

NORTH
Dakota

Be Legendary.™

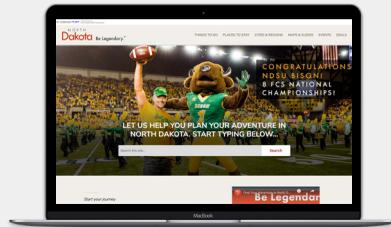
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NORTH DAKOTA TOURISM DIVISION
OFFICIAL ADVERTISING OPPORTUNITIES

Digital • eNews

NORTH DAKOTA TOURISM AT-A-GLANCE

REACH
QUALIFIED
LEISURE
VISITORS



WEB: 1.9M PAGEVIEWS



ENEWS: 40,000+
SUBSCRIBERS/MONTH

ENGAGEMENT

1.1 million Visits
1.9 million Pageviews
Average Time-on-Site:
just under 2:00 minutes

25% Open Rate
16.7% CTR

TOURISM
NUMBERS



22.6 Million
Annual Visitors



\$3 Billion
Annual Visitor
Spending



2.45 Nights
Average
Night Stay



45,600 Jobs
Within the
Tourism Industry

TOP MARKETS

DOMESTIC: TOP 10
North Dakota, Minnesota, Illinois,
Wisconsin, California, Nebraska, Texas,
Florida, New York, South Dakota

INTERNATIONAL: TOP 5
United Kingdom, India,
Germany, Australia, France
(Excludes Canada)

DEMOGRAPHIC



Gender
51% Female
49% Male



Age
Under 25: 6%
25-44: 41%
45-64: 37%

NDTOURISM.COM WEB ADVERTISING



JOIN THE BEST FOR LAST CLUB! #ALL50STATES

On a quest to visit all 50 states and are saving the best (North Dakota) for last? Swing over to Fargo and join The Best for Last Club! Get a t-shirt, certificate, round of applause, and join the 2500+ member Best for Last Club.

GO NOW

A HOMEPAGE



ND Winter Show March 1-7

Celebrate agriculture! NDWS is host to PRCA rodeos, livestock shows and crop shows, horse and tractor pulls, commercial exhibits, craft and antique show, free stage acts and more! Country concert kicks off Feb. 29th. When in Valley City for the NDWS March 1-7 be sure to visit the unique shops downtown!

LEARN MORE

B RUN-OF-SITE (ROS)

1.1M VISITORS TO NDTOURISM.COM

Start your journey TO LEGENDARY. Be Legendary. #BeLegendary. North Dakota Travel Guide. Gift Shop. 2021 Campaign. BE LEGENDARY BE INSPIRED.

FEATURED ATTRACTIONS

TRIP IDEAS

North Dakota 20+ 200 Spring, Meet our North Dakota, Be Inspired: Working trails for anglers, Be Free: More options to discover.

1.9M PAGEVIEWS

ENTERTAINMENT & NIGHTLIFE

TRIP IDEAS

Fig A Glass At Our Breweries, Distilleries And Cideries, Experience Grand Forks and Grand Forks, Must-Keeing Hours Culture Area in North Dakota, North Dakota Brewery And Winery Tour.

PRICE	
ITEM	RATE
WEB ADVERTISING*	
Run-of-Site	\$10 CPM
Targeted	\$12 CPM

* Includes both Ad Units shown above

ABOUT

- Target your message by site content, season or geography
- Control your exposure and return with monthly reporting and our impressions-overtime model
- **Homepage Ads:** Drive highly qualified visitors from the NDtourism.com homepage directly to your site by featuring your provided photo, title, featured copy and link to a profile or article page of your choice.
- **Run of Site (ROS) Ads:** Include 3 photos, a header, subheader, body copy and a call to action that links to your preferred URL on high trafficked pages throughout the site.

NORTH DAKOTA TOURISM ENEWS

40,000+ SUBSCRIBERS
25% OPEN RATE

**Hiking, skiing and snowshoeing in North Dakota
BOOTS, SKIS OR SHOES**

North Dakota trails offer a variety of winter recreation opportunities. [Read More](#)

WINTER WONDERLAND OF FUN
Winter season is a three-letter word in North Dakota: F-U-N [Read More](#)

ICE FISHING WITH ZIPPY
Ice fishing in North Dakota is made easy by guides who know where to look. [Read More](#)

FEATURED PARTNERS

Visit Watford City
Cast a line for walleye in the waters of Lake Sakakawea. For fish on ice, drill a hole and net a pike. Then relax, get a bite of your own, and unwind in a luxury hotel. [Read More](#)

FEATURED EVENTS

- Feb. 8 Full Moon Candlelight Hike Garrison
- Feb. 8 Poco Rio Frio Race Watford City
- Feb. 22 KISS: End of the Road World Tour Grand Forks
- March 13-14 NAIA Women's National Wrestling Jamestown

NORTH Dakota Be Legendary.™

devils lake

BROUGHT TO YOU BY

WE HAVE THE CURE FOR SPRING FEVER!

Our fishing season is always open so come on over and enjoy what the Lake Region has to offer! Take advantage of the spring bite by shore or by boat – you are sure to catch your limit either way. Our new website will show you all you need to know to book your fishing getaway – from lodging and restaurants to fishing reports and other things to do while you are here.

[LEARN MORE](#)

CUSTOM

FEATURED PARTNERS



Visit Watford City

Cast a line for walleye in the waters of Lake Sakakawea. For fish on ice, drill a hole and net a pike. Then relax, get a bite of your own, and unwind in a luxury hotel. [Read More](#)

A FORMATTED AD

COSTS

ITEM	RATE
MONTHLY E-NEWSLETTER	
Formatted Ad <i>Can purchase as single unit, OR in bulk as 3 units or 6 units</i>	\$400 \$900 \$1200
CUSTOM (100% SOV)	
Custom Hunting & Fishing	\$650
Custom Leisure	\$2,000

ABOUT

Monthly eNewsletter

25% Open Rate
40K Opt-In Subscribers

Custom eBlast

28.5% Open Rate
Limited Availability

- Subscribers receive monthly travel ideas, itineraries and events crafted to motivate travel
- Showcased in a native format which is integrated into the content
- Clicks are driven directly to your site with a campaign tracking code, allowing you to measure results
- Responsive design allows seamless viewing across all digital platforms: mobile, tablet, and desktop