50 gross
 • CPM \$82.34

NICHE – OUTDOOR

BIKE MAGAZINE

Rep: Jen Wittman Rost
Tel: 310-531-9896 (work) | 970-389-6824 (cell)
Email: jrost@amilink.com



No other mountain-bike title in the world is as influential as *Bike*. *Bike* has the finest mountain-bike photography in the world. What's more, *Bike* has the most inspired, original writing in the off-road universe.

Publishes: 4x per year
Circulation: 49,000
Reader Profile: Average age 33; 90% male, 10% female; 459,000 readership

(1) Full-page, four-color ad in May issue _____\$ 8,235.50 gross
• CPM \$168.08

Value-Added:

- One custom newsletter to the Bike subscriber audience

NATIONAL PARKS

Rep: Natalie Matter Bellis
Tel: 717-580-8184
Email: natalie.matterbellis@theygsgroup.com



National Parks magazine is more than a subscription to its readers. It's a window to some of the greatest national treasures. The magazine reflects readers' commitment to the outdoors, active lifestyles and love of history. *National Parks* celebrates the American landscape and encourages an appreciation of historical sites and cultural legacy through spectacular photography and insightful articles crafted to inspire readers to travel to these special places.

Publishes: 4x per year
Circulation: 310,000
Reader Profile: Average age 45; 53% male, 47% female; 100% of editorial is travel

(1) Full page, four-color ad in Spring issue _____\$ 7,059.00 gross
• Placement within the special Historic Travel section
 o Includes 200-250 words of editorial and pictures of the destination
• CPM \$22.77

Value-Added:

- Reader service

CO-OP OPPORTUNITIES:

Placed in the special Historic Travel section

- | | |
|---|-----------------|
| • 1/2 page, four-color ad plus 125 words of editorial | \$ 3,000.00 net |
| • 1/3 page, four-color ad plus 75 words of editorial | \$ 2,400.00 net |
| • 1/6 page, four-color ad plus 50 words of editorial | \$ 1,600.00 net |

Space deadline: 01/10/20

Creative deadline: 01/10/20

OUTSIDE MAGAZINE

Rep: Alex Aufmann

Tel: 720-787-4511

Email: aaufmann@outsidemag.com

The active lifestyle is based on the fundamental idea to lead an inspired, fulfilling life in the world outside. This idea drives a market that is as broad as it is highly focused. *Outside* drives this market and is the most trusted voice of this lifestyle. Their voice is channeled through premium content made up of comprehensive service and entertainment, thought-provoking reports, inspirational storytelling, in-depth interviews and stunning visuals.

Publishes: 9x per year

Circulation: 225,000 Central Region

(MN, IL, WI, SD, ND, AL, MI, TN, KY, MO, LA, IA, AR, KS, NE, IN, TX, OH, OK)

Reader Profile: Average age 42; 56% male, 44% female; total national audience 1.5 million; 20% editorial is travel

(1) Full page, four-color ad in May issue _____ \$ 17,647.50 gross

- CPM \$78.44

CO-OP OPPORTUNITIES:

Within Marketplace factional section in the back of the book

- | | |
|---|-----------------|
| • 1/2 page, four-color ad plus 125 words of editorial | \$ 6,500.00 net |
| • 1/3 page, four-color ad plus 75 words of editorial | \$ 4,000.00 net |
| • 1/9 page, four-color ad plus 50 words of editorial | \$ 1,300.00 net |

Space Deadline: 02/14/20

Creative Deadline: 02/14/20

FIELD & STREAM

Rep: Jeff Roberge
 Tel: 248-213-6154 (work) | 248-514-8191 (cell)
 Email: jeff.roberge@bonniercorp.com



Field & Stream is America's largest outdoor sports magazine brand, delivering extensive service, compelling stories, blogs, great photography and video to an audience of hunters and anglers.

Publishes: 6x per year
 Circulation: 250,000 Fishing Handbook
 203,000 Field & Stream - Custom Region: IL, MN, NE, SD, WI and Canada
 Reader Profile: Average age 49.5; 81% male, 19% female

- (1) Full-page, four-color ad in April/May - Fishing Handbook issue_____ \$ 15,195.70 gross
 • CPM \$60.79

ON WISCONSIN OUTDOORS



Rep: Dick Ellis
 Tel: 262-549-5550
 Email: ellis@onwisconsinoutdoors.com

On Wisconsin Outdoors delivers the standards of high quality writing, photography and graphic design expected of subscription-based publications, at no cost to their ever-growing audience of outdoors men, women and tourism enthusiasts.

Publishes: 6x per year
 Circulation: 100,000 (40K distributed from 400 Kwik Trip stores from Lake Superior to the IL border; 50K delivered as inserts directly to homes in Wisconsin and Northern IL subscribing to numerous regional newspapers; 10K delivered to sportsmen and women from numerous distribution points in Southeastern Wisconsin)

- (1) Full-page, four-color ad in July/August issue_____ \$ 1,976.52 gross
 • CPM \$19.77

Value-Added:

- In the July-August 2020 issue, *On Wisconsin Outdoors'* North Dakota upland game hunting trip column with photos and all contact information including website address will be published adjacent to the North Dakota Tourism ad. Assistance is requested from North Dakota Tourism for lodging, ideal trip details and dining.

CO-OP OPPORTUNITIES:

- | | |
|---------------------------|---------------|
| • 1/2 page, four-color ad | \$ 670.00 net |
| • 1/4 page, four-color ad | \$ 440.00 net |
| • 1/8 page, four-color ad | \$ 230.00 net |

Space deadline: 02/15/20
 Creative deadline: 02/15/20

MIDWEST HUNTING & FISHING MAGAZINE



Rep: Brian Bashore
 Tel: 605-274-2658 (work) | 402-499-4936 (cell)
 Email: brian@midwesthuntfish.com

Midwest Hunting and Fishing magazine provides relevant and timely content to their readers throughout the Midwest through high-quality print and digital magazines. Fishermen and hunters alike find MHF their one-stop-shop to find the latest news and information on the hottest trends, fishing and hunting reports, destinations and quality content only found in MHF.

Publishes: 6x per year
 Circulation: 30,000 SD, ND, MN, NE, IW, WI

(1) Full-page, four-color ad in March/April issue _____ \$ 935.35 gross
 • CPM \$31.18

(1) Full-page, four-color ad in Sept/Oct issue _____ \$ 935.35 gross
 • CPM \$31.18

PHEASANTS FOREVER

Rep: Gerry Cliff
 Tel: 651-209-4954 (work) | 763-350-7352 (cell)
 Email: gcliff@pheasantsforever.org



Publishes: 5x per year
 Circulation: 120,000
 Reader Profile: Average age 56; 97% male, 3% female; 300,000 readership

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

(1) Full-page, four-color ad in the Super Summer issue _____ \$ 6,941.35 gross
 • CPM \$57.85

CO-OP OPPORTUNITIES:

- 1/2 page, four-color ad \$ 4,270.00 net
- 1/3 page, four-color ad \$ 3,190.00 net
- 1/6 page, four-color ad \$ 1,460.00 net

Space Deadline: 05/27/20
 Creative Deadline: 06/17/20

DUCKS UNLIMITED

Rep: Stu Opfer
 Tel: 630-832-3600
 Email: Stu@opfermedia.com



Ducks Unlimited Magazine is one of the most respected outdoor and conservation publications in the industry. Each issue celebrates the role of hunters in conservation, and educates, informs, entertains and motivates *Ducks Unlimited* supporters. With an audience of 3.2 million readers, *Ducks Unlimited* reaches the most avid of hunters and consumers of gear.

Publishes: 6x per year
 Circulation: 575,000
 Member Profile: Average age 55; 98% male, 2% female; audience 3.4 million

DU Travel Platform in the March/April issue _____ \$ 18,824.00 gross

- Components Include:
 - o Ducks Unlimited Magazine
 - o Ducks.org
 - o DU Social Channels
- Sponsorship Elements:
 - o Full page
 - o ROS banners; 200,000 impressions; impressions can run April – May 2020
 - o Sponsored Content (1 month)
 - o Editorial Product Coverage in *Ducks Unlimited Magazine* and Ducks.org
 - o Online listing for state and co-op participants (2 months)
- Recognition:
 - o Destination Section Band on Ducks.org (logo in band – 1 month)
 - o E-Newsletters (logo in E-Newsletter – 1 month)
 - o (1) post recognizing all sponsors on DU's social media channels; Facebook, Twitter and Instagram
 - o (1) "brought to you by" post on DU's social media channels; Facebook, Twitter and Instagram

CO-OP OPPORTUNITIES:

- 1/2 page, four-color ad \$ 12,000.00 net
- 1/4 page, four-color ad \$ 2,500.00 net
- 1/6 page, four-color ad \$ 1,750.00 net

Value-Added:

- Online listing on Ducks.org (2 months)

Space deadline: 01/01/20
 Creative deadline: 01/14/20

OUTDOOR TELEVISION/SPONSORSHIPS**JASON MITCHELL OUTDOORS**

Rep: Jason Mitchell
 Tel: 701-351-1890
 Email: Jason@jasonmitchelloutdoors.com

Jason Mitchell Outdoors Television reaches over 12 million households, including the states of ND, SD, MN, WI, IA, NE, IL, IN, MO and KS. Programming will have an emphasis on open-water fishing during Q1, Q2 and Q3 and ice fishing in Q4. Segments will highlight a multi-species format with an emphasis on walleye angling opportunities and tactics. Jason Mitchell Outdoors is committed to promoting and enhancing North Dakota's rich outdoor opportunities.

Sponsorship Package _____ \$ 47,060.00 gross

- (8) segments filmed in North Dakota featuring fishing, ice fishing and hunting opportunities and destinations
- Each episode will air twice on Fox Sports North and MIDCO Sports Network during 2020. Additional airing on Fox Sports Midwest during Q1.
- :30 sec spot to run during each program featuring North Dakota

RON SCHARA PRODUCTIONS

Rep: Katie Schachtner
 Tel: 763-233-0727 (work) | 651-238-2714 (cell)
 Email: Katie@mnbound.com

Ron Schara Productions is an Emmy Award winning television production house with a big passion for great writing, storytelling and photojournalism regarding the outdoor lifestyle. It currently produces seven local, regional and nationally televised programs.

The Flush is an upland bird hunting show that takes you on a weekly road trip to the top locations in search of an epic Flush. *Rooster Tales* is a hunting show that ventures across the country and tells great stories about hunting, dog training, shooting sports and the stories behind the people who pursue upland game.

Sponsorship: July – December 2020 _____ \$ 47,412.95 gross

- Two-year commitment (2020/2021) – above price is for one year

Sponsorship Package includes:

- North Dakota Insider Feature on the national show, *The Flush*, which airs on the Outdoor Channel, July – December
 - Feature includes North Dakota Tourism logo, a fact/tip about upland hunting, and a :05 second tag line
- :05 second billboards on *Rooster Tales*, which airs on Fox Sports North/Wisconsin July – December and *The Flush* on Outdoor Channel
- Weekly Deliverables:
 - ND Insider Feature on *The Flush* 3x per week - Outdoor Channel (78x per year)
 - 3x :05 sec billboards per week on *The Flush* – Outdoor Channel (78x billboards per year)
 - 2x :05 sec billboards per week on *Rooster Tales* - FSN/FSW (52x billboards per year)
 - 3x :05 sec billboards per week on *Rooster Tales* - Sportsman Channel (78x per year)

Value-Added:

- Up to (3) stories about North Dakota will be shot in 2019 for 2020

FOX SPORTS NETWORK NORTH



Rep: Tami Henderson
Tel: 612-486-9521
Email: Tami.Henderson@Foxsports.net

DMA's reached: Minneapolis/St. Paul, Duluth/Superior, Mankato, La Crosse, Mason City, Sioux City, Sioux Falls, Minot/Bismarck/Dickinson and Fargo/Valley City

1st Quarter 2020 Outdoor sponsorship_____ \$ 23,760.00 gross

- January – March 2020 (12 weeks)
- (12) :15 spots per weekend in the outdoor block; Sat/Sun, 6 am - 2 pm
- (4) :15 spots per week in the outdoor block re-airs M – F @ n/c
- Household impressions: 1,036,800

3rd Quarter 2020 Outdoor sponsorship_____ \$ 10,800.00 gross

- August – September 2020 (8 weeks)
- (8) :15 spots per weekend in the outdoor block; Sat/Sun, 6 am - 2 pm
- (4) :15 spots per week in the outdoor block re-airs M – F @ n/c
- Household impressions: 518,400

Minnesota Twins sponsorship

2020 #BeNDLegendary moments_____ \$ 133,000.00 gross

- (31) :30 commercial spots
- (9) :15 commercial spots
- (11) integration Legendary Moments
 - o A weekly segment, presented by North Dakota, will feature current memorable moments from the week
 - o Includes: graphics, logo and image on screen as well as released via FSN social media channels
- (13) Twins Virtual; 5 @ n/c, 8 paid
- (15) New Technology :06 (or :15)
- Total impressions 14,310,000

CO-OP OPPORTUNITIES:

Minnesota Twins 2020 Season \$ 2,500.000 net

This co-op opportunity is available for a maximum of 3 partners. First-come first served.

Average Twins game reaches approximately 301,000 people. Spots reach a broad geographic area including North Dakota, South Dakota, Minnesota, western Wisconsin and northern Iowa.

Partner elements include:

- (3) :15 commercials to run between April-June (Partner must provide their own :15 sec spot)
- (3) partner tagged "Legendary Moments in Baseball" post on FSN social media channels

Space deadline: First-come first-served – reserved directly with North Dakota Tourism
Creative deadline: Partner to work with Fox Sports North

OUT-OF-HOME**CLEAR CHANNEL AIRPORTS**

Rep: Stephanie Stein
 Tel: 610-674-6061 (work) | 610-395-4450 (cell)
 Email: StephanieStein2@clearchannel.com

Chicago O'Hare International Airport**Airport Highlights:**

- 79,828,183 annual passengers
- 6,652,348 monthly passengers
- 3rd busiest airport for passenger traffic in North America
- 76% passenger traffic is from American & United Airlines

Terminal 2 Security Checkpoint Placement

Tension Fabric Displays (TBD) _____ \$ 20,000.00 gross

Production, installation and removal _____ \$ 6,647.25 gross

- (1) Four-week period
- (2) Tension Fabric Display
- Weekly impressions: 745,062; Total impressions: 2,980,248

EVENT

Experiential Marketing Event _____ \$ 120,000.00 gross

Like 2019, North Dakota Tourism will execute a custom experiential marketing event in a prominent location in Chicago. This event will allow North Dakota face-to-face exposure with potential visitors with the goals of increasing awareness, generating leads and ultimately booking a trip to North Dakota. Details to be finalized.

INTERSECTION

Rep: Stuart Hamby
 Tel: 952-466-6439 (work) | 612-703-0147 (cell)
 Email: stuart.hamby@intersection.com

MINNEAPOLIS**Blue Line Train Highlights:**

The Blue Line runs from the Mall of America in Bloomington (first ring southern suburb), through MSP International Airport, into S.E. Minneapolis through Cedar Riverside (also known as the West Bank) which is part of the U of Minnesota community and consists of a culturally diverse and vibrant neighborhood, with many cafes, bars, ethnic restaurants and venues featuring art and music. The line then continues to Downtown East (home to the U.S. Bank Stadium) heading to the Guthrie Theater, restaurants, Mill City concerts, etc., through bustling downtown Minneapolis and finally into the Warehouse District and then the line ends at Target Field, home of the Minnesota Twins.

- (1) Wrapped Train (04/06 – 05/03/20) \$ 28,588.95 gross
- Value-Added: (8) additional weeks of wrapped train (05/04 – 06/28/20)
 - Includes production and installation
 - Weekly impressions: 1,622,771; Total impressions: 2,548,308 (including bonus)
 - Weekday ridership: Blue Line 31,510

- (1) Branded Train Interior (04/06 – 06/28/20) \$ 470.60 gross
- Total impressions: 417,294
 - Includes production and installation

Metro Transit (Buses, Stations & Platforms) Highlights:

The largest transit operator in Minnesota

- Total impressions: 417,294
- 260K rides taken on an average weekday
- 900+ buses operate on 130 routes, covering 907 miles and serving over 12,000 bus stops
- 109 rail cars operate three routes serving 34 rail stations
- Each bus runs 11 round trips per day in and out of the city to their suburban destination

- (1) Bus Wrap (04/06 – 05/31/20) \$ 14,500.37 gross
- Value-Added:
 - o (4) additional weeks of bus wrap (06/01 – 06/28/20)
 - o (1) additional bus for the 12-week period (04/06 – 06/28/20)
 - Includes production and installation
 - Total impressions: 3,239,196

- (2) Branded Bus Interior (04/06 – 06/28/20) \$ 552.96 gross
- Includes production and installation
 - Total impressions: 340,314

- (1) Digital Screen Placement (04/06 – 05/31/20) \$ 470.60 gross
- Total impressions: 239,595

Total Minneapolis Intersection placement \$ 44,583.48 gross

INTERSECTION

Rep: Stuart Hamby
 Tel: 952-466-6439 (work) | 612-703-0147 (cell)
 Email: stuart.hamby@intersection.com

CHICAGO**CTA: Chicago – Buses**

The nation's second largest transit authority

- 1.6M rides taken on an average weekday
- 1,864 busses operate on 129 routes, covering 1,500 route miles and serving almost 11,000 bus stops

(1) Bus Wrap (04/06 – 06/28/20) \$ 19,485.79 gross

- Value-Added:
 - o (4) additional weeks of bus wrap (06/29 – 07/26/20)
- Includes production and installation
- Total impressions: 929,514

CTA: Chicago – Train

The nation's second largest transit authority

- 1,492 rail cars operate eight routes and 224.1 miles of track, serving 146 rail stations

(1) Wrapped Train with branded interior (04/06 – 06/28/20) \$ 50,475.38 gross

- Value-Added: (4) additional weeks of wrapped train (06/29 – 07/26/20)
- Includes production and installation
- Weekly impressions: 11,973,015

(2) Head houses and (1) elevator wrap (04/06 – 06/28/20) \$ 108,473.30 gross

- Value-Added:
 - o (4) additional weeks of placement (06/29 – 07/26/20)
- Includes production and installation
- Total impressions: 16,531,506

Total Chicago Intersection placement \$ 178,434.47 gross

MAGAZINE ADVERTISING

CAA MANITOBA

Rep: Robert Zyluk
 Tel: 204-255-3409 (work) | 204-770-7607 (cell)
 Email: robertz@caamanitoba.com



CAA Manitoba Magazine is the ideal media environment for advertisers that do business in Manitoba and beyond. Not only does it reach more homes than any other Manitoba magazine, it captures the attention of engaged readers and active consumers with a brand they trust. It offers a mix of local, regional and international features, that keep readers up to speed on auto trends and special member savings.

Publishes: 4x per year
 Circulation: 140,000
 Reader Profile: Average age 56; 47% male, 53% female; readership 294,000

(1) Full page, four-color ad in Spring issue _____ \$ 4,894.24 gross U.S.
 • CPM \$34.96 U.S.

(1) Full page, four-color ad in Summer issue _____ \$ 4,894.24 gross U.S.
 • CPM \$34.96 U.S.

CO-OP OPPORTUNITIES: U.S. Dollars

- 1/2 page, four-color ad \$ 2,350.00 net U.S.
- 1/3 page, four-color ad \$ 1,595.00 net U.S.
- 1/6 page, four-color ad \$ 795.00 net U.S.

Space deadline: 12/15/19 (Spring) 03/09/20 (Summer)
 Creative deadline: 01/06/20 (Spring) 03/16/20 (Summer)

CAA SASKATCHEWAN

Rep: Robert Zyluk
 Tel: 204-255-3409 (work) | 204-770-7607 (cell)
 Email: robertz@caamanitoba.com



CAA Saskatchewan is the ideal media environment for advertisers that do business in Saskatchewan. Not only does it reach more homes than any other Saskatchewan magazine, it captures the attention of engaged readers and active consumers with a brand that they trust.

Publishes: 4x per year
 Circulation: 118,854
 Reader Profile: Average age 57; 58% male, 42% female; readership 218,000

(1) Full page, four-color ad in Spring issue _____ \$ 4,047.16 gross U.S.
 • CPM \$34.06 U.S.

(1) Full page, four-color ad in Summer issue _____ \$ 4,047.16 gross U.S.
 • CPM \$34.06 U.S.

CO-OP OPPORTUNITIES: U.S. Dollars

- 1/2 page, four-color ad \$ 2,200.00 net U.S.
- 1/3 page, four-color ad \$ 1,450.00 net U.S.
- 1/6 page, four-color ad \$ 795.00 net U.S.

Space deadline: 12/15/19 (Spring) 03/09/20 (Summer)
 Creative deadline: 01/06/20 (Spring) 03/16/20 (Summer)

CANADIAN GEOGRAPHIC

Rep: Lesley Hayes
 Cell: 602-432-4868
 Email: lesley@hayesmediasales.com



Canadian Geographic is Canada's third best read magazine with 3.2 million readers per issue and has award-winning journalism focused on Canada, its culture and heritage since 1930. It gives Canadians a deeper knowledge of their country, its people and places, its natural and cultural heritage and its environmental, social and economic challenges.

Publishes: 6x per year
 Circulation: 160,000 National
 Reader Profile: Average age 46; 53% male, 47% female; readership 3,173,000

Package _____ \$ 29,412.50 gross CA

- Package includes:
 - o (1) double page spread of advertising in May/June issue
 - o Online: 150,000 impressions per month of promotion – standard online units
 - o (2) skyscraper ads in Travel e-newsletters: delivered to 25,000+ opt-in subscribers
 - o Social Media: content will be shared weekly/daily on CanGeo platforms of Facebook, Instagram, Twitter and google+ social audiences.
- CPM \$152.58 CA

STYLE AT HOME

Rep: Jerome Leys
Email: Jerome.Ley@qmisaales.ca



Style at Home is more than just a beloved design magazine – it engages its readers through every medium to teach, inspire and motivate them to live life to its fullest. Whether focused on decorating, renovation, entertaining or trends, Style at Home defines Canadian décor in an aspirational and accessible way.

Publishes: 10x per year
Circulation: 50,750 Western (BC, AB, SK, MB, N.W.T., NU)
Reader Profile: Average age 48; 25% male, 75% female; readership 233,008; 10% travel editorial

(1) Full page, four-color ad in May issue (Western) _____ \$ 6,470.75 gross CA
• CPM \$105.83 CA

SASKATOON HOME MAGAZINE / PRAIRIES NORTH (COMBO BUY)



Rep: Amanda Soulodre
Tel: 306-373-1833 (work) | 306-717-0663 (cell)
Email: amanda@saskatoon-home.ca

Publishes: 4x per year
Circulation: 40,000
Reader Profile: Age range 30-60; 40% male, 60% female

(1) Full page, four-color ad in Spring issue _____ \$ 5,294.25 gross CA
• CPM \$109.86 CA

Value-Added:

- (2) quarterly posts on Saskatoon HOME and Prairies North social media channels (Instagram, Facebook and Twitter). Content to be determined in cooperation with ND Tourism.

CO-OP OPPORTUNITIES:

- 1/2 page, four-color ad \$ 2,500.00 net CA
- 1/3 page, four-color ad \$ 1,900.00 net CA
- 1/6 page, four-color ad \$ 1,115.00 net CA

Space Deadline: 01/24/20
Creative Deadline: 01/24/20

CANADIAN DIRECT MAIL

(1) 9x6 Custom Direct Mailer _____ \$ 6,790.23 gross U.S.

- Includes printing/addressing/postage to 4,000 addresses in Canada
- Estimated mailing 5/15/20

CO-OP OPPORTUNITIES:

Open to a maximum of 4 partners, first-come first-served

- 2.5" W x 3" H, four-color ad \$ 250.00 net U.S.
- Partners can share their Canadian address list if available

Space Deadline: 04/01/20

Creative Deadline: 04/01/20

NEWSPAPER**SUMMER NEWSPAPER PLACEMENT**

(1) Full page, four-color ad – total circulation: 174,133

Fri.: 06/12

Winnipeg, MB – Winnipeg Free Press (Fri. circ. 132,133) \$ 1 6,063.18 gross CA

Regina, SK – Leader Post (Fri. circ. 42,000) \$ 5,402.49 gross CA

Total Newspaper Summer Insert Placement _____ **\$ 21,465.67 gross CA**

- CPM \$123.27

Digital Advertising Glossary and Definitions

Programmatic Advertising

Programmatic advertising is the algorithmic purchase and sale of advertising space in real time. During this process, software is used to automate the buying, placement, and optimization of media inventory via a bidding system. Automating the process means that it can be done in real time and doesn't rely on the human touch, manual insertions and manual trading of available inventory. It allows us to target specific audiences with specific messaging tailored to what motivates them. Audience segments can include demographics such as age, gender and income as well as geography and behaviors, like searching for travel. This allows us to only pay for highly effective ads that are delivered to the right people at the right time.

Native Advertising

Native advertising is the use of paid content that matches the look, feel and function of the media format in which it appears. This advertising is often found as recommended content on a website and is very similar to a traditional advertorial in a newspaper. Unlike display ads or banner ads, native ads don't really look like ads. They look like part of the editorial flow of the page. The key to native advertising is that it is non-disruptive and fits the editorial flow of the page without standing out as advertising. The long-form content format of native advertising is great for educating a new audience as well as inspiring engagement with storytelling, photos and video.

High-Impact Online Display

High-impact display ads are visually appealing larger format online ads that capture the audience's attention before navigating through the rest of the website. The high-impact format targets online users who match the specified target audience and cuts through the clutter to guarantee attention. The benefits of this format include increased brand recognition and brand lift, higher engagement rates and increased traffic to the website.

Lead Generation Advertising

Lead generation refers to the generation of a prospective consumer interest/inquiry using customer prospecting followed by interest retargeting and finally re-engagement. Leads are generated for a variety of purposes including e-newsletter subscriber acquisition, inquiries for additional information or publication request.

Search Engine Marketing

Search engine marketing (SEM) is a digital marketing strategy used to increase the visibility of a website in search engine results pages using relevant keywords and messaging to increase engagement and website traffic. Since online users enter search queries with the intent of finding information to assist in making decisions, they are in a very receptive state-of-mind and open to new information.

Email Marketing

Email marketing allows us to send personalized information to our target audience in a more informative format directly to their inbox. It can be used to impact consumers in a variety of ways including brand awareness, lead generation and niche marketing. Email marketing is a more evolved, digital form of traditional direct mail marketing that directly impacts website traffic in a very cost-effective manner.

DIGITAL MEDIA PLAN – U.S. AND CANADA

AMOBEE

Programmatic Partner

Rep: Tyler Wirth

Email: tyler.wirth@amobee.com

Amobee unifies all advertising channels including TV, programmatic display and social across all formats and devices, providing us with streamlined, advanced media capabilities powered by in-depth analytics and audience data. Amobee enables us to plan and activate across more than 150 integrated partners using their patented Brand Intelligence technology which measures digital engagement to provide a deeper understanding of audiences, their mindset and interests.

Target Geographic Area: U.S. and Canada – primary markets

Campaign Duration: April 1 – July 14, 2020

In-View Multiscreen Display \$ 117,650.00 gross

- Ad sizes: 160x600, 300x250, 728x90, 300x600 and 320x50 pixels
- Utilize a mix of 1st and 3rd party data for behavioral targeting
- Guaranteed 65%+ viewable
- Ads will be optimized for viewability and clicks
- Maximize reach throughout campaign and at key moments
- Impressions: 21,978,022

In-View Multiscreen (4 Screen) Video \$ 117,650.00 gross

- Ad length: :15 or :30 seconds
- Video displays on desktop, smartphone, tablet, linear and Connected TV (CTV)
- Utilize a mix of 1st and 3rd party data for behavioral targeting
- Guaranteed 65%+ viewable
- Ads will be optimized for viewability and clicks
- Maximize reach throughout campaign and at key moments
- Impressions: 4,545,455

In-View Multiscreen Display (\$11,765.00 Added Value) \$ 0.00 gross

- Ad sizes: 160x600, 300x250, 728x90 and 320x50 pixels
- Utilize a mix of 1st and 3rd party data for behavioral targeting
- Ads will be optimized for viewability and clicks
- Maximize reach throughout campaign and at key moments
- Impressions: 2,197,802

Amobee Total Budget \$ 235,300.00 gross

Amobee Total Added Value \$ 11,765.00 gross

SOJERN**Travel Portal Partner**

Rep: Meredith Dillon
 Email: meredith.dillon@sojern.com

Sojern provides data-driven traveler marketing that utilizes programmatic buying and machine learning technology. They partner with travel companies including airlines, OTAs, hotels, and rental car companies to collect non-personally identifiable traveler profiles based on consumers' search and booking behaviors. They use this data to target travelers and deliver advertising across media channels. All ads include Smart Retargeting prospect and contextual targeting to users interested in National Parks, history, hiking/backpacking, mountain biking/road cycling, family fun, fishing and hunting.

Target Geographic Area: U.S. and Canada – primary markets

Campaign Duration: April 1 – June 30, 2020

United States Traveler Platform Online Display Advertising \$ 23,530.00 gross

- Display ad sizes: 320x50, 728x90, 300x250, 160x600 and 300x600 pixels
- Ads are behaviorally targeted to users showing intent or interest in traveling to ND or competitors
- Ads will be geo-targeted to the entire United States
- Impressions: 4,000,000

Primary Markets Traveler Platform Online Display Advertising \$ 29,412.50 gross

- Display ad sizes: 320x50, 728x90, 300x250, 160x600 and 300x600 pixels
- Ads are behaviorally targeted to users showing intent or interest in traveling to ND or competitors
- Ads will be geo-targeted to Minnesota, Wisconsin and Illinois in the United States
- Impressions: 5,000,000

United States Traveler Platform Video Advertising \$ 23,530.00 gross

- Video ads must be :15 or :30 seconds in length
- Video is behaviorally targeted to users showing intent or interest in traveling to ND or competitors
- Ads will be geo-targeted to the entire United States
- Impressions: 1,428,571

Sojern Traveler Platform Online Display (\$6,134.61 Added Value) \$ 0.00 gross

- Display ad sizes: 320x50, 728x90, 300x250, 160x600 and 300x600 pixels
- Ads are behaviorally targeted to users showing intent or interest in traveling to ND or competitors
- Ads will be geo-targeted to the entire United States
- Impressions: 1,042,857

Canada US1 Traveler Platform Online Display Advertising (\$47,060.00 Match) \$ 47,060.00 gross

- Sojern US1 Program will provide a 50% match for a total value of \$94,120.00
- Display ad sizes: 300x50, 320x50, 728x90, 300x250, 160x600 and 300x600
- Ads are behaviorally targeted to users showing intent or interest in traveling to ND or competitors
- Ads will be geo-targeted to MB and SK in Canada with emphasis on the Winnipeg, MB and Regina, SK metros
- Impressions: 8,333,333

Post Campaign Analysis: Search & Purchase Activity (\$11,765.00 Added Value) \$ 0.00 gross

- Sojern and North Dakota Tourism website audience crossover and travel search/purchase analytics for United States and Canada

Sojern Total Budget \$ 123,532.50 gross

Sojern Total Added Value or Matching Funds \$ 76,724.61 gross

CO-OP OPPORTUNITIES:**Option 1: \$3,000 Budget Level**

United States Traveler Platform Online Display Advertising \$ 3,000.00 net

- Requires \$3,000 minimum spend in total for 1 to 3 month flight
- Display ads are served in these sizes: 728x90, 300x250, 160x600 and 300x600 pixels
- Behaviorally targeted to users showing interest in traveling to ND or competitive destinations
- Prospect targeting and demo profile targeting to hiking/backpacking, mountain biking/road cycling, family fun and fishing and hunting
- Partners will be able to select their geo-target area
- Effective CPM Rate: \$5.00
- Estimated Impressions: 600,000

Option 2: \$5,000 Budget Level

United States Traveler Platform Online Display Advertising \$ 5,000.00 net

- Requires \$5,000 minimum spend in total for 1 to 3 month flight
- Display ads are served in these sizes: 728x90, 300x250, 160x600 and 300x600 pixels
- Behaviorally targeted to users showing interest in traveling to ND or competitive destinations
- Prospect targeting and demo profile targeting to hiking/backpacking, mountain biking/road cycling, family fun and fishing and hunting
- Partners will be able to select their geo-target area
- Effective CPM Rate: \$5.00
- Estimated Impressions: 1,000,000

Option 3: \$10,000 Budget Level

United States Traveler Platform Online Display Advertising \$ 10,000.00 net

- Requires \$10,000 minimum spend in total for 1 to 3 month flight
- Display ads are served in these sizes: 728x90, 300x250, 160x600 and 300x600 pixels
- Behaviorally targeted to users showing interest in traveling to ND or competitive destinations
- Prospect targeting and demo profile targeting to hiking/backpacking, mountain biking/road cycling, family fun and fishing and hunting
- Partners will be able to select their geo-target area
- Effective CPM Rate: \$5.00
- Estimated Impressions: 2,000,000

Option 4: \$15,000 Budget Level

United States Traveler Platform Online Display Advertising \$ 15,000.00 net

- Requires \$15,000 minimum spend in total for 1 to 3 month flight
- Display ads are served in these sizes: 728x90, 300x250, 160x600 and 300x600 pixels
- Behaviorally targeted to users showing interest in traveling to ND or competitive destinations
- Prospect targeting and demo profile targeting to hiking/backpacking, mountain biking/road cycling, family fun and fishing and hunting
- Partners will be able to select their geo-target area
- Effective CPM Rate: \$5.00
- Estimated Impressions: 3,000,000

Start Date: 04/01/20

Creative deadline: 03/15/20

* Tourism will provide a 50% match, up to \$2000, towards digital co-op placements. Maximum of 10 partners. First-come, first served.

NATIVO**Programmatic Native Partner**

Rep: Sarah Angelette
 Email: sangelette@nativo.com

Nativo is the leader in true native advertising with brand content served within publisher editorial streams. Each native ad is matched to the look and feel of each publication and is fully integrated and consumed on the publisher site across multiple screens. This delivers higher engagement rates for marketers and a non-interruptive experience for consumers.

Target Geographic Area: U.S. and Canada – primary markets

Campaign Duration: February 15 – May 14, 2020

Contextual Targeting Native Advertising Unit \$ 94,120.00 gross

- Creative deliverables: Preview image and preview text for article feed and embedded videos, full body text, images and other embedded assets like a slideshow, infographic, etc. for full article page
- Must provide at least 2 native ads but 4 is recommended for each of the campaign flights to implement proper A/B testing and auto-optimization as it runs
- Served on sites such as Fodors, Men's Fitness, Chicago Sun-Times, USA Today, Twin Cities, etc.
- Added value ad sizes: 300x600, 300x250 and 160x600 pixels
- Specific sites can be selected not to be served to if necessary
- Impressions: 5,714,286

Contextual Targeting Native Advertising Unit (\$1,600.00 Added Value) \$ 0.00 gross

- Creative deliverables: Preview image and preview text for article feed and embedded videos, full body text, images and other embedded assets like a slideshow, infographic, etc. for full article page
- Must provide at least 2 native ads but 4 is recommended for each of the campaign flights to implement proper A/B testing and auto-optimization as it runs
- Served on sites such as Fodors, Men's Fitness, Chicago Sun-Times, USA Today, Twin Cities, etc.
- Added value companion banners: 300x600, 300x250 and 160x600 pixels
- Specific sites can be selected not to be served to if necessary
- Impressions: 114,286

Native Content Amplification (\$1,764.75 Added Value) \$ 0.00 gross

- Nativo will curate 4 articles and up to 10 headlines for each article for A/B testing and optimizing
- Nativo will facilitate the curation of content through their partnerships with leading publishers

Native Content Creation (\$4,706.00 Added Value) \$ 0.00 gross

- Nativo will create 2 articles and up to 10 headlines for each article for A/B testing and optimizing
- Nativo will facilitate the production of content in partnerships with leading content creation firms

Nativo Total Budget \$ 94,120.00 gross

Nativo Total Added Value \$ 8,070.75 gross

STAR TRIBUNE Local Media Partner

Rep: Paul Haga
 Email: Paul.Haga@startribune.com

The Star Tribune is the largest newspaper in Minnesota and the upper Midwest with a monthly online reach of more than 7 million unique users. With this large number of users and the largest local reach of any site in Minnesota, they can behaviorally, contextually and geographically target specific audiences in key states using a variety of strategies.

Target Geographic Area: U.S. – primary markets

Campaign Duration: April 1 – June 30, 2020

Audience Targeted High-Impact Display \$ 16,471.00 gross

- Display ad size: 970x250
- Exclusive ads will run all day for 20 specified days within the campaign period
- Ads are audience targeted in primary markets in the United States
- Impressions: 1,000,000

Geo-Targeted High-Impact Display \$ 10,588.50 gross

- Display ad size: 970x250
- Exclusive ads will run all day for 20 specified days within the campaign period
- Ads are geo-targeted to our primary markets in the United States
- Impressions: 750,000

Geo-Targeted Pre-roll Video (All Visitors) \$ 14,706.25 gross

- Video ads are served in this size: 640x480 pixels in :15 or :30 second format
- Ads are geo-targeted to our primary markets in the United States
- Impressions: 250,000

Audience Targeted Desktop/Tablet Interstitial \$ 15,882.75 gross

- Display ad size: 640x480
- Exclusive ads will run all day for 20 specified days within the campaign period
- Ads are audience targeted in primary markets in the United States
- Impressions: 2,000,000

Audience Targeted Double-wide Skyscraper Online Display \$ 14,118.00 gross

- Display ads are served in this size: 300x600 pixels
- Ads are audience targeted in primary markets in the United States
- Impressions: 1,000,000

Geo-Targeted Double-wide Skyscraper Online Display \$ 5,882.50 gross

- Display ads are served in this size: 300x600 pixels
- Ads are geo-targeted to our primary markets in the United States
- Impressions: 500,000

Geo-Targeted Mobile Display \$ 5,882.50 gross

- Display ad sizes: 300x250 and 320x50 pixels
- Ads are geo-targeted to our primary markets in the United States
- Impressions: 500,000

Star Tribune Newsletter Sponsorship (All Recipients) \$ 3,529.50 gross

- Display ad size: 300x250
- 100% SOV of all recipients for each of 2 specified weeks
- The selected weeks are the week of April 19, 2020 and May 18, 2020
- Impressions: 1,000,000

Geo-targeted Desktop/Mobile/Tablet Online Display (\$11,765.00 Added Value) \$ 0.00 gross

- Display ad sizes: 300x250, 728x90 and 160x600 pixels
- Impressions: 1,000,000

Star Tribune Total Budget \$ 87,061.00 gross

Star Tribune Total Added Value \$ 11,765.00 gross

CYBBA Lead Generation and High Impact Display Partner

Rep: Chelsea Klement

Email: chelsea.klement@cybba.com

Cybba is a performance-driven technology company that enables online entities to increase engagement and conversions at a lower cost of acquisition by optimizing every stage of the customers' journey. Solutions include prospecting and retargeting through marketing channels to increase leads and ultimately a larger return on investment.

Target Geographic Area: U.S. and Canada – primary markets

Campaign Duration: April 1 – June 30, 2020

Behaviorally and Contextually Targeted Online Display Advertising \$ 48,700.00 gross

- Display ads are served in these sizes: 300x250, 728x90, 160x600, 300x600 and 320x50 pixels
- A very specific data segment will be built out to target our audiences
- Cybba will use intent and interest targeting along with travel data from data sources to increase effectiveness
- Ads can be personalized to be relevant to audiences within our specific geographical area and could include dynamic prospecting and continuous retargeting
- Impressions: 8,279,000

Behaviorally and Contextually Targeted High-Impact Skin Advertising \$ 36,177.38 gross

- Display ads are served in custom sizes
- A very specific data segment will be built out to target our audiences
- Cybba will use intent and interest targeting along with travel data from data sources to increase effectiveness
- Ads can be personalized to be relevant to audiences within our specific geographical area and could include dynamic prospecting and continuous retargeting
- Impressions: 1,230,000

Onsite Engagement Tool (\$11,765.00 Added Value) \$ 0.00 gross

- Unique messages served to re-engage the website audience and increase conversions with dynamic creative
- Will use best performing 2019 executions and will update with new campaign visuals
- Onsite engagement will run until July 31, 2020
- Impressions: TBD

Cybba Total Budget \$ 84,877.38 gross

Cybba Total Added Value \$ 11,765.00 gross

FORUM COMMUNICATIONS NETWORK

Local Media Partner

Rep: Erin Mayer
 Email: emayer@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 channels. All brand messages are positioned in the most contextually relevant and respected environments and geo-targeted to the locations requested.

Target Geographic Area: U.S. and Canada – primary markets

Campaign Duration: April 1 – June 30, 2020

Standard Display Advertising – Family Leisure Travelers (U.S.) \$ 9,412.00 gross

- Display ad sizes: 160x600, 728x90, 300x250, 300x600 and 320x50 pixels
- Targets parents with young children, college graduates and domestic leisure travelers
- Frequency cap of 4 impressions per user per day
- Impressions: 1,000,000

Responsive Adhesion Advertising – Family and Leisure Travelers (U.S.) \$ 12,353.25 gross

- Display ad size: 1550x90 and 460x72 pixels
- Targets parents with young children and domestic leisure travelers
- Frequency cap of 3 impressions per user per day
- Impressions: 700,000

Video Pre-roll Advertising (U.S.) \$ 4,117.75 gross

- 640x480 pixels or larger video
- :15 or :30 second ads are accepted
- Video must be VAST compliant video pre-roll
- Frequency cap of 5 impressions per user per week
- Impressions: 100,000

Retargeting Display Advertising (U.S.) \$ 30,589.00 gross

- Display ad sizes: 160x600, 728x90, 300x250, 300x600 and 320x50 pixels
- Targets users who have searched for and shown interest in outdoor activities
- Frequency cap of 4 impressions per user per day
- Impressions: 3,250,000

Retargeting Video Advertising (U.S.) \$ 11,765.00 gross

- 640x480 pixels or larger video
- :15 or :30 second ads are accepted
- Video must be VAST compliant video pre-roll
- Frequency cap of 5 impressions per user per week
- Impressions: 400,000

Retargeting Display Advertising (Canada) \$ 12,235.60 gross

- Display ad sizes: 160x600, 728x90, 300x250, 300x600 and 320x50 pixels
- Targets users who have searched for and shown interest in outdoor activities
- Frequency cap of 4 impressions per user per day
- Impressions: 1,300,000

Retargeting Video Advertising (Canada) \$ 5,882.50 gross

- 640x480 pixels or larger video
- :15 or :30 second ads are accepted
- Video must be VAST compliant video pre-roll
- Frequency cap of 4 impressions per user per week
- Impressions: 200,000

Standard Display – Family Leisure Travelers (\$8,635.51 Added Value) \$ 0.00 gross

- Display ad sizes: 160x600, 728x90, 300x250, 300x600 and 320x50 pixels
- Targets parents with young children, college graduates and domestic leisure travelers
- Frequency cap of 2 impressions per user per day
- Impressions: 917,500

Forum Communications Network Total Budget \$ 86,355.10 gross

Forum Communications Network Total Added Value \$ 8,635.51 gross

CO-OP OPPORTUNITIES:

Option 1: Standard Ad Package \$5,000+ Budget Level

Standard Online Display Advertising on Forum Communications Network \$ 5,000.00 net

- Requires \$5,000 minimum spend in total for 1 to 3 month flight
- Display ads are served in these sizes: 728x90, 300x250, 160x600, 320x50 and 300x600 pixels
- Partners can work with Forum Communications to define their own target audience and target geography
- Effective CPM Rate: \$8.00
- Estimated Impressions: 625,000

Option 2: Programmatic Display Package \$5,000+ Budget Level

Programmatic Online Display Advertising \$ 5,000.00 net

- Requires \$5,000 minimum spend in total for 1 to 3 month flight
- Display ads are served in these sizes: 728x90, 300x250, 160x600, 320x50 and 300x600 pixels
- Partners can work with Forum Communications to define their own target audience and target geography
- Effective CPM Rate: \$8.00
- Estimated Impressions: 625,000

Option 3: Programmatic Video \$5,000+ Budget Level

United States Traveler Platform Online Display Advertising \$ 5,000.00 net

- Requires \$5,000 minimum spend in total for 1 to 3 month flight
- Video ads are served in this size: 640x480 pixels
- :15 or :30 second ads are accepted
- Video must be VAST compliant video pre-roll
- Partners can work with Forum Communications to define their own target audience and target geography
- Effective CPM Rate: \$20.00
- Estimated Impressions: 250,000

Start Date: 04/01/20

Creative deadline: 03/15/20

* Tourism will provide a 50% match, up to \$2000, towards digital co-op placements. Maximum of 10 partners. First-come, first served.

CHICAGO TRIBUNE**Local Media Partner**

Rep: Dan Prescott
 Email: daprescott@chicagotribune.com

The Chicago Tribune is the 8th largest newspaper in the United States and is heavily trafficked and highly respected in the state of Illinois as well as the nation. They have a large number of readers and provide the reach and frequency within our geo-targeted area.

Target Geographic Area: U.S. – primary markets

Campaign Duration: April 1 – June 30, 2020

Four Behaviorally Targeted Admails (\$3,529.50 Added Value) \$ 14,118.00 gross

- A custom email sent to behaviorally targeted travelers within the Chicago Tribune email subscribers
- Deployment dates: April 21, May 7, May 19 and June 10 (a total of four email deployments)
- Impressions: 600,000

Video Freeform Large Format Video (\$1,411.80 Added Value) \$ 12,706.20 gross

- Video Size: 800x600 pixels
- Ads will run April 1 – June 30, 2020 on Homepage and Travel Section
- Estimated Impressions: 400,000

Traveler Targeted Pre-roll Video (\$1,411.80 Added Value) \$ 12,706.20 gross

- Ad size: 16:9 aspect ratio
- :15 or :30 second ads are accepted
- Ads will run April 15 – June 15, 2020
- Estimated Impressions: 400,000

Reach Extension – TribX with Conversion/Retargeting Pixel Display Advertising \$ 11,765.00 gross

- Display ad sizes: 728x90, 300x250, 300x600 and 320x50 pixels
- Ads will run April 1 – June 30, 2020
- Estimated Impressions: 2,000,000

100% SOV Travel Section Pre-roll Video for 2 weeks (\$735.31 Added Value) \$ 6,617.81 gross

- Ad will run every day for one specified week in April and one week in May
- Weeks will be April 20–26, 2020 and May 4–10, 2020
- 100% SOV in geo-targeted area of all video in Travel section of the site
- Estimated Impressions: 750,000

Chicago Tribune Total Budget \$ 57,913.21 gross

Chicago Tribune Total Added Value \$ 7,088.41 gross

ADOBE ADVERTISING CLOUD**Strategic Marketing Initiative**

Executed and Managed by Odney

Adobe Advertising Cloud is a platform that Odney uses to execute programmatic planning and delivery for display, native, audio, social, search and video advertising with complete transparency and access to thousands of publisher sites across the web. By utilizing the Adobe Advertising Cloud, Odney uses a holistic approach in the creation of dynamic ad messaging and customizing the data points to find the most targeted and engaged audience to help bolster awareness.

Target Geographic Area: Outdoor Sport Show Geo-fencing as needed

Campaign Duration: TBD

Behaviorally Targeted Cross-Device Online Display and Video \$ 5,882.50 gross

- Display ad sizes: 300x600, 300x250, 728x90, 160x600, 300x50 and 320x50 pixels
- Utilize a mix of 3rd party data for behavioral targeting specific audience
- Targeted to in-market travelers and travel intenders
- Can be executed across multiple devices and channels in multiple formats
- Estimated Impressions: 700,000

Adobe Total Budget _____ \$ 5,882.50 gross

GOOGLE ADS SEARCH ENGINE MARKETING

Google Ads will be responsible for positioning and promoting North Dakota as a compelling destination for travelers who are at the lowest level of the marketing funnel in both the United States and Canadian markets.

Target Geographic Area: U.S. and Canada – primary markets

Campaign Duration: March 1 – July 31, 2020

United States Google Search Keyword Marketing \$ 58,825.00 gross

- Build out a very specific keyword strategy to target primary and niche target audiences
- Keyword ads will be targeted to users in primary markets

Canada Google Search Keyword Marketing \$ 35,295.00 gross

- Build out a very specific keyword strategy to target primary and niche target audiences
- Keyword ads will be targeted to users in Manitoba and Saskatchewan Canada

Google Keyword Marketing Total Budget _____ \$ 94,120.00 gross

SOCIAL MEDIA BRAND MARKETING

Branded social media tactics will be implemented on Facebook, Instagram and YouTube during the primary campaign and will align with other paid advertising efforts. This campaign will retarget users that have shown interest in North Dakota with multiple experiences and creative executions. The placements on Facebook and Instagram will optimize automatically, allowing Facebook to show our ads in places where the target audience is most likely to take the action of going to the website. While Facebook and Instagram are the primary channel for travel marketers, video, including YouTube, is rising as a top channel. Travelers increasingly consume information through watching online videos, as they easily help tell the story of travel. YouTube is included for niche creative opportunities in Canada and the United States throughout the campaign.

Target Geographic Area: U.S. and CA - primary markets

Campaign Duration: March 1 – September 30, 2020

Social Media Brand Marketing _____ \$ 50,000.00 gross

GOOGLE CAMPAIGN MANAGER

Google Campaign Manager is a digital advertising delivery and verification system that we use to ensure accurate delivery of the proposed digital campaign. This enables us to get consolidated verification, reporting and creative optimization across all vendors used in a single campaign.

Campaign Duration: February 15 – July 31, 2020

Online Display, Pre-roll Video and Mobile Advertising Delivery _____ \$ 14,500.00 gross

- The budget figure in the estimate line item above is variable and will fluctuate based on the actual number of impressions delivered during the campaign at the current delivery fees.

Google Total Estimated Ad Serving Fees _____ \$ 14,500.00 gross

ADDITIONAL PARTNERSHIP AND CO-OP OPPORTUNITIES

GLOBAL MARKETING

Contact: Fred Walker
Tel: 701-328-3502
Email: fwalker@nd.gov

THE GREAT AMERICAN WEST ROUNDUP

April 27-29, 2020 – Casper, WY

This is a great opportunity for international tour operators to develop and maintain tourism product. Those specializing in selling the Great American West region are invited to attend Roundup to enhance their product base and knowledge of the region. Roundup consists of a supplier briefing, a marketplace between buyers and sellers (suppliers), lunch and reception/dinner. At each marketplace, suppliers circulate for assigned visits with tour operators and receptives. Approximately 35 tour operators and additional receptive tour operators attend each year.

IPW

May 31-June 4, 2020 – Las Vegas, NV

Three days of intensive pre-scheduled business appointments with more than 1,000 U.S. travel organizations from every region of the USA (representing all industry category components). Close to 1,300 international and domestic buyers from more than 70 countries and travel buyers are introduced to new products and destinations. Make new connections through scheduled appointments that lead to signed contracts. Partner in groups of three with North Dakota Tourism. Each booth purchased will receive 3 name badges/attendees. At IPW, buyers and sellers can conduct business.

TRAVEL WEEK

September 2020 tentative

Four days of pre-scheduled business appointments along with daily enrichment series of seminars and speakers. Travel trade (buyers) from across Europe are in attendance from all our targeted markets. Make new connections through scheduled appointments that lead to signed contracts.

Global Inspiration Guide

This is BrandUSA's official Travel Guide to the U.S. - 372,000 printed copies in 9 languages are distributed in more than 50 countries. The mobile takeover component has expanded for the 2020 program. Total impressions will now be 385,000 for the partnership to divide.

Product Development and Media Trips

This is the best, easiest and most cost-effective way to showcase who you are, what you have to offer and dip your toes in the global marketplace. Easy? They come to you! Cost effective? What are my costs? Hosting the individual or group. Accommodations, meals, attraction or event passes and your time to spend with them. Developing relationships is the only way to really sell your destination.

SPORT SHOW PARTICIPATION

Contact: Mike Jensen
 Tel: 701-328-2509
 Email: mijensen@nd.gov

North Dakota Tourism offers in-booth cooperative partnerships. Partners can staff the booth with North Dakota Tourism staff and display brochures, banners and materials promoting individual destinations or attractions. Space is limited and \$250 in-booth partnerships will be offered on a first-come first-served basis. North Dakota Tourism's brochure cooperative partnerships will be display/distribute brochures on your behalf at shows of your choice for \$75 per brochure, per show.

2020 Sport Shows

February 8-9	Chicago Travel & Adventure Show · Chicago, IL
February 14-16	National Pheasant Fest · Minneapolis, MN
February 28 – March 1	Wisconsin Fishing Expo · Madison, WI
March 12-15	Sioux Empire Sportsmen's Show · Sioux Falls, SD
April 2-5	Northwest Sports Show · Minneapolis, MN

SOCIAL MEDIA

Contact: Alicia Jolliffe
 Tel: 701-328-2548
 Email: ajolliffe@nd.gov

North Dakota Tourism is excited to promote a co-op program designed to amplify social media campaigns. Our social media program allows partners to buy in to monthly social content posted and promoted on Travel North Dakota's Facebook and Instagram pages:

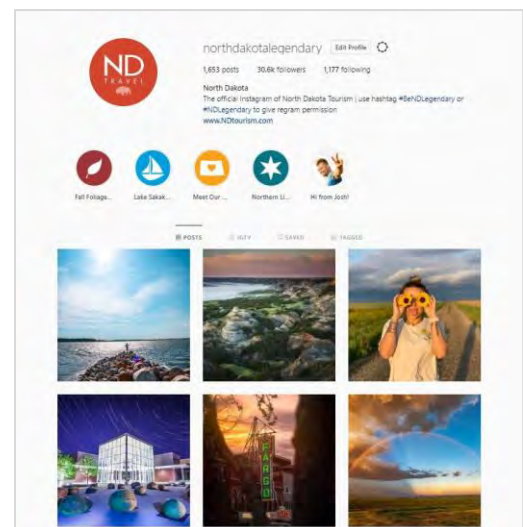
@TravelND Facebook following: +68,000

@NorthDakotaLegendary Instagram following: +30,700

The cost is \$250 per post and you will receive the following:
 Facebook, Instagram or Instagram Story Post:

- You provide content, direction, photo or video and URL. If needed, we can collaborate on what assets we believe will perform best with our audience.
- The campaign objective will be set to your needs whether it be reach, traffic, engagement, lead generation, website traffic or event promotion.
- Analytics of the campaign afterwards.

We accept a maximum of two partners per month.



PUBLIC RELATIONS

Contact: Kim Schmidt
 Tel: 701-328-2532
 Email: ksschmidt@nd.gov

As travel influencer marketing continues to grow, we wanted to provide a few opportunities for partners to join in and reap the benefits. Here are a few ways that you can participate and have your story experienced, written, told and shared to thousands of potential travelers.

	<i>Influencer Overview</i>	<i>Tourism Provides</i>	<i>Partner Provides</i>	<i>Partner Receives</i>	<i>Partner Investment</i>
GOLD	Minimum reach: 50k (blog UVM + social media) 2 influencers secured	Influencer vetting Airfare Transportation \$200 gift card for misc. expenses Personalized itinerary	Itinerary suggestions Accommodations Media pass (attractions guaranteed for them/guest) Meals (covered by restaurant or partner) Required to meet with influencer during visit	Minimum of 1 blog post Social media posts while in-market 1 Instagram takeover while in-market Social media posts (promoting blog post) post-trip	\$3,000 * Exclusive partner with ND Tourism OR * Share partnership with up to 2 other partners
SILVER	Minimum reach: 25k (blog UVM + social media) 2-3 influencers secured	Influencer vetting Airfare Transportation \$100 gift card for misc. expenses Personalized itinerary	Itinerary suggestions Accommodations Media pass (partner discretion) Meals (covered by restaurant or partner) Required to meet with influencer during visit	Minimum of 1 blog post Social media posts while in-market Social media posts (promoting blog post) post-trip	\$2,000 * Exclusive partner with ND Tourism OR * Share partnership with up to 2 other partners
BRONZE	Minimum reach: 10k (blog UVM + social media) 3-5 influencers secured	Influencer vetting Airfare Transportation \$50 gift card for misc. expenses Personalized itinerary	Itinerary suggestions Accommodations Media pass (partner discretion) Required to meet with influencer during visit	Minimum of 1 blog post Social media posts while in-market Social media posts (promoting blog post) post-trip	\$1,000 * Exclusive partner with ND Tourism OR * Share partnership with up to 2 other partners

NDTOURISM.COM and EMAIL MARKETING

Rep: Mitch Knothe
 Tel: 208-869-5178
 Email: Mitch.Knothe@MilesPartnership.com

NDTOURISM.COM

FORMATTED ADVERTISING

Leverage our highly qualified audience with targeted and guaranteed exposure. Formatted advertisements allow you to control your message and change your offer by season. Sold on an impression-over-timeframe basis allowing you guaranteed and flexible exposure. Campaign recommendations above are for a 12-month time period. Additional options are available.

ROS Formatted Advertising

300 x 250 - Includes 3 photos, header, subheader, body copy and call to action that links to preferred URL.
 Average 0.36 CTR.

- | | |
|-----------------------|-----------------|
| • 125,000 Impressions | \$ 1,875.00 net |
| • 250,000 Impressions | \$ 3,500.00 net |
| • 500,000 Impressions | \$ 6,500.00 net |

Formatted Homepage Advertising

Includes photo on homepage, title, featured copy and a link to profile or article page on NDtourism.com, or preferred URL.
 Average 0.61 CTR.

- | | |
|-----------------------|-----------------|
| • 100,000 Impressions | \$ 2,250.00 net |
| • 150,000 Impressions | \$ 3,150.00 net |
| • 200,000 Impressions | \$ 4,000.00 net |
| • 250,000 Impressions | \$ 4,750.00 net |

MONTHLY E-NEWSLETTER

Here's your chance to speak to true North Dakota fans. Each month, 40,643 opt-in subscribers receive an email detailing hot happenings, articles and trip ideas. Our list is extremely engaged with a 27.14% open rate with Hunting & Fishing at 19.46%. Display unit features advertiser-provided artwork and URL. Formatted unit includes photo, headline, 152 characters of copy and URL. *Note : A maximum of six units per year can be purchased by a single advertiser.

- | | |
|------------------------|-----------------|
| • (1) Featured Partner | \$ 400.00 net |
| • (2) Featured Partner | \$ 900.00 net |
| • (6) Featured Partner | \$ 1,200.00 net |

CUSTOM EMAIL MARKETING

Take advantage of a new opportunity to get the word out about your destination. NDtourism.com is now offering customized individual eblasts directed toward two distinct subscriber lists—leisure travelers and hunting and fishing enthusiasts. Custom eblasts feature a single partner, shining a spotlight on your destination for 40,643 leisure subscribers or more than 2,760 hunting and fishing subscribers. However, because these limited opportunities are only available once per month for our leisure list—and once per quarter for our hunting and fishing list—it's first come, first served.

- | | |
|--------------------------------|-----------------|
| • (1) Leisure Eblast | \$ 2,000.00 net |
| • (1) Hunting & Fishing Eblast | \$ 650.00 net |

NORTH DAKOTA TOURISM 2020 MEDIA BUDGET

United States Marketing	Placement	20% Exchange	Adjusted	Subtotals
Broadcast Television				
Minneapolis (4 weeks on)	360,000.00			
Milwaukee (3 weeks on)	157,500.00			
Duluth (3 weeks on)	42,000.00			559,500.00
Cable				
Chicago	249,660.00			
Chicago - PBS	19,330.00			268,990.00
Newspaper				
Full Page, Four-Color ads				
Chicago Tribune	34,771.45			
St. Paul Pioneer Press	5,688.38			
Milwaukee Journal Sentinel	12,176.78			
Duluth News Tribune	4,941.30			
Eau Claire Leader Telegram	2,767.13			60,345.04
Sunday Travel Section - Take Over				
Star Tribune & Star Tribune Magazine	23,530.00			23,530.00
Magazines (General)				
AAA Living (1/2 page w/advertorial)	28,465.45			
AAA Live / Play Minneapolis	3,994.25			
AARP	27,180.80			
Travel 50 & Beyond	6,676.64			
Pioneer Woman	19,412.25			
Country Living/Good House/Woman's Day	22,267.65			
Midwest Living				
Best of Midwest	19,992.50			
Full page, April/May	47,251.02			
Full page, Sept/Oct	47,251.02			
Better Homes & Gardens	42,031.53			
Family Circle	30,742.80			
Parents	29,544.86			324,810.77
Magazines (Regional)				
Chicago Life	2,638.90			
Chicago Magazine	8,823.75			
Daily Herald Media Group (cover & spread)	5,882.50			
MKE Lifestyle Magazine	3,454.20			
Milwaukee Magazine	3,881.30			
Our Wisconsin	0.00			24,680.65
Magazines (Outdoor)				
Bike Magazine	8,235.50			
National Parks Magazine	7,059.00			
Outside Magazine	17,647.50			32,942.00

United States Marketing	Placement	20% Exchange	Adjusted	Subtotal
Magazines (Fishing/Hunting)				
Ducks Unlimited	18,824.00			
Field & Stream Magazine	15,195.70			
Midwest Hunting & Fishing Magazine 2x	1,870.70			
On Wisconsin Outdoors	1,976.52			
Pheasants Forever	6,941.35			44,808.27
Outdoor Television				
Fox Sports North 1st & 3rd Quarter	34,560.00			
Jason Mitchell Outdoors	47,060.00			
Ron Schara Productions	47,412.95			129,032.95
Sponsorships				
Fox Sports North & Wisconsin Twins Sponsorship	133,000.00			133,000.00
Out-of-Home				
Clear Channel Airports - Chicago Tension Fabric Displays	26,647.25			
Intersection - Minneapolis	44,583.48			
Intersection - Chicago	178,434.47			
Experiential Event	120,000.00			369,665.20
Digital				
Amobee	235,300.00			
Chicago Tribune	57,913.21			
Cybba	84,877.38			
Forum Communications Network	86,355.10			
Nativo	94,120.00			
Sojern	123,532.50			
Star Tribune	87,061.00			
Social Media Brand Marketing	50,000.00			
Adobe Advertising Cloud	5,882.50			
Google Ads Search Engine	94,120.00			
Google Campaign Manager	14,500.00			933,661.69
Canadian Marketing	Placement	20% Exchange	Adjusted	Subtotal
Newspaper / Magazines				
Winnipeg Free Press	16,063.18	2,730.75	13,332.43	
Regina Leader Post	5,402.49	918.43	4,484.06	17,816.49
CAA Manitoba Magazine - Spring	4,894.25			
CAA Manitoba Magazine - Summer	4,894.25			
CAA Saskatchewan - Spring	4,047.16			
CAA Saskatchewan - Fall	4,047.16			
Saskatoon Home/Prairies North Combo	5,294.25	900.03	4,394.25	
Canadian Geographic	29,412.50	5,000.00	24,412.50	
Style At Home	6,470.75	1,100.00	5,370.75	52,060.32
Canadian Direct Mail	6,790.23			6,790.23

Budget Recap	Placement	20% Exchange	Adjusted	Subtotal
Total Budget	2,750,000.00			
Less: ND Newspaper Association	-45,000.00			
Less: Coop dollars	-20,000.00			
Total Revised Budget	2,685,000.00			
Plus 10% Discount on Commission	298,333.33			
Total Budget	2,983,333.33			
Digital Budget	933,661.69			
Traditional Media	2,047,971.92			2,981,633.61
Balance				1,699.72
Total Canadian	226,052.91			
Total U.S.	2,755,580.70			

Media Spend Percentages		Total Cost (Media Type)	% of Media Mix	2019
Television U.S.	828,490.00			
Television Outdoor	129,032.95	957,522.95	32.11	33.24
Newspaper Advertising U.S.	83,875.04			
Newspaper Advertising Canadian	17,816.49	101,691.53	3.41	7.36
Magazine: General/Travel	349,491.42			
Magazine: Outdoor	77,750.27			
Magazine: Canada	52,060.32	479,302.01	16.08	15.13
Direct Mail: Canada	6,790.23	6,790.23	0.23	0
Out of Home U.S.	369,665.20	369,665.20	12.4	9.33
Sponsorships	133,000.00	133,000.00	4.46	3.86
Digital	933,661.69	933,661.69	31.31	31.08
Total Budget	2,981,633.61	2,981,633.61	100	100

Traditional Media Breakout				
Minnesota	751,811.85		36.71	34.83
Wisconsin	415,642.37		20.3	19.97
Illinois	794,266.19		38.78	29.29
Nebraska	9,584.47		0.47	7.83
South Dakota	0.00		0	0.07
Canada	76,667.04		3.74	8.01
Total Traditional Spend	2,047,971.92		100	100

Digital Media Breakout				
Canadian	149,385.87		16.00	
U.S.	784,275.82		84.00	
Total Digital Spend	933,661.69		31.38	30



2020 COOPERATIVE MARKETING PROGRAM RESERVATION
 NORTH DAKOTA DEPARTMENT OF COMMERCE/TOURISM DIVISION
 SFN 59647 (10/2019)

Be Legendary.

Business/Organization	Contact Name	
Name of Attraction/Community	Address	
City	State	ZIP Code
Telephone Number	Fax Number	
E-mail	Website	

Partnerships are available on a first-come, first-served basis. This form must be returned by Friday, December 27, 2019, for consideration. Mail or e-mail this form to:

North Dakota Department of Commerce/Tourism Division
 Attention: Penny Blotsky
 PO Box 2057
 Bismarck, ND 58502-2057
 E-mail: pjblotsky@nd.gov
 Phone: 701-328-7265 Toll-Free: 800-435-5663

The following cooperative advertising opportunities need to be reserved and placed through North Dakota Tourism.

North Dakota Newspaper Association Up to 4 partners		Canadian Direct Mail Up to 4 partners	
	2" x 4.5" ad, \$500		1/6 page, \$250
Fox Sports North on-air segments – Television Up to 3 partners		Digital Media Match Up to 10 partners	
	\$2,500		Sojern
			Forum Communications

The following cooperative opportunities need to be reserved and placed with program managers at North Dakota Tourism.

Outdoor Marketing – Sport Shows Mike Jensen, mjjensen@nd.gov		International Traveler Fred Walker, fwalker@nd.gov	
	Brochure distribution, \$75 per brochure		Great American West Roundup
	Sport Show booth representation, \$250 per show		IPW
Public Relations Kim Schmidt, ksschmidt@nd.gov		Social Media Alicia Jolliffe, ajolliffe@nd.gov	
	Paid influencer program, \$1,000 - \$3,000		Sponsored social content, \$250 per post

The following cooperative advertising needs to be placed directly with the publications listed below. North Dakota Tourism tries to keep cooperative interest in mind for future buys and would like to track partner interest. Please check and share which publications you plan to cooperatively advertise with. (Please check all those that apply.)

Leisure Market		Canadian Market – Magazine Advertising	
☐	AAA Living	☐	CAA Manitoba Magazine
☐	Chicago Life	☐	CAA Saskatchewan
☐	Live/Play AAA	☐	Saskatoon HOME Magazine
☐	Travel 50 & Beyond	☐	Prairies North
☐	Midwest Living	☐	
☐	MKE-Milwaukee's Lifestyle Magazine	☐	
☐	Star Tribune Newspaper	☐	
☐		☐	
ND Tourism Website and Enews		Outdoor Travel Niche	
☐	NDtourism.com	☐	Ducks Unlimited
☐	North Dakota Tourism Enews Program	☐	National Parks Magazine
☐		☐	On Wisconsin Outdoors
☐		☐	Outside Magazine
☐		☐	Pheasants Forever



Be Legendary.

NORTH DAKOTA TOURISM OUTDOOR SPORT SHOW

PARTICIPATION APPLICATION

ND DEPARTMENT OF COMMERCE/TOURISM DIVISION

SFN 59649 (9/19)

Name of Organization		☐ Check if past partner and skip to bottom section	
Contact Person	Telephone Number		
Mailing Address	City	State	ZIP Code
Email Address	Web Address		
Description of Services Offered to Consumers			

North Dakota Tourism 2020 Sport Shows

Show Dates	Show Name and Location	Booth Size	Participate in Booth	Brochure Distribution	Amount
February 8-9	Chicago Travel and Adventure Show - <i>Chicago, IL</i>	10x10	☐ \$250	☐ \$75	
February 14-16	National Pheasant Fest – <i>Minneapolis, MN</i>	10x10	☐ \$250	☐ \$75	
February 28 – March 1	Wisconsin Fishing Expo – <i>Madison, WI</i>	10x10	☐ \$250	☐ \$75	
March 12-15	Sioux Empire Sportsmen's Show – <i>Sioux Falls, SD</i>	10x10	☐ \$250	☐ \$75	
April 2-5	Northwest Sport Show - <i>Minneapolis, MN</i>	10x20	☐ \$250	☐ \$75	
TOTAL					\$

ND Tourism will be offering in-booth cooperative partnerships. Partners participating can staff the booth alongside ND Tourism staff and display brochures, banners and material that promote your destination, attraction or service. Space is limited and \$250 partnerships will be offered on a first-come first-served basis. Tourism will also display brochures on your behalf, partnership fee is \$75 per brochure, per show.

If you are unsure which show or shows would be best for your destination, feel free to contact Outdoor Promotions Manager, Mike Jensen at (701)328-2509 or mjjensen@nd.gov with any questions.