

North Dakota Department of Commerce

TOURISM MEDIA PLAN



NORTH
Dakota
Be Legendary.

January 10, 2022

Hello Travel Industry Warriors,

Great news: Travel to North Dakota was up an amazing 42% as of December 5, 2021 over 2019, according to Arrivalist. This traveler location company uses GPS data to provide us with insight into travelers coming to North Dakota and helps us understand where our visitors came from. The data also shows visitation to North Dakota increased from all 50 U.S. States, and that we retained a larger share of in-state travelers. All of which we believe was propelled by our expanded marketing campaign.

The expanded campaign, supported with CARES act dollars, allowed us to extend our paid advertising efforts, broaden our media outreach and influencer work, and upgrade NDTourism.com. The 2021 advertising campaign ran through December and included new geographic markets like Denver and Phoenix, fresh tactics like targeted emails, and activity niches like golf and motorcycle. The results were strong and gave us additional insight and data on which to build this 2022 plan.

The digital campaign, in total, garnered a record breaking 220 million impressions and we generated 36 million video completions. Our website traffic, the number one signal of intent to travel, was record breaking with 2,155,110 visits, up 26% from 2020 – a 56% increase from the year before.

This year's campaign prioritizes the most successful media vendors from last year and builds on the trends we are seeing, specifically in the growing outdoor recreation sector. We have also included Canadian placement in anticipation of strong pent-up demand and lessening border restrictions. New photography and video will be used to freshen the 2022 creative, which will be prioritized by the best performing campaign themes from 2021.

Our global efforts have continued to build awareness with focused product development meetings, both online and in-person. North Dakota's market share, among our partner states, grew 15% and overnights offered were up 12%.

Group sales work has also returned to in-person marketplaces with more than 50 recent appointments at National Tour Association, United States Tour Operator Association and America Bus Associations.

I used the term travel industry warriors last year, when we were 9 months into the pandemic, and it is even more appropriate at almost 24 months with COVID-19. While the past year we have seen the return to some normalcy lead by leisure travel, several sectors of our tourism economy remain impacted. The Canadian border closure and slow re-opening continues to plague our northern tier and cities, global travel is unpredictable, and meetings, conferences and business travel are still lagging. We believe this plan for 2022 will strongly position North Dakota as the location for safe and worry-free travel and will help us achieve full recovery.

Best of 2022,



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

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Here's to 2022.

North Dakota has always been a place valued for its uncrowded, expansive landscapes and warm hospitality. It is consistently ranked as one of the safest American travel destinations. These strengths are appreciated now more than ever, by travelers near and far. And are key assets in the recovery of the travel industry.

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

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.

2021 was a remarkable year.

The travel industry in North Dakota continued to prove its resiliency. Workforce shortages, event uncertainty, virus mitigation, policy changes and much more were hurdles for the hospitality industry. Yet no industry did more to provide people with relief, service, connection, recreation and the activities that added to quality of life during a global pandemic.

North Dakota Tourism invested an unprecedented \$9 million advertising our destination in 2021, with thanks to a generous allocation of CARES Act funding from the North Dakota Legislature. From a first-ever Q1 winter campaign, to targeted traveler niches, our partners at Odney developed new creative and new media tactics in record time. And the results have been notable. Several events and attractions in the state had their best attendance to date. Additionally:

- Thru Dec. 5, 2021, Arrivalist tracked a 41% increase in visitation, comparing 2021 to 2019, with increased visitation from every state.
- A record 2-million users visited the NDtourism.com website: a 25.56% increase over 2020.
- Hotel occupancy grew 22.2% over 2020.

While 2022 won't have the same buying power, the commitment of the North Dakota Tourism and Marketing Division, Odney, and all partners remains steadfast. The 2022 Media Plan takes into consideration all of the insights gained from 2021's remarkable advertising and uses them for smart, targeted strategies.

Marketing and Partner Programs

AgriTourism – The AgriTourism program celebrates a leading industry in our state and travelers are interested in experiencing 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 North Dakota Tourism at tourism@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 mjjensen@nd.gov.

Cooperative Programs – There are several cooperative programs where the Tourism Division partners with business and organizations to expand presence and maximize investments. Cooperative advertising options are vetted and managed by Odney and listed here: belegendary.link/Advertising. For assistance, or more information, contact Sarah Elder at selder@odney.com.

- Global marketing efforts provide options for partners to display and work travel trade shows with North Dakota Tourism. For more information, contact Fred Walker at fwalker@nd.gov.
- PR efforts bring media and influencers into the state and communities for publicity purposes. If you're interested in hosting media, contact Kim Schmidt at ksschmidt@nd.gov.
- Social media changes fast and we work to capitalize on trends and opportunities to elevate partner messages. If you're interested in learning more about social media co-op, contact Alicia Jolliffe at ajolliffe@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 mjjensen@nd.gov.

Logo Use – The North Dakota Be Legendary logo, and the legacy North Dakota Legendary logo, are trademarked. Use of the state brand is encouraged and must be documented for trademark compliancy. Terms of use are granted in a written agreement. The logo permission form, along with the brand guidelines and other sources for using the state brand are available online at: <https://www.nd.gov/government/belegendarybrand>. Contact Penny Blotsky at pjblotsky@nd.gov with any questions.

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. Tourism efforts not only attract and retain visitors, they support communities and places where people want to work and live. For more information, go to www.mainstreetnd.com.

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 and State Maps to partners at no cost. To request boxes or bulk materials, contact North Dakota Tourism at tourism@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 Amy Schmidt at amrschmidt@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 Mike Jensen for more information at mjjensen@nd.gov.

North Dakota Native Tourism Alliance – North Dakota Tourism is proud to 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 of North Dakota’s reservations. For more information, contact Fred Walker at fwalker@nd.gov.

Partner Portal – The Partner Portal (also known as Partner Access or the Extranet) is a free opportunity for tourism businesses to add their listings on NDtourism.com and in the official North Dakota Travel Guide. 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 was updated in 2021. Contact Amy Schmidt, amrschmidt@nd.gov or Tricia Miller, tamiller@nd.gov for assistance.

Photo and Video Use – North Dakota Tourism has images and videos available for the promotion of tourism in North Dakota. These assets are made available at no cost. The Tourism Division also accepts, and appreciates, partner contributions of photo and video assets. Online galleries can be accessed at: <https://www.medialibrary.nd.gov>. For more information, contact Cassie Theurer at catheurer@nd.gov.

Publications – The 2022 official North Dakota Travel Guide offers more than 120 pages of visitor information and free business listings for attractions and accommodations. The publication is promoted and provided free of charge to potential visitors of North Dakota, 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. 300,000 guides will be distributed in 2022. The new guide will be available in February. It, and the official State Highway Map, are available in bulk to partners at no charge by contacting the Tourism Division.

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 belegendary.link/ResearchReports. Contact Heather LeMoine for more information or with questions at hlemoine@nd.gov.

Tourism Grants – Due to budget constraints, 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. Send inquiries to tourism@nd.gov.

Travel Counseling – Each year, North Dakota Tourism staff 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 the 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 281,712 click-throughs to partner websites. These referrals only happen through current listings and links on NDtourism.com, managed through the partner portal. Amy Schmidt, amrschmidt@nd.gov or Tricia Miller, tamiller@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 educate, inspire and create positive interest for travel in North Dakota with increased visitation and visitor spending within North Dakota communities. We assist tourism partners in promotion, marketing and product development.

Who is the target audience?

The target audience includes travel industry businesses that create, promote, and sell varieties of group, individual and leisure tours. This includes receptive operators, inbound tour operators, motorcoach charter and tour operators. Their clients include travel agents, group leaders, student youth directors, alumni, senior and boomer groups, faith-based organizers, agritourism, sporting, entertainment, reunions, RV groups and meeting planners.

Where is the target audience?

Our audience is primarily operators, travel, and media professionals from North America. We connect with the group travel industry leaders through national and regional motorcoach and tour operator focused organizations. We collaborate and network with travel professionals who are looking for new tour content, photography, video assets and to make connections in North Dakota communities for ongoing and returning travel to the state.

What are the strategies used to reach this audience?

Direct sales, frontline customer service, marketing and research are used to work with a magnitude of travel trade industry leaders. North Dakota Tourism is a member of several national travel organizations that focus on group, leisure and FIT travel and we attend their appointment-based trade shows. Group Travel also participates in regional appointment trade shows. Additional strategies include product development trips, missions, presentations, marketing and research. We share stories, itineraries, photography, and videos with group niche market medias to showcase our products and to get the readers (tour operators, group leaders, etc.) intrigued with a desire to travel to North Dakota. 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 prepare our communities to become the ultimate travel resource.

What are the ways partners can join the effort?

- Sign up for partner access and e-newsletters
- Share with tourism what's in your community for tourism product
- Host a product development meeting in your community
- Share your communities' photos, itineraries and stories
- Create a community list of "go to people" in the area
- Develop and share a profile sheet
- Join one of the travel and tourism national organizations
- Participate in a trade show
- Co-op in advertising and sponsorship opportunities

Product Development and Sales Marketplaces

Put your best pitch forward ... and share your community's tourism businesses.

January 7-11, 2022: American Bus Association (ABA), FT Worth, TX

February 13-16, 2022: Go West Summit (GWS), Reno, NV

March 27-29, 2022: Midwest Marketplace, Minneapolis, MN

November 13-16, 2022: National Tour Association (NTA) Reno, NV

November 28-Dec 2, 2022: U.S. Tour Operator Association (USTOA) Austin, TX

What metrics are used to measure results?

The American Bus Association Foundation provides an interactive U.S. map with economic impact of group travel. National Tour Association has twelve travel insights and education guides that offers metrics. Canadian travel is monitored through the Bureau of Transportation Statistics. Tourism business partners and tour operators also share analytics on visitation numbers.

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 venture beyond New York City, Disney properties and Las Vegas (stepping away from stereotypical 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 United Kingdom, Germany, the Nordic region, France, Italy, the Benelux region and Australia/New Zealand. We work these huge markets because they are most 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 and work with the travel trade (tour operators/travel agents) to create sellable product through tradeshows, missions and product development tours. We then work with media to showcase this product to the masses, increasing demand and directing them to the trade. Once the cycle starts, we increase product offerings to showcase more of the region, allowing travelers to return and see new attractions each time.

International Travel Missions 2022

A North Dakota Tourism representative attends travel industry shows across the international markets each year. The focus this year is on trade missions, which lends itself to product development and introduction of the state tourism product to the international trade.

March 27-April 1, 2022	France Trade Mission
April 24-29, 2022	Nordic Region Trade Mission
May 14-18, 2022	The Great American West Roundup, Fargo, ND
June 4-8, 2022	US Travel IPW, Orlando, FL

International Advertising Programs 2021-2022

Discover America – Nordics; BrandUSA programs: Inspiration Guide, online training portal and complete update on North Dakota web portal. The Great American West Guide – RMI marketing and/or sponsorship opportunities; catalog advertisement support and map advertisement. New in 2022 will be additional partner opportunities that coincide with GAW Tour Operator Coop programs: 3 in Germany and 1 in Italy.

What are the metrics used to measure results?

Without an international airport in the state, we work with the travel trade to share their numbers of trips purchased. We also ask for anecdotal information from our partners as to what travelers they are seeing. For media, we work with our overseas offices on media pieces featuring our destination and compare to advertising equivalency for each publication to come up with a dollar figure.

What are the ways partners can join the effort?

- Host and sponsor product development or press trips – the best way to build relationships
- Attend the regional show/marketplace, International Roundup – meet face-to-face with every company.
- Keep North Dakota Tourism updated on what is new, award-winning, or re-created at your attraction, accommodation or event. The overseas office is always interested in “news” from the region.
- Take advantage of new opportunities to partner with International Tour Operators directly through the GAW program.

Outdoor Promotions Marketing

What is the goal of the program?

The outdoor promotion program works to inspire and motivate trips to North Dakota by outdoor enthusiasts. The program highlights niches and locations for outdoor recreation that have capacity for increased outdoor recreation activities and visitation. More awareness of destinations, attractions and services is aimed at increasing the economic impact of outdoor recreation in North Dakota, especially in small and rural communities that rely more heavily on the outdoor recreation economy.

Who is the Target Audience?

Outdoor promotions will target outdoor enthusiasts looking for uncrowded places and spaces across the Upper Midwest. Our prime target markets will be metropolitan drive markets in Minnesota and Wisconsin. We will continue to seek national exposure through a combination of hosted media trips and paid sponsorships.

What are the strategies used to reach this audience?

Outdoor promotion efforts will show uncrowded outdoor spaces with diverse opportunities for outdoor recreation across North Dakota.

- Create an outdoor recreation specific paid media plan that will promote and inspire travel to North Dakota's outdoor destinations and attractions.
- Develop and foster relationships with outdoor recreation agencies and land managers to deliver clear and consistent messaging about outdoor recreation offerings and services.
- Host media trips to generate and increase editorial content in outdoor based television, websites and print publications.
- Use social platforms along with digital assets to increase knowledge of North Dakota's outdoors and further the reach of paid media.
- Leverage user-generated content to showcase the state's outdoor assets and vibrant communities.

What are the metrics used to measure results?

- We will track and monitor outdoor recreation-based partner agencies metrics including visitation numbers, recorded overnight stays at state parks, national park overnights, as well as hunting and fishing license sale numbers.
- We will use visitation and expenditure studies for outdoor recreation areas and niches to track dollars spent and visitation trends.
- We partner and communicate with North Dakota's destination marketing organizations to get local assessment of travel trends.
- We track visitor inquiries and compare and connect them to media placements.

What are the ways partners can join the effort?

- Travel and sport show partnerships, see confirmed shows below.
- Assist with hosting media trips.
- Communicate new outdoor recreation offerings and update partner access.

2022 Sport Shows

February 5-6, 2022	Chicago Travel & Adventure Show, Chicago, IL
February 25-27, 2022	Wisconsin Fishing Expo, Madison, WI
March 10-13, 2022	Northwest Sports Show, Minneapolis, MN

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 including, but not limited to, 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?

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.

2022 Travel Media events

April 20-21, 2022	TBEX North America, Tri-Cities, WA
June 23-25, 2022	Midwest Travel Network Conference, St. Cloud, MN

See Cooperative Plan for partner opportunities.

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 and education as a place 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 strength of social media is the ability to customize content to target a specific audience. Each advertising effort and content piece shared can be optimized to reach those it will resonate with best.

What are the strategies used to reach this audience?

We believe authenticity is the greatest way we can show off North Dakota organically to garner engagements and impressions. Because of this, we communicate with visitors and residents to share their experiences to our platforms with credit. This way we convey the joy of adventure in our state in a natural and trustworthy way. Our paid advertising largely showcases our campaign imagery to show the best-of-the-best of North Dakota's locations, activities and people to promote website traffic.

Our platforms include Facebook, Instagram, YouTube, Pinterest and Twitter. Facebook, Instagram and YouTube remain our top priority platforms with Pinterest and Twitter being secondary. In 2022 we will be emphasizing the importance of vertical video and imagery that is people-centric and customized to feel natural on each platform.

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 engagements and impressions in high priority organically. Our paid campaigns are largely focused on generating website traffic so visitors can both be inspired and trip plan. There are also smaller, more niche campaigns, once a month, focused on meeting different goals within ND Tourism.

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 or use the hashtag #BeNDLegendary so we can see and engage with you!
- Let us know when you've added events to your Facebook page so we can add them to ours as well.
- Paid co-op opportunities.
- Reach out! Collaborations are a great way to support each other on social and can be done in many ways. If you have an idea, just reach out to ajolliffe@nd.gov.

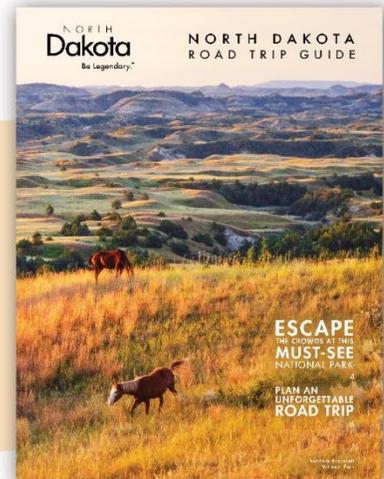
See Cooperative Plan for partner opportunities.

Creative Strategy

The brand promise of North Dakota is that here, anyone has the potential to do something meaningful, unexpected and memorable. Through unanticipated challenges over the past two years, our brand remains strong. In fact, we have seized unique opportunities to build on our strengths of wide-open, uncrowded outdoor spaces, welcoming communities and adventure-filled, family-friendly destinations. We have made inroads with previously untapped audiences. Not only have we shifted our media placements, we tailored alignment of our creative by market for collateral, video, social media, niche campaigns and more. In 2022, we will continue to visually showcase how Be Legendary is a promising and inspirational call to action for visitors.

Our messaging will be spirited, optimistic, honest and real. We will continue finding new ways to show how North Dakota is for those who crave the unbridled outdoors and those who thrive in transformative urban spaces. It's for the people-cravers and the silence-seekers. It's for foodies, nature lovers and artists.

This campaign creative strategy exemplifies the active nature of the brand and inspires visitors to Be Legendary. It will continue to ensure alignment with trends, demographics, visitor behavior and motivators, with the mission of delivering a strong return on investment for North Dakota.



Be Inspired.

IT'S TIME TO ROAD TRIP AGAIN.

There's nothing quite like a road trip for creating memories — stopping to enjoy the sights, exploring new places, and meeting new people. So, this year if you're looking for a way to reconnect, there's no place like North Dakota. Experience a national park that's big on adventure and light on crowds. Then the Badlands are different. The colors are other, the trails are busy, and you can stretch out a little further. We're not just open. We're wide open.

NORTH Dakota
Be Legendary.

THEODORE ROOSEVELT NATIONAL PARK

One of the most popular North Dakota vacations is Theodore Roosevelt National Park. It features more than 70,000 acres of country carved by the iconic like Missouri River and filled with a variety of wildlife. The North Dakota Badlands, unlike those found in other areas, are unique with individual layers of clay, sandstone, and "scour" rock and black soil sites. Enjoy panoramic views, overlooks, and visitor centers — including a replica of Theodore Roosevelt's ranch cabin from his time in North Dakota.

NEARBY AMENITIES AND FUN

At the entrance to the park's south end, the historic town of Medora is a family favorite. Visitors love the nationally rated Daily High Roll Casino, the historic South Fork and the Historic Musical Society show performed nightly Tuesday-Sunday throughout the summer in an outdoor amphitheater. Near the north end, Willard City offers new hotels, bike shops, craft breweries, and more. More choices for amenities can be found at Williston, Dickinson and other cities in easy driving distance.

1-800-435-5663 legendaryND.com

2021 ROAD TRIP FUN

1. OUTSTANDING OUTDOORS
All across North Dakota, routes to adventure are rolling with scenic views for kayaking, angling, hiking, mountain biking and equestrianism of trails for hiking and biking. The magnificent North Dakota Trail is unlike any other trail in the Midwest or the Great Plains. Stretching 144 miles through the scenic North Dakota Badlands and connecting all five sets of the national park, it's an intense, winding, scenic or challenging hike.

2. ENCHANTED ROADSIDE ATTRACTIONS
In western North Dakota, the 32-mile Enchanted Highway is a gallery of the world's largest rock art sculptures. Head east on I-94, and you can also take a walk with the World's Largest Buffalo in Jamestown.

3. INTERNATIONAL PEACE GARDEN
Straddling the U.S. and Canadian border in the town of Bismarck, the International Peace Garden is a tribute to peace between our nations. Hike, jog and see more than 80,000 flowering plants.

4. VIBRANT CITIES TO ANCHOR YOUR EXPERIENCE
Our four largest cities of Fargo, Bismarck, Grand Forks and Minot — as well as other cities and towns throughout the state — offer vibrant downtowns, comfortable accommodations, shopping, dining, craft breweries and more attractions to round out a perfect vacation.

5. HISTORY AND CULTURE
Fido to homesteads, but let's just say Lewis and Clark, Sitting Bull, Crazy Horse, and the Custer, George Catlin, Theodore Roosevelt, newspapers and more. They can all be part of your family road trip to national historic sites, state parks, museums and other attractions.

FREE NORTH DAKOTA ROAD TRIP GUIDE AND STATE MAP. CALL OR VISIT US ONLINE.

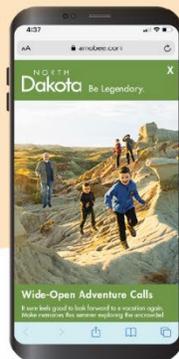
1-800-435-5663 legendaryND.com

Be Energized.

Winter openings open the winter in North Dakota's wide open spaces. Discover the warmth of our communities and downtowns with their festive shops, restaurants and pubs. It's a great time to make winter memories for the whole family. There are open and ready to serve. With us, winter is just your winter.

NORTH Dakota
Be Legendary.

Wide-Open Adventure Calls
It's time you go to look forward to a winter again. Make memories. Be winter. Embrace the unexpected.



According to Destination Analysts' forecast for travel in 2022, the majority of American travelers will prioritize spending time with loved ones, enjoying nature, going to new places they have not been before and getting away from crowds. Millennial and Gen Z travelers are also likely to orient towards budget travel in this new year. All of these traveler priorities align with the North Dakota brand.

Research and market insights, like these, continue to guide the creative strategy to ensure alignment with trends, demographics, visitor behavior and motivators. Our mission is to deliver a strong return on investment for North Dakota.

Trip motivators based on trends and research include:



Visiting national and state parks



Visiting historical sites



Taking scenic drives



Hiking or backpacking



Enjoying city amenities

How does our campaign increase awareness and motivate booked trips?

The campaign exemplifies the active nature of the brand and inspires visitors to Be Legendary. The creative campaign highlights North Dakota's broad supply of wide-open, uncrowded outdoor paradises, vibrant communities and friendly destinations. All creative messaging is designed to resonate with the audience while aligning with trip motivators and/or niche activities.

Who are we talking to?

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

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
- Golf
- Motorcycling
- National Park/Monument Visitors
- Fishing
- Hunting

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, digital and social 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, website analytics, digital and social analytics, inquiries, arrivals and trends are thoroughly reviewed and taken into consideration as placements are finalized.

Primary Research

- North Dakota Image & Halo Research
- Advertising effectiveness
- Tourism Satellite Account
- Location analytics
- Visitor studies
- Hotel occupancy revenue and inventory

Secondary Research

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

Odney uses a variety of resources to research and analyze all the media options. A bidding process is used to invite 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-add and cooperative opportunities are all factors in the media outlets selected for the final media buy.

Where will our target geographic area focus be in 2022?

United States

- Minnesota (primary)
- Wisconsin (primary)
- Illinois (primary)
- Denver, CO (primary)
- South Dakota, Wyoming, Montana, Phoenix metro, Las Vegas metro (niche campaigns)

Canada

- Saskatchewan (primary)
- Manitoba (primary)

What have we learned in the last two years?

Over the past two years, the media landscape has changed. The pandemic has affected where and how our audience is consuming media. It has also affected how visitors plan for travel and their preferred mode of travel. All of these factors played a role in our media strategy for 2022.

With Cares Act funding in 2021, we had the ability to not only try new tactics and reach new audiences, but it also enabled us to reach audiences throughout the entire calendar year. We reached niche markets like golfers in Phoenix, motorcyclists traveling to and from Sturgis for the rally, and targeted visitors at nearby national parks and monuments, encouraging visitation to North Dakota. We reached new eyes in the Denver DMA and had the ability to revisit older markets in new ways, such as Green Bay, with a Packers sponsorship. With the ability to market year-round, we were able to see how our advertising performed in timeframes we've never been able to fully evaluate across all media channels, such as late summer and fall.

As a result of our successes in 2021, we will continue to execute niche campaigns in a variety of markets to targeted audiences. We will also continue dedicating media dollars to the Denver DMA as campaign metrics prove this is an opportunity market for North Dakota. And you'll see that our metrics continue to guide decisions for campaign timing, in both traditional and digital media efforts.

INCREASED \$ = MORE IMPACT



Paid Digital Strategy

What is the goal of the paid digital campaign?

The primary goal of the 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. 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. New Arrivalist technology in 2022 will allow us to see what areas and points-of-interests they visited, giving us more travel information. This additional level of reporting provides insight to keep the messaging, timing and markets aligned with overall strategy and goals. Based on the latest data, we learned that the travel planning window has shortened, so we shifted campaign timing across vendors and markets to align.

A continuous retargeting and lead-nurturing strategy will be implemented within the 2022 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, digital and social media.

Which paid digital channels and tactic will be utilized in 2022?

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:

- Cross-device online display
- Pre-roll video, ConnectedTV and OTT
- Native advertising
- Paid search and keyword marketing
- Branded social media
- Targeted email
- Addressable targeting across all channels
- High-impact advertising

Traditional Media Strategy

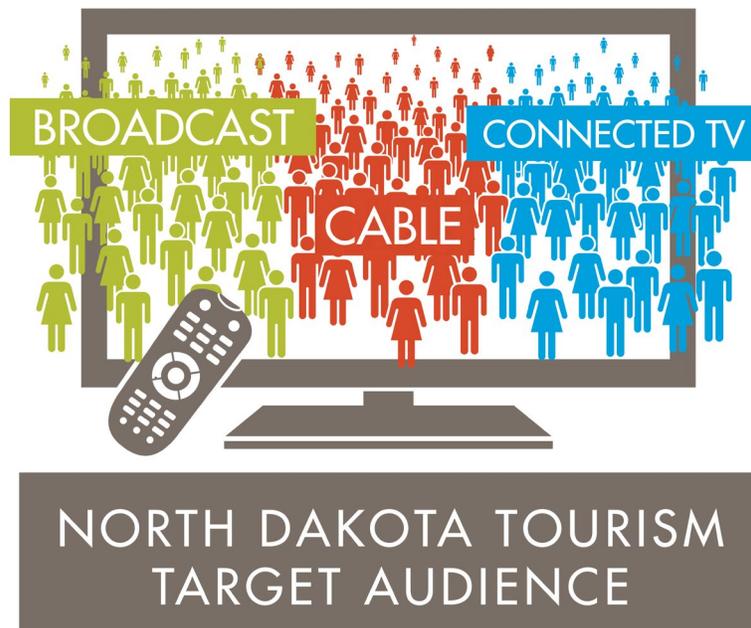
What is the goal of the traditional media strategy?

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.

Why is television a key component of the media plan?

Television continues to be an excellent channel for North Dakota Tourism and is an essential component for a destination with lower awareness. Our TV audience continues to evolve as consumption patterns shift and viewers watch programs on more and more platforms. While traditional broadcast and cable continue to be popular, connected TV (CTV) consumption continues to grow at a fast rate. CTV is a digital tactic for when a device is connected to a smart TV that supports on-demand streaming video content. For example: a person is subscribed to Paramount+ to stream “Yellowstone” on-demand. This person is an engaged audience because they are purposefully watching the show and not multi-tasking during the program.

Odney subscribes directly to ratings services, Nielsen and ComScore, to conduct independent analysis and evaluate broadcast and cable programming during media planning and post campaign analysis. Strategic cable television and CTV placements allow effective targeting by age, gender, market and interests or hobbies. CTV also allows for real-time metrics that we can report throughout the campaign: impressions, video completion rate and view-through conversions. All of our spots contain a custom vanity URL to track and measure website traffic generated specifically from television. It is crucial that our message is reaching consumers across multiple platforms and touchpoints. Broadcast, cable and CTV all work together to increase reach, while simultaneously increasing frequency.



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

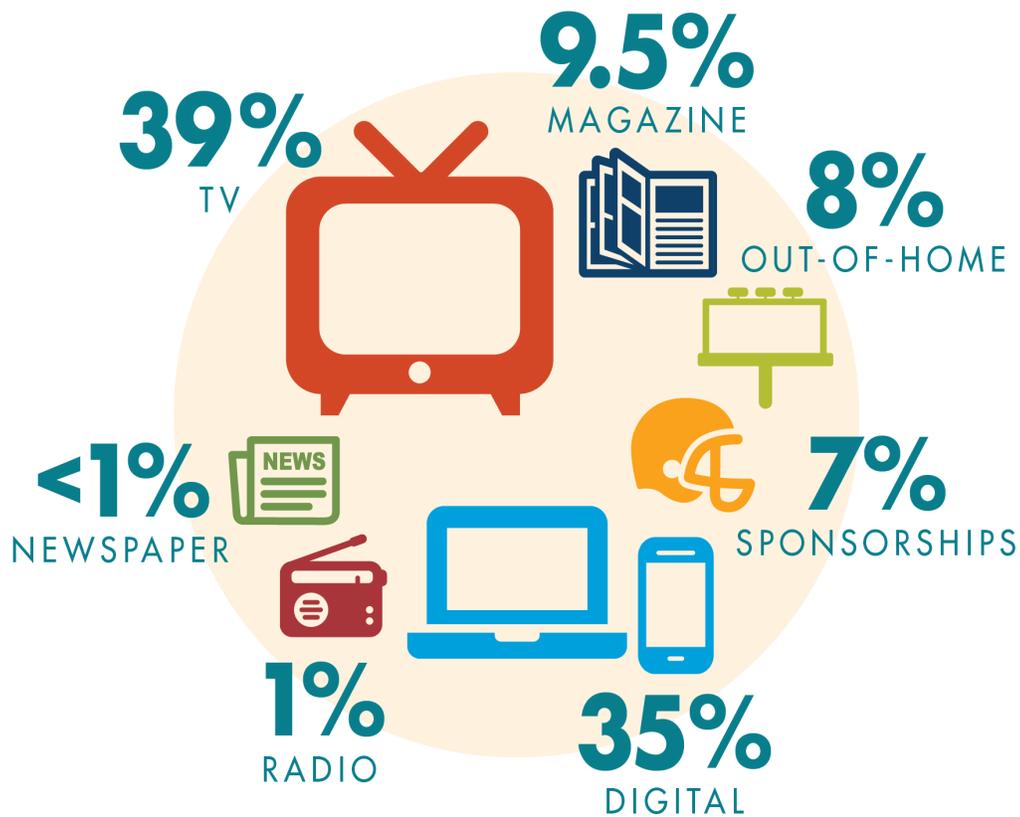
Print ads are an excellent lead generator and allow for inclusion of detailed information, itineraries, events and visuals from across the state of North Dakota. As a brand campaign component, print has a greater reach across all markets — new, rural and well-established. Each newspaper and print publication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

How does out-of-home reinforce the brand?

Out-of-home placements generate a high level of awareness and 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.

2022 Media Mix

Research has proven that a broad 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.



TRADITIONAL MEDIA PLAN – U.S.

BROADCAST TELEVISION

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

Campaign Flight Dates: 05/09/22 – 06/05/22 (2 weeks on – 1 week off – 1 week on)

- Minneapolis, MN – 1200 total TRPs \$ 220,500.00
- Milwaukee, WI – 1500 total TRPs \$ 156,330.00
- Duluth, MN – 1500 total TRPs \$ 35,100.00

Total U.S. Broadcast Television _____ \$ 411,930.00

- Total estimated impressions: 19,500,000

CABLE TELEVISION/OTHER TELEVISION

MINNEAPOLIS – CABLE (EFFECTV)

Rep: Eric Spencer
Tel: 320-333-6193
Email: Eric_Spencer@comcast.com

Cable television offers multiscreen, on demand, and high-quality programming. EFFECTV combines the targeting and measurement capabilities of digital with the reach and impact of TV. They gather insights from first party data and more than 120 data providers to create a comprehensive view of the marketplace and help pinpoint audiences. They deliver ads only in high-quality, brand-safe content, through their massive scale of Comcast's TV inventory and through their long-term contractual relationships with TV programmers that guarantee them access to premium inventory from all major content owners.

Campaign Flight Dates: 05/02/22 – 07/24/22 (12 weeks)

(1,531) :30 Spots _____ \$ 50,850.00

- 15,314 :30 spots across all 10 zones; 43.5% reach, 3.4 frequency, 528,036 estimated impressions
- 12 Twins games spots, 120 total games across all zones, 51,222 estimated impressions
- QR code integration
- Zones include: Minneapolis Central, Minneapolis City, St. Croix, St Paul, St. Paul Central, Lakes, North, Northwest, South and Southwest
- Networks include: AEN, AMC, APL, BRVO, CC, CMDY, CMT, CNBC, CNN, DISC, ENT, ESP2, ESPN, FNOA, FOOD, FRFM, FS1, FX, GAC, HALL, HGTV, HIST, HLN, MTV, NFLN, NGC, NICK, OWN, PAR, SYFY, TBSC, TLC, TNT, TOON, TRAV, TRU, TWC, USA & VH1

DENVER – INTERCONNECT

Rep: Amy Miranda
Tel: 303-884-8693
Email: Amy_Miranda@comcast.com

Campaign Flight Dates: 05/02/22 – 05/29/22 (4 weeks)

(1,461) :30 Spots _____ \$ 157,500.00

- 2,988,517 estimated impressions
- Networks include: ARTM, BRVO, CNN, DISC, FOOD, FXNC, GOLF, HALL, HGTV, HIST, ID, LIF, MLBN, MNBC, MTV, NICK, TBSC, TLC, TNT
- QR code integration

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.

Campaign Flight Dates: 05/02/22 – 06/05/22 (5 weeks)

(1,279) :30 Spots _____ \$ 225,000.00

- (100) :30 bonus spots to run in July (after political window)
- 1,861,320 estimated impressions
- Networks include: AEN, APL, BRVO, DISC, ENT, ESPN, FOOD, FRFM, FS1, FX, HALL, HGTV, HIST, LIF, LMN, NICK, OWN, TBSC, TLC, TNT, TRAV, USA, VH1

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.

Campaign Flight Dates: 05/09/22 – 05/29/22 (3 weeks)

(55) :30 Spots _____ \$ 17,140.50

- (55) :30 spots; 503,000 estimated impressions
- Programs include: PBS News Hour, Antiques Roadshow, Hiding in Plain Sight, Nature, NOVA, Washington Week, Father Brown, Death in Paradise, Mallorca Files, Call the Midwife, Masterpiece, National Memorial Day Concert

IN-STATE PARTNERSHIPS

NORTH DAKOTA LIVING MAGAZINE



Not only is *North Dakota Living* popular among North Dakota residents, but it also reaches the state's business owners, industry leaders and policymakers in energy, agriculture, health and higher education. This monthly magazine offers readers useful and entertaining content including recipes, readers' reflections, health, history, travel articles, technology news, along with local and statewide news.

Publishes: 12x per year
Circulation: 80,000
Market: Statewide
Placements: (1) Full page ad each month

(12) Full Page + (12) 1/6 Page, Four-Color Ad Placements _____ \$ 26,700.00

See Cooperative Plan for partner opportunities.

NORTH DAKOTA NEWSPAPER ASSOCIATION

Statewide North Dakota Newspapers

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

(1) June Newspaper Placement _____ \$ 45,000.00

See Cooperative Plan for partner opportunities.

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: 5x per year
 Circulation: 1,109,963
 Minnesota: 261,332, Wisconsin: 328,286, Illinois/N. Indiana: 520,345
 Member Profile: Avg. age 59.8 years; 43% male, 57% female; avg. membership 3 years

(1) 1/2 Page with 1/2 Page Advertorial, Four-Color in March/April/May Issue _____ \$ 23,499.06

- In home 3/05/22
- 1/2 page advertorial (developed by ND Tourism):
 - Headline, 140-160 words, and 1-2 graphics

Value-Added:

- Reader service in all 5 issues
- 6-month sponsored story on AAA.com/AAA Living in the Northern Region

See Cooperative Plan for partner opportunities.

AARP



Rep: Suzanne Kirkland
 Tel: 312-265-1401 (office) | 312-833-2961 (cell)
 Email: suzanne@healyday.com

AARP is the only lifestyle publication with three demographically versioned editions that address the evolving life stages of 50+ adults. In 2021, adults 50+ were the backbone of the domestic travel industry with 45% of the number of trips taken belonging to this age group. They also attributed to 47% of the amount spent on domestic travel.

Publishes: 6x per year
 Circulation: 494,800 Great Lakes Region (IL, MI, MN, MO, WI), Adults 50-59
 Member Profile: Avg. age 53; 39% male, 61% female; 2.5 readers per copy

(1) Full-Page, Four-Color Ad in April/May Issue with Full-page Advertorial _____ \$ 19,090.00

- In home 3/26 – 4/10/22

Value-Added:

- Matching advertorial (Custom content to be supplied or created by AARP media at no additional charge)
- Listing in AARP’s lead generation program, Free Resources, AARP’s in-book reader service spread and BRC (appears in Feb/Mar, Apr/May, Oct/Nov)

HEARST WOMEN’S TRAVEL GROUP

Country Living, Good Housekeeping, Woman’s Day

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



Country Living, Good Housekeeping and *Woman’s Day* are indispensable resources to millions of women. The brands speak 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.

Publishes: 12x per year
 Circulation: 551,668 Regional: MN, WI, IL, NE, SD, Manitoba, Saskatchewan
 Good Housekeeping 297,794; Woman’s Day 172,696; Country Living 81,178
 Reader profile: Country Living: Avg. age 55.8; 22% male, 78% female
 Good Housekeeping: Avg. age 59.4; 16% male, 84% female
 Woman’s Day: Avg. age 60.4; 8.8% male, 91.2% female

(1) Full-Page, Four-Color Ad in May Issue (each magazine) _____ \$ 18,619.88

- In home Country Living 4/5/22
- In home Good Housekeeping and Woman’s Day 4/26/22

Value-Added:

- In-Magazine Great Getaways Guide Listings
- In-Magazine Great Getaways Guide BRC inclusion
- Online Great Getaways Guide Listing
- Great Getaways Guide Sweepstakes

MIDWEST LIVING MAGAZINE

Rep: Katy Hildman
 Tel: 515-284-3808 515-284-3808 (work) | 515-339-2523 (cell)
 Email: Katy.Hildman@Meredith.com



Midwest Living is the leading lifestyle media brand that explores the Midwest region, savors its uniqueness and celebrates its way of life. With a deep Midwest knowledge, spirit and relevance, the brand inspires its community to experience the best of the region in travel, food, home and lifestyle.

Publishes: 6x per year
 Circulation: 950,000
 Region: ND, SD, NE, KS, MN, IA, MO, WI, IL, MI, IN, OH
 Reader Profile: Avg. age 58; 21% male, 79% female; 2.9 readers per copy

- (1) Full-Page, Four-Color Ad in March/April Issue _____ \$ 42,526.59
 - In home date 2/11/22
 - (1) Inside Cover Spread in Best of the Midwest (April) Issue _____ \$ 31,500.79
 - Distribution 300,000 (increased distribution from 125,000)
- Value-Added:
- (1) Rich Finds promotional listings
 - (1) Reader service listing

GEO-TARGETED PRINT

CHICAGO LIFE MAGAZINE

Rep: Mike Kearns
 Tel: 872-444-6586
 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. They focus on the arts, economics, finance, education, health, travel and senior living

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

- (1) Full-Page, Four-Color Ad in Spring Issue _____ \$ 2,375.01
 - In home 4/30/22
- Value-Added:
- Editorial inclusion of 60-120 words in Travel Section.

CHICAGO MAGAZINE

Rep: Patti Augustyn
Tel: 312-832-6764 (work) | 312-257-4148 (cell)
Email: paugustyn@chicagomag.com



Chicago Magazine is the voice of the greatest American city: a fascinating and complex place brimming with passion and innovation. They are Chicago's most authoritative glossy and in 2020, celebrated 50 years of award-winning, life-improving journalism.

Publishes: 11x per year
Circulation: 105,000
Reader profile: Average age 46; 48% male, 52% female; readership 501,900

(1) Full-Page, Four-Color Ad in May issue _____ \$ 7,941.37

- May is their summer travel issue
- In home 4/14/22

LIVE/PLAYAAA (MINNEAPOLIS)



Rep: Scott Rorvig
Tel: 612-309-2774
Email: kristingantman@greenspring.com



As a federation of affiliated motor clubs serving more than 61 million members in North America, AAA is one of the most trusted brands in the world. Live Play AAA is the official member magazine of AAA Minneapolis.

Publishes: 4x per year
Circulation: 123,000
Reader Profile: 79% are 45+ years old

(1) Full-Page, Four-Color Inside Front Cover Ad in Summer Issue _____ \$ 3,441.27

- In home 5/17/22

NICHE – HISTORY/WESTERN

TRUE WEST MAGAZINE

Rep: Sheri Jensen
Tel: 520-245-5925 (work) | 623-810-0194 (cell)
Email: sheri@twmag.com



True West captures the spirit of the American West with authenticity, personality, and humor by linking our history to our present. America's frontier history comes to life in True West, the world's oldest, continuously published Western Americana magazine in the World.

Publishes: 10x per year
Circulation: 70,000
Reader profile: Avg. age 58; 80% male, 20% female; 385,000 readership

(1) Full-Page, Four-Color Ad in April Issue _____ \$ 3,176.55

- April is the annual travel issue
- In home 3/1/22

Value-Added:

- Submit editorial and events at any time for consideration
- At a minimum, one road trip story featuring North Dakota

WILD WEST MAGAZINE

Rep: Terry Jenkins
Tel: 865-332-3197 (work) | 866-384-0714 (cell)
Email: terryjenkins50@yahoo.com



Wild West chronicles the American frontier from Lewis and Clark's epic 1804-06 expedition, well into the 20th century. Packed with stories of mountain men, cowboys, Indians, soldiers and settlers, the magazine also explores present-day echoes of the Old West.

Publishes: 6x per year
Circulation: 48,021
Reader Profile: Average age 55; 93% male, 7% female

(1) Full-Page, Four-Color Ad in June Issue _____ \$ 1,376.51

- In home 5/3/22

SMITHSONIAN MAGAZINE



Rep: Gayle Lambert
Tel: 212-916-1337
Email: lambertg@st.edu



Smithsonian is for those who are insatiably curious about our world and ourselves, who are open to learning new things every day, who see challenges as opportunities, who mix a grownup appreciation of intelligence and culture with a child's sense of wonder.

Publishes: 10x per year
Circulation: 131,662 (IL, MN, SD, WI)
Reader Profile: Avg. age 60; 51% male, 49% female

(1) Full-Page, Four-Color Ad in May Issue _____ \$ 14,559.18

- May is the annual travel issue
- In home 4/26/22

Value-Added:

- Free information listing
 - Each listing includes approximately 15 words of copy, phone number & URL

NICHE – OUTDOOR ADVENTURE

MOUNTAIN BIKE ACTION MAGAZINE



Rep: Derreck Bernard
Tel: 661-367-2153
Email: derreckb@hi-torque.com



Mountain Bike Action is the place to go to find useful and accurate tech information to help make smart purchasing decisions. Since 1986 they have been providing targeted and honest editorial for the engaged enthusiast.

Publishes: 12x per year
Circulation: 38,500
Reader profile: Average annual readership 3,480,000

(1) Full-Page, Four-Color Ad in June Issue _____ \$ 3,176.55

- In home 5/03/22

NATIONAL PARKS MAGAZINE

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



National Parks 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.

Publishes: 4x per year
 Circulation: 320,000
 Reader Profile: Avg. age 45; 53% male, 47% female; 652,000

(1) Full-Page, Four-Color Ad in Spring Issue _____ \$ 6,353.10

- Placement within the special historic travel section
 - In home 3/19/22
 - Includes 200-250 words of editorial

Value-added:

- Reader service

OUTSIDE MAGAZINE

Rep: Brian Brigman
 Email: bbrigman@outsideinc.com



The active lifestyle is based on the fundamental idea to lead an inspired, fulfilling life in the world outside. The voice of *Outside* is channeled through premium content made up of comprehensive entertainment, thought-provoking reports, inspirational storytelling, in-depth interviews and stunning visuals.

Publishes: 6x per year
 Circulation: 225,000 Central Region (MN, IL, WI, SD, ND, AL, MI, TN, KY, MO, LA, IA, AR, KS, NE, IN, MI, TX, OH, OK)
 Reader Profile: Average age 42; 63% male, 37% female; total national audience 3.4 million

(1) Full-Page, Four-Color Ad in May/June Issue _____ \$ 15,882.75

- Summer Weekend Escapes
- In home 5/03/22

Value-Added:

- 50K impressions ROS on network display; .15% CTR; 76.23% viewability; 6.35% universal interaction rate

BACKPACKER MAGAZINE

Rep: Brian Brigman
 Email: bbrigman@outsideinc.com



Backpacker Magazine inspires and empowers their readers to get out more – to enjoy the world outside more often. As the authority on escaping to the backcountry, Backpacker offers readers accessible, close-to-home getaways alongside exotic life-list destinations, practical tips for outdoor adventure and the best gear information available.

Publishes: 4x per year
 Circulation: 225,000 National
 Reader Profile: Avg. age 48; 63% male, 37% female; total print audience 1.2 million

(1) Full-Page, Four-Color Ad in Summer Issue _____ \$ 10,959.08

- Summer issue is the national parks issue
- In home 7/12/22

Value-added:

- (1) Basecamp newsletter sponsorship (300x250 banner); 86K opt-in subscribers; 48% avg. open rate

ROADRUNNER MOTORCYCLE TOURING & TRAVEL MAGAZINE

Rep: Don Bussey
 Tel: 917-991-4818
 Email: tourism@roadrunner.travel



RoadRunner Motorcycle Touring & Travel is the only motorcycle medium that puts its primary editorial emphasis on traveling and touring on two wheels. They deliver content in every issue that helps motorcyclists plan their multiple yearly vacations and frequent weekend getaways.

Publishes: 6x per year
 Circulation: 315,000 National
 Reader Profile: Avg. age 54; 84% male, 16% female; 232,567 readership

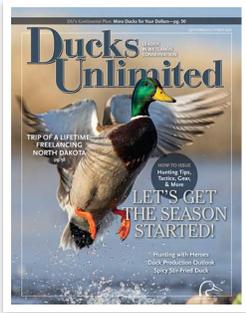
(1) Full-Page, Four-Color Ad in March/April Issue _____ \$ 5,006.24

- March/April issue includes the Spring Travel Destination Guide
- In home 3/1/22

NICHE – HUNTING & FISHING

DUCKS UNLIMITED

Rep: Stu Opfer
Tel: 630-220-3100
Email: Stu@opfermedia.com



Ducks Unlimited 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: Avg. age 55; 98% male, 2% female; audience 2.6 million

DU Travel Platform in the March/April Issue _____ \$ 16,941.60

- Components include: Magazine, Ducks.org, DU Social Channels (FB, Twitter, IG)
 - Magazine in home 3/1/22
- Sponsorship elements:
 - (1) Full page, four color ad
 - ROS banners; 200,000 impressions (March/April)
 - Sponsored content on Ducks.org (March/April)
 - Editorial product coverage in *Ducks Unlimited Magazine* and Ducks.org (March/April)
 - Logo recognition in destination section on ducks.org (March/April)
 - Sponsor recognition in e-newsletter (March)
 - (1) post recognizing all “DU Travel” sponsors on DU’s social media channels (March/April)
 - (1) “bought to you by” post per sponsor on DU’s social media channels (March/April)
- Value-added
 - Online listing on Ducks.org (2 months)

DELTA WATERFOWL MAGAZINE

Rep: Brad Heidel
Tel: 701-222-8857 (work) | 651-403-1772 (cell)
Email: bheidel@deltawaterfowl.org



Delta Waterfowl’s mission is to contribute knowledge, leaders and science-based solutions that efficiently conserve waterfowl and secure the future of waterfowl hunting.

Publishes: 5x per year
Circulation: 59,500
Reader Profile: Avg. age 45

(1) Full-Page, Four-Color Inside Front Cover Ad in Fall Issue _____ \$ 3,176.55

- In home 9/26/22

FIELD AND STREAM DIGITAL MAGAZINE

Rep: Jeff Roberge
 Email: jeff.roberge@recurrent.io



Field & Stream is the soul of the total outdoorsman. They reach hunters and anglers who are passionate about the heritage of the outdoors as they are about the pursuit of game and fish. A successful day doesn't hinge on a punched tag, it's about the experience.

Publishes: 4x per year
 Subscribers: 400,000
 Reader Profile: Avg. age 50; 80% male, 20% female; monthly unique viewers 2.2 mm+; social audience 1.5 mm+

(1) Full-Page, Four-Color Ad in the Digital Magazine Spring Issue _____ \$ 5,294.25
 • Live 4/5/22

IN-FISHERMAN MAGAZINE

Rep: Carl Benson
 Tel: 312-955-0496 (work) | 312-399-22890 (cell)
 Email: cbenson@outdoorchannel.com



Publishes: 7x per year
 Circulation: 177,728
 Reader Profile: Avg. age 48.3; 90% male, 10% female

In-Fisherman is the leading multispecies brand with a proven history of educating anglers of all levels and bringing new trends to the masses. The original influencer, In-Fisherman continues to teach people how to catch more and bigger fish, using scientifically proven methods of understanding fish behavior.

(1) Full-Page, Four-Color Ad in the May Issue _____ \$ 10,047.42
 • In home 4/5/22

ON WISCONSIN OUTDOORS

Rep: Dick Ellis
Tel: 262-549-5550 (work) | 262-352-5579 (cell)
Email: ellis@onwisconsinoutdoors.com



Since 2018, *On Wisconsin Outdoors* has evolved from primarily a hunting and fishing publication to a more inclusive vehicle that also targets a younger audience of women and men more focused on family travel and comprehensive outdoor activities.

Publishes: 6x per year
Circulation: 100,000 (40K distributed from 420 Kwik Trip stores from Lake Superior to the Illinois border; 47K delivered as inserts directly to homes in Wisconsin and Northern Illinois; 10K delivered to sportsmen and women from numerous distribution points in Southeastern Wisconsin)

(1) Full-Page, Four-Color Ad in Sept/Oct Issue _____ \$ 1,778.87
• In home 9/10/22

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 and Q2 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. Third quarter will feature hunting programming called Passion for the Hunt.

The Jason Mitchell Outdoors You Tube Channel now has over 10 million views. There are 62,000+ Face Book followers and 20,000+ Instagram followers.

Sponsorship Package _____ \$ 42,354.00

- (8) segments filmed in North Dakota featuring open-water fishing, ice fishing and hunting
- Each episode will air twice on Bally Sports Midwest and MIDCO Sports Network in 2021. Additional airing on Bally Sports Midwest during Q1
- 30-sec spot to run during each program

MIDWEST OUTDOORS



Rep: Larry Ladowski
Tel: 800-606-3474 ext. 106
Email: lladowski@midwestoutdoors.com

Midwest Outdoors is a multi-media company that reaches outdoors-oriented consumers and vacationers from a variety of platforms. Many of their followers look to them for travel plans and local information about outdoor activities. The Midwest area includes 5-6 of the top states in the country for outdoorsmen and women and they have been helping them enjoy the outdoors for over 50 years.

Publishes: Magazine 10x per year; TV 52 weeks of new programming each year
Circulation: 133,509 readers per issue; 84,430,090 TV households, 136,459 engaged followers
111,810 monthly viewer sessions, 28,165 registered e-newsletter subscribers

Multi-Media 3-Month Campaign _____ \$ 24,882.97

- (3) Full-Page, Four-Color Ads (10" x 16")
 - March, April, May (or) April, May, June
 - Monthly readership 133,509; total readership delivery: 400,527
- (10) Week Outdoor Television Advertising
 - April – June
 - In the following markets
 - Minneapolis, MN – KSTC-45; airing Saturdays @ 10:30am
 - MN, SD, ND, WI – Bally's SportsNet North; airing Saturdays @ 9:30am and ROS
 - Madison, WI – WMTV 15 (CW; airing Saturdays @ 9:30am
 - Chicago, Northern IL – Comcast 100; airing 5+ per week
 - Sioux Falls, Eastern SD & SW MN – KTTW-TV; airing Sundays @ 10:30am
 - Minimum of 10 weekly airings, over 100 :30 spots
 - Viewership: 1,854,850
- (1) ND Tourism dedicated destination e-newsletter in April
- (2) 1600x 400 banner ads in select destination e-newsletters in April & May

Value-added:

- Lakemaster Lake Map feature in the April issue featuring Lake Sakakawea (value \$2600)
- Devils Lake article in May issue with tagline at bottom requesting a guide (value \$1800)
- Television segment(s) promoting fishing in North Dakota (value \$10,000)
- Segments posted to YouTube and on midwestoutdoors.com
- Segments can also be used for North Dakota Tourism website content/reposting
- Feature Destinations page on midwestoutdoors.com (value \$1000)
- One-Year 1000x1000 rotating banner ad on midwestoutdoors.com (value \$1500)
- Facebook promo giveaway contest exposure
- Article and LakeMap feature from magazine posted to midwestoutdoors.com
- Segment(s) and :30 spot featured on midwestoutdoors.com Video/TV page

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 2022 _____ \$ 42,671.66

- Year one of the two-year commitment (2022/2023) – above price is for one year

Sponsorship Package Includes:

- ND 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 tag line
- :05 billboards on *Rooster Tales*, which airs on Bally Sports North/Wisconsin July – December and Sportsman Channel Q1, Q3 & Q4. Plus a separate billboard on *The Flush* on Outdoor Channel
- Shoot up to two new stories with support from ND Tourism
- Continue to re-air stories on *Rooster Tales* on Bally Sports North and Wisconsin & Sportsman Channel
- Utilize the Hunt/Fish :30 commercial on *The Flush* and Minnesota Bound
- Continue partnership on *The Flush/Stories from the Field* Podcast
- Total estimated impressions: 14,710,459
- Weekly Deliverables:
 - 4x ND Insider feature per week on *The Flush*
 - 104 times per year; 1x Mon. 10:30a, 1x Tues. 6:30a, 1x Fri. 5:30p, 1x Sat. 8:30a
 - 4x :05 billboards per week on *The Flush*
 - 104 billboards per year; 1x Mon. 10:30a, 1x Tues. 6:30a, 1x Fri. 5:30p, 1x Sat. 8:30a
 - 2x :05 billboards per week on *Rooster Tales* – BSN/BSW
 - 52 billboards per year; 1x Sat. 8:00a, 1x Sun. 8:30a
 - 3x :05 billboards per week on *Rooster Tales* – Sportsman Channel
 - 117 billboards per year during Q1, Q3 & Q4; 1x Sun. 4:30p, 1x Wed. 5a, 1x Thurs. 11:30a

Additional Opportunities:

The Flush / Stories from the Field Podcast: July – December 2022 _____ \$ 9,635.53

- 26-week campaign; total estimated impressions: 297,000
 - 1x :30 spot per week LIVE read by host, Travis Frank
 - 1x LIVE sponsor billboard (open) of each show
 - Inclusion on Talk North social media promotion each show release

Minnesota Bound Podcast: July – December 2022 _____ \$ 9,635.53

- 26-week campaign; estimated total impressions: 297,000
 - 1x :30 spot per week LIVE read by host, Bill Sherck
 - 1x LIVE sponsor billboard (open) of each show
 - Inclusion on Talk North social media promotion each show release

Value-added:

- Continue to shoot & air up to 3x stories about North Dakota. Stories to air on *The Flush* – Outdoor Channel
- Set to film in 2021 and air in 2022
 - December PF Rooster Road Trip
 - Grouse in Turtle Mountains
 - Glen Ullin/Hebron North Dakota
 - Minnkota Power Co-op in Pembina County

CHICAGO

CTA: Chicago – Buses

The Nation's Second Largest Transit Authority

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

(2) Bus Wrap (05/02 – 07/24/22) \$ 24,078.25

- Value-added: (4) additional weeks of bus wrap (07/25 – 08/21/22)
- Includes production and installation
- Est. impressions: 1,859,028 paid; 619,676 bonus; total est. impressions: 2,478,704
- Est. total impressions: 2,478,704

(2) Branded Bus Interior (05/02 – 07/24/22) \$ 549.54

- Value-added: (4) additional weeks of branded buses (07/25 – 08/21/22)
- Includes production and installation
- Est. impressions: 786,420 paid; 262,140 bonus; total est. impressions: 1,048,560

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 (05/02 – 07/24/22) \$ 34,151.09

- Value-added: (4) additional weeks of wrapped train (07/25 – 08/21/22)
- Includes production and installation
- Est. impressions: 11,711,379 paid; 3,903,793 bonus; total est. impressions: 15,615,172

(1) Branded Train Interior (05/02 – 07/24/22) \$ 775.08

- Value-Added: (4) additional weeks of branded train interior (07/25 – 08/21/22)
- Includes production and installation
- Est. impressions: 554,040 paid; 184,680 bonus; total est. impressions: 738,720

(1) Head House and (1) Elevator Wrap (05/02 – 07/24/22) \$ 108,108.58

- Value-added: (4) additional weeks of placement (07/25 – 08/21/22)
- Includes production and installation
- Est. impressions: 8,102,220 paid; 2,700,740 bonus; total est. impressions: 10,802,960
- Recommended location: Grand & State

Total Chicago Intersection placement _____ **\$ 167,662.54**

SPONSORSHIPS

GREEN BAY PACKERS



Rep: Dana Kressig
Tel: 920-569-7249 (work) | 920-737-7889 (cell)
Email: kressigd@packers.com

The Vision of the Green Bay Packers is to become and remain the standard of excellence against which all other organizations in professional sports are measured. Lambeau Field consistently ranks as the #1 "bucket list" experience in the entire NFL. Having sold out every game since 1960 (a streak of more than 355 straight games) the Packers remain a powerful brand in sports.

Fan Base: 13,900,000+ fans Nationally; 2,330,000 fans in Wisconsin

2022-2023 NFL Season Package _____ \$ 174,710.25

- (2) minutes of in-game digital signage during all pre-season and regular-season home games (broken into :30 of real time)
- (1) :30 in-game spot on the Packers Radio Network for all pre and regular season games
- :30 TV spot during the Packers pre-season games
- 1,000,000 geo-targeted banner ads on Packers.com (targeted to your drive markets)
- (1) website billboard ad takeover to run on (2) different days
 - Would run on Packers/Bears game week or the Packers/Vikings game week
- Gameday Go-Live, 24-hour website takeover
- (2) Posts on the Packers main Facebook handle
 - Creative to include offer and/or be football/fan-themed
 - These are both paid, promoted and targeted posts

STURGIS BUFFALO CHIP



Rep: Kris Sammons
Tel: 605-347-9000 (work) | 605-685-8339 (cell)
Email:kris.sammons@buffalochip.com

Attending the Sturgis Rally has become a tradition for many—one that now spans three or four generations. Buffalo Chip draws hundreds of thousands of visitors each year. Messaging with Buffalo Chip prior to and during offers a unique opportunity to inspire guests to visit North Dakota on their way to, or route back home from the Rally.

2022 Partnership _____ \$ 32,416.70

- Activation dates: 08/05/22 – 08/14/22
- Premium marketing integration:
 - Advertising placements:
 - (1) skyscraper ad rotated through BuffaloChip.com
 - (1) full-page print ad in Buffalo Chip Gazette-Rider News magazine
 - Onsite branding & rich media:
 - (1) 14 by 48-foot Premier Panel sign placement adjacent to main stage
 - (1) :15 (non-audio) digital ad run on three screens in amphitheater
 - (15) standard banners placed in high-traffic locations
- Includes production costs

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.

DIGITAL MEDIA PLAN – U.S.

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 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. – Primary Markets

Campaign Duration: May 15 – August 31, 2022

In-View Multiscreen Display	\$ 35,736.19
<ul style="list-style-type: none">• Ad sizes: 160x600, 300x250, 728x90, 300x600 and 320x50 pixels• Guaranteed 65%+ viewable• Estimated impressions: 7,417,583	
In-View Multiscreen (4 screen) Video	\$ 63,531.00
<ul style="list-style-type: none">• Ad length :15 or :30• Video displays on desktop, mobile and tablet• Guaranteed 65%+ viewable• Estimated impressions: 3,243,243	
In-View Multiscreen Display (\$26,471.25 added value)	\$ 0.00
<ul style="list-style-type: none">• Specs: TBD• Blended targeting, retargeting and brand intelligence audiences to amplify traditional television schedule• Estimated impressions: 4,945,055	
In-View Multiscreen (4 Screen) Video (\$26,471.25 added value)	\$ 0.00
<ul style="list-style-type: none">• Ad length :15 or :30• Video displays on desktop, mobile and tablet• Guaranteed 65%+ viewable• Estimated impressions: 1,216,217	
Amobee Total Budget	\$ 99,267.19
<i>Amobee and Odney Partnership Total Added Value</i>	\$ 52,942.50

SOJERN**Travel Portal Partner**

Rep: Matt Egermier
 Email: matt.egermier@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. All ads are behaviorally targeted to users showing intent or interest in traveling to ND or competitors.

Target Geographic Area: U.S. – Primary Markets

Campaign Duration: April 1 – July 31, 2022

United States Traveler Online Display Advertising	\$ 47,648.25
<ul style="list-style-type: none"> • Ad sizes: 320x50, 728x90, 300x250, 160x600 and 300x600 pixels • Geo-targeted to the entire United States • Estimated impressions: 9,000,000 	
Primary Markets Traveler Online Display Advertising	\$ 37,059.75
<ul style="list-style-type: none"> • Ad sizes: 320x50, 728x90, 300x250, 160x600 and 300x600 pixels • Geo-targeted to Minnesota, Wisconsin and Illinois • Estimated impressions: 7,000,000 	
United States Traveler Video Advertising	\$ 31,765.50
<ul style="list-style-type: none"> • Ad length :15 or :30 • Geo-targeted to the entire United States • Estimated impressions: 2,142,857 	
Post Campaign Analysis: Search & Purchase Activity (\$8,823.75 added value)	\$ 0.00
<ul style="list-style-type: none"> • Sojern and ND Tourism website audience crossover and travel search/purchase analytics for U.S. 	
Sojern Total Budget	\$ 116,473.50
<i>Sojern Total Added Value or Matching Funds</i>	<i>\$ 8,823.75</i>

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. – Primary Markets

Campaign Duration: May 1 – August 31, 2022

Contextual and Audience Targeted Native Article Package \$ 79,413.75

- 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
- 2-4 articles that will auto-optimize
- Served on sites such as Fodors, Men’s Fitness, Chicago Sun-Times, USA Today, Twin Cities, etc.
- Companion banner ad sizes: 300x600, 300x250 and 160x600 pixels (\$8,235.75 added value)
- Specific sites can be omitted if necessary
- Estimated impressions: 5,454,545

Contextual and Audience Targeted Native Article Package (\$9,099.50 added value) \$ 0.00

- 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
- 2-4 articles that will auto-optimize
- Served on sites such as Fodors, Men’s Fitness, Chicago Sun-Times, USA Today, Twin Cities, etc.
- Companion banner ad sizes: 300x600, 300x250 and 160x600 pixels (\$8,235.75 added value)
- Specific sites can be omitted if necessary
- Estimated impressions: 562,500

Nativo Total Budget _____ \$ 79,413.75

Nativo Total Added Value \$ 17,335.25

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: May 15 – August 14, 2022

Geo-Targeted Pre-Roll Video (all visitors)	\$ 26,471.25
<ul style="list-style-type: none"> • Video ad size: 1920x1080 pixels :15 or :30 • Geo-targeted to our primary markets in the U.S. • Estimated impressions: 500,000 	
Geo + Audience Targeted Website Overlay Interstitial	\$ 14,294.47
<ul style="list-style-type: none"> • Ad size: 640x480 • Exclusive ads will run all day for 20 specified days within the campaign period • Audience targeted in primary markets in the U. S. • Estimated impressions: 2,000,000 	
Audience + Geo Targeted Double-Wide Skyscraper Online Display	\$ 15,882.75
<ul style="list-style-type: none"> • Ad size: 300x600 pixels • Audience targeted in primary markets in the U. S. • Estimated impressions: 1,250,000 	
Geo-Targeted Double-wide Skyscraper Online Display	\$ 15,882.75
<ul style="list-style-type: none"> • Ad size: 300x600 pixels • Geo-targeted to our primary markets in the U. S. • Estimated impressions: 1,500,000 	
Geo-Targeted Mobile Display	\$ 12,706.20
<ul style="list-style-type: none"> • Ad sizes: 300x250 and 320x50 pixels • Geo-targeted to our primary markets in the U. S. • Estimated impressions: 1,200,000 	
Weekly Newsletter Sponsorship	\$ 7,941.38
<ul style="list-style-type: none"> • Ad sizes: 300x250 pixels • 100% SOV per week for 5 weeks • Dates will be coordinated with the Website Overlay Interstitial • Estimated impressions: 2,500,000 	
FYI Email Blast to All Recipients	\$ 12,706.20
<ul style="list-style-type: none"> • Email size: 600 pixels wide and a suggested 800 pixels in length • 100% SOV per deployment for a total of 3 deployments • Dates will be coordinated with the Website Overlay Interstitial • Estimated impressions: 750,000 	

Geo-Targeted Desktop/Mobile/Tablet Online Display (\$8,823.75 added value)	\$ 0.00
<ul style="list-style-type: none"> • Ad sizes: 300x250, 728x90 and 160x600 pixels • Estimated impressions: 500,000 	
Geo-Targeted Variety Section Front Exclusive for 7 Days (\$8,235.50 added value)	\$ 0.00
<ul style="list-style-type: none"> • Ad sizes: 970x250 pixels • Dates will be coordinated with the Website Overlay Interstitial • Estimated impressions: 50,000 	
Weekly News App Take-over for 3 Weeks (\$17,647.50 added value)	\$ 0.00
<ul style="list-style-type: none"> • Ad sizes: 300x250 and 320x50 pixels • 20% SOV per week for 3 weeks • Dates will be coordinated with the Website Overlay Interstitial • Estimated impressions: 1,500,000 	
Desktop/Tablet Homepage Exclusive for 2 Days (\$18,824.00 added value)	\$ 0.00
<ul style="list-style-type: none"> • Ad sizes: 970x250 pixels • 100% SOV per week for 2 days • Dates will be coordinated with the Website Overlay Interstitial • Estimated impressions: 800,000 	
Star Tribune Total Budget	\$ 105,885.00
<i>Star Tribune Total Added Value</i>	<i>\$ 53,530.75</i>

CYBBA Lead Generation and High Impact Display Partner

Rep: Kyle Parcell
Email: kyle.parcell@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. – Primary Markets

Campaign Duration: May 15 – August 14, 2022

Behaviorally and Contextually Targeted Online Display Advertising	\$ 20,647.58
<ul style="list-style-type: none"> • Ad sizes: 300x250, 728x90, 160x600, 300x600 and 320x50 pixels • Cybba will use intent and interest targeting with travel data from data sources to increase effectiveness • Estimated impressions: 2,785,715 	
Premium Private Market Place Targeted Online Display Advertising	\$ 7,941.38
<ul style="list-style-type: none"> • Ad sizes: 300x250, 728x90, 160x600, 300x600 and 320x50 pixels • Ads will be served on premium inventory like Expedia, Travelocity, Outdoor Hub, Field & Stream, etc. • Estimated impressions: 500,000 	
Behaviorally and Contextually Targeted High-Impact Skin Advertising	\$ 59,560.31
<ul style="list-style-type: none"> • Ads are served in custom sizes 	

- Cybba will use intent and interest targeting with travel data from data sources to increase effectiveness
- Estimated impressions: 1,875,000

Onsite Engagement Tool (\$8,823.75 added value)	\$ 0.00
<ul style="list-style-type: none"> • Unique messages served to re-engage the website audience and increase conversions • Onsite engagement will run until July 31, 2022 	
Cybba Total Budget_____	\$ 88,149.26
<i>Cybba Total Added Value</i>	\$ 8,823.75

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. – Primary Markets

Campaign Duration: February 1 – September 14, 2022

United States Google Search Keyword Marketing	\$ 95,296.50
<ul style="list-style-type: none"> • Build out a very specific keyword strategy to target primary and niche target audiences • Keyword ads will be targeted to users in primary markets 	
Google Keyword Marketing Total Budget_____	\$ 95,296.50

SIMPLI.FI Strategic Markets and Audiences

Executed and Managed by Odney

Simpli.fi 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 Simpli.fi, Odney will use a comprehensive 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: Specific strategic tactics as needed

Campaign Duration: June 1 – September 30, 2022

Behaviorally Targeted Cross-Device Online Display and Video	\$ 52,942.50
<ul style="list-style-type: none"> • Display ad sizes: 300x600, 300x250, 728x90, 160x600, 300x50 and 320x50 pixels, and large format video • Utilize a mix of 2nd party and 3rd party data for behavioral targeting of specific audience • Targeted to in-market travelers and travel intenders • Can be executed across multiple devices and channels in multiple formats • Estimated impressions: 7,000,000 	
Simpli.fi Total Budget_____	\$ 52,942.50



Email and Addressable Data Partner

Executed and Managed by Odney

Site Impact specializes in multi-channel direct marketing services with a specific focus on opt-in email marketing. Their goal is to achieve measurable results for our clients by hyper-targeting audiences with email marketing while providing tools and data to leverage online display, video and other channels to gain additional touchpoints with the audience throughout the marketing funnel.

Target Geographic Area: U.S. – Primary Markets

Campaign Duration: June 1 – September 30, 2022

Primary Audience Targeting Using Hashed Email for Facebook Targeting	\$ 4,950.00
<ul style="list-style-type: none"> • Total email records: 920,000 within our target audience • Hashed emails are anonymous and in SHA256 hashed format • List is owned by North Dakota Tourism for future use 	
Primary Audience Targeting using Postal File for Internal Programmatic Platform	\$ 4,950.00
<ul style="list-style-type: none"> • Total addressable records: 920,000 within our target audience • Used for serving addressable geo-fenced campaigns in programmatic OTT/CTV, display, video, etc. • List is owned by North Dakota Tourism for future use 	
Primary Audience Email Targeting with Re-touches	\$ 42,354.00
<ul style="list-style-type: none"> • Total emails deployed: 3,162,501 • Guaranteed 65%+ viewable • Estimated impressions: 825,000 	
Niche Audience Email Targeting with Re-touches	\$ 27,159.75
<ul style="list-style-type: none"> • Total emails deployed: TBD • Guaranteed 65%+ viewable • Estimated impressions: TBD 	
Site Impact Total Budget	\$ 79,413.75

SOCIAL MEDIA BRAND MARKETING - U.S.

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 who 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. - Primary Markets

Campaign Duration: April 1 – September 30, 2022

Social Media Brand Marketing Total Budget _____ \$ 35,000.00

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: April 1 – September 30, 2022

Online Display, Pre-Roll Video and Mobile Advertising Delivery \$ 18,000.00

- 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 Campaign Manager Total Budget _____ \$ 18,000.00

TRADITIONAL MEDIA PLAN – CANADA

BROADCAST TELEVISION



Campaign Flight Dates: 05/02/22 – 05/29/22 (4 weeks)

- Winnipeg, estimated impressions: 1,867,000 \$ 79,201.98
- Regina, estimated impressions: 745,000 \$ 50,401.26
 - 20% exchange rate used

Total Broadcast Television _____ \$ 129,603.24

RADIO



Campaign Flight Dates: 05/02/22 – 05/29/22 (4 weeks)

- Winnipeg \$ 14,741.08
- Regina \$ 11,690.22
- Saskatoon \$ 10,166.08

Total Radio Placement _____ \$ 36,597.38

- 20% exchange rate used

NEWSPAPER

SUMMER NEWSPAPER PLACEMENT

(1) Full-Page, Four Color Ad; Total Circulation: 133,427

Regina: Fri. 06/11; Winnipeg: Sat. 06/12

Winnipeg, MB – Winnipeg Free Press (Sat. circ. 121,427) \$ 12,391.91

Regina, SK – Leader Post (Fri. circ. 12,000) \$ 3,890.00

Total Newspaper Summer Placement _____ \$ 16,281.91

- 20% exchange rate used

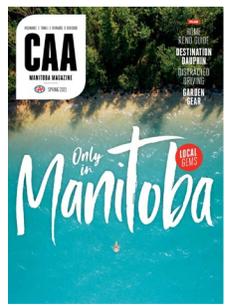
MAGAZINE ADVERTISING

CAA MANITOBA & CAA SASKATCHEWAN

Rep: Robert Zyluk

Tel: 204-255-3409 (work) | 204-770-7607 (cell)

Email: robertz@caamanitoba.com



CAA Manitoba 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.

Publishes: 4x per year

Circulation: 134,929

Reader Profile: Avg. age 54; 49% male, 51% female; 305,000 readership

(1) Full-Page, Four-Color Ad in Summer Issue _____ \$ 4,404.83

- In home 4/29/22

(1) Full-Page, Four-Color Ad in Fall Issue _____ \$ 4,404.83

- In home 8/26



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: 119,861
 Reader Profile: Avg. age 60; 48% male, 52% female; 218,000 readership

(1) Full-Page, Four-Color Ad in Summer Issue _____ \$ 3,642.45

- In home 4/29/22

(1) Full-Page, Four-Color Ad in Fall Issue _____ \$ 3,642.44

- In home 8/26/22

SUDDENLY SASKATCHEWAN

Rep: Jim Germain
 Tel: 306-230-1621
 Email: replay@sasktel.net



Suddenly Saskatchewan is a general interest magazine published quarterly. It features organizations that promote Saskatchewan from its main cities to rural, sports events and organizations that unify the province, and individuals and businesses that are part of and have promoted the community, making Saskatchewan suddenly the place to be.

Publishes: 4x per year
 Circulation: 15,600
 Reader Profile: Avg. age 56; 45% male, 55% female; 306,000 readership

(1) Full-Page, Four-Color Back Cover Ad in Summer Issue _____ \$ 669.20

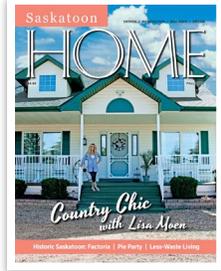
- In home 6/24/22
- 20% exchange rate used

(1) Full-Page, Four-Color Back Cover Ad in Fall Issue _____ \$ 669.20

- In home 10/14/22
- 20% exchange rate used

SASKATOON HOME MAGAZINE / PRAIRIES NORTH (COMBO BUY)

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



Prairies North is the magazine of Saskatchewan. Each issue showcases the natural beauty of Saskatchewan and its people with engaging stories and eye-popping photography.

Saskatoon Home is a definitive and practical guide to quality home design, building, renovation, landscaping, and décor – specific to the Saskatoon market.

Publishes: 4x per year
 Circulation: Prairies North: 14,000; Saskatoon Home: 25,000
 Reader Profile: Age range 30-60; 40% male, 60% female

(1) Full-Page, Four-Color Ad in Summer Issue _____ \$ 3,811.86

- In home 6/01/22
- 20% exchange rate used

STYLE MANITOBA MAGAZINE 

Rep: Rita Van Leeuwen
 Tel: 204-982-4455 (work) | 204-997-4450 (cell)
 Email: rita@stylemanitoba.com



Applying to a wide range of readers province wide, Style Manitoba is an upscale magazine that features editorial and photographic content reflecting the lifestyle interests of Manitobans. Drawing from a pool of talented writers and photographers, and utilizing the highest production standards, the magazine is produced and published in Winnipeg, Manitoba.

Publishes: 4x per year
 Circulation: 40,000
 Reader Profile: Average age 56; 46% male, 54% female; 380,000 readership

(1) Double-Page, Four-Color Spread in Summer Issue _____ \$ 4,743.65

- In home 6/30/22
- 20% exchange rate used

DIGITAL MEDIA PLAN – 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 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: Canada – Primary Markets

Campaign Duration: May 15 – August 31, 2022

In-View Multiscreen Display	\$ 11,912.06
<ul style="list-style-type: none">• Ad sizes: 160x600, 300x250, 728x90, 300x600 and 320x50 pixels• Guaranteed 65%+ viewable• Estimated impressions: 2,472,528	
In-View Multiscreen (4 Screen) Video	\$ 21,177.00
<ul style="list-style-type: none">• :15 or :30 ads• Video displays on desktop, mobile and tablet• Guaranteed 65%+ viewable• Estimated impressions: 1,081,081	
In-View Multiscreen Display (\$8,823.75 added value)	\$ 0.00
<ul style="list-style-type: none">• Specs: TBD• Blended targeting, retargeting and brand intelligence audiences to amplify traditional television schedule• Estimated impressions: 1,648,352	
In-View Multiscreen (4 Screen) Video (\$8,823.75 added value)	\$ 0.00
<ul style="list-style-type: none">• :15 or :30 ads• Video displays on desktop, mobile and tablet• Guaranteed 65%+ viewable• Estimated impressions: 405,406	
Amobee Total Budget	\$ 33,089.06
<i>Amobee and Odney Partnership Total Added Value</i>	<i>\$ 17,647.50</i>

SOJERN**Travel Portal Partner**

Rep: Matt Egermier

Email: matt.egermier@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. All ads are behaviorally targeted to users showing intent or interest in traveling to ND or competitors.

Target Geographic Area: Canada – Primary Markets

Campaign Duration: April 1 – July 31, 2022

Canada Traveler Platform Online Display Advertising	\$ 42,354.00
<ul style="list-style-type: none"> • Ad sizes: 300x50, 320x50, 728x90, 300x250, 160x600 and 300x600 • Geo-targeted to MB and SK in Canada with emphasis on Winnipeg and Regina • Estimated impressions: 8,000,000 	
Traveler Platform Online Display Advertising(\$12,941.50 added value)	\$ 0.00
<ul style="list-style-type: none"> • Sojern US1 Program will provide a 50% match for a total value of \$94,120.00 • Ad sizes: 300x50, 320x50, 728x90, 300x250, 160x600 and 300x600 • Behaviorally targeted to users showing intent or interest in traveling to ND or competitors • Geo-targeted to MB and SK in Canada with emphasis on Winnipeg and Regina • Estimated impressions: 2,588,300 	
Canada Traveler Platform Online Display Advertising (\$4,706.00 added value)	\$ 0.00
<ul style="list-style-type: none"> • Ad sizes: 300x50, 320x50, 728x90, 300x250, 160x600 and 300x600 • Geo-targeted to MB and SK in Canada with emphasis on Winnipeg and Regina • Estimated impressions: 800,000 	
Post-Campaign Analysis: Search & Purchase Activity (\$2,941.25 added value)	\$ 0.00
<ul style="list-style-type: none"> • Sojern and North Dakota Tourism website audience crossover and travel search/purchase analytics for Canada 	
Sojern Total Budget	\$ 42,354.00
<i>Sojern Total Added Value or Matching Funds</i>	<i>\$ 20,588.75</i>

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: Canada – Primary Markets

Campaign Duration: May 1 – August 31, 2022

Contextual and Audience Targeted Native Article Package \$ 26,471.25

- 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
- 2-4 articles that will auto-optimize
- Served on sites such as Fodors, Men’s Fitness, Chicago Sun-Times, USA Today, Twin Cities, etc.
- Companion banner ad sizes: 300x600, 300x250 and 160x600 pixels (\$8,235.75 added value)
- Specific sites can be omitted if necessary
- Estimated impressions:1,818,182

Contextual and Audience Targeted Native Article Package (\$3,033.17 added value) \$ 0.00

- 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
- 2-4 articles that will auto-optimize
- Served on sites such as Fodors, Men’s Fitness, Chicago Sun-Times, USA Today, Twin Cities, etc.
- Companion banner ad sizes: 300x600, 300x250 and 160x600 pixels (\$8,235.75 added value)
- Specific sites can be omitted if necessary
- Estimated impressions: 187,500

Nativo Total Budget \$ 26,471.25

Nativo Total Added Value \$ 3,033.17

CYBBA Lead Generation and High Impact Display Partner

Rep: Kyle Parcell
 Email: kyle.parcell@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: Canada – Primary Markets

Campaign Duration: May 15 – August 14, 2022

Behaviorally and Contextually Targeted Online Display Advertising	\$ 6,882.53
<ul style="list-style-type: none"> • Ad sizes: 300x250, 728x90, 160x600, 300x600 and 320x50 pixels • Cybba will use intent and interest targeting with travel data from data sources to increase effectiveness • Estimated impressions: 928,572 	
Premium Private Market Place Targeted Online Display Advertising	\$ 2,647.13
<ul style="list-style-type: none"> • Ad sizes: 300x250, 728x90, 160x600, 300x600 and 320x50 pixels • Ads will be served on premium inventory like Expedia, Travelocity, Outdoor Hub, Field & Stream, etc. • Estimated impressions: 166,667 	
Behaviorally and Contextually Targeted High-Impact Skin Advertising	\$ 19,853.44
<ul style="list-style-type: none"> • Ads are served in custom sizes • Cybba will use intent and interest targeting with travel data from data sources to increase effectiveness • Estimated impressions: 625,000 	
Onsite Engagement Tool (\$2,941.25 added value)	\$ 0.00
<ul style="list-style-type: none"> • Unique messages served to re-engage the website audience and increase conversions • Onsite engagement will run until July 31, 2022 	
Cybba Total Budget	\$ 29,383.09
<i>Cybba Total Added Value</i>	<i>\$ 2,941.25</i>

SOCIAL MEDIA BRAND MARKETING CANADA

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 who 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: Canada – Primary Markets

Campaign Duration: April 1 – September 30, 2022

Social Media Brand Marketing Total Budget _____ \$ 10,000.00

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: Canada

Campaign Duration: February 1 – September 14, 2022

Canada Google Search Keyword Marketing \$ 63,531.00

- 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 _____ \$ 63,531.00

**NORTH DAKOTA TOURISM
2022 MEDIA BUDGET**

United States Marketing	Placement	Subtotals
Broadcast Television		
Minneapolis (3 wks @ 250/wk)	220,500.00	
Milwaukee (3 weeks @ 300/wk)	156,330.00	
Duluth (3 weeks @ 300/wk)	35,100.00	411,930.00
Cable		
Minneapolis (12 weeks)	50,850.00	
Denver (4 weeks)	157,500.00	
Chicago (5 weeks)	225,000.00	
Chicago - PBS (3 weeks)	17,140.50	450,490.50
Magazines (General)		
AAA Living (1/2 page w/advertorial)	23,499.06	
AARP	19,090.00	
Country Living/Good House/Woman's Day	18,619.88	
Midwest Living		
Full Page, Full Color ad	42,526.59	
Best of Midwest (FP4C)	31,500.79	135,236.32
Magazines (Regional)		
Chicago Life	2,375.01	
Chicago Magazine	7,941.37	
Live/Play/AAA Minneapolis	3,441.27	13,757.65
Magazines (History)		
True West	3,176.55	
Wild West	1,376.51	
Smithsonian Magazine	14,559.18	19,112.24
Magazines (Outdoor)		
Mountain Bike Action	3,176.55	
National Parks Magazine	6,353.10	
Outside Magazine	15,882.75	
BackPacker Magazine	10,959.08	
RoadRunner Motorcycle	5,006.24	41,377.72
Magazines (Hunting/Fishing)		
Ducks Unlimited	16,941.60	
Delta Waterfowl Magazine	3,176.55	
Field & Stream (digital version)	5,294.25	
In - Fisherman	10,047.42	
On Wisconsin Outdoors	1,778.87	37,238.69
Outdoor Television		
Jason Mitchell Outdoors	42,354.00	
Midwest Outdoors	24,882.97	
Ron Schara Productions - Package	42,671.66	

RSP - The Flush Podcast	9,635.53	
RSP - MN Bound Podcast	9,635.53	129,179.69
Out-of-Home		
Intersection - Minneapolis	49,458.88	
Intersection - Chicago	167,662.54	217,121.42
Sponsorships		
Green Bay Packers	174,710.25	
Sturgis Buffalo Chip	32,416.70	207,126.95
Digital		
Amobee	99,267.19	
Sojern	116,473.50	
Nativo	79,413.75	
Star Tribune	105,885.00	
Cybba	88,149.26	
Google Ads Search Engine	95,296.50	
Simpli.fi	52,942.50	
Site Impact	79,413.75	
Forum Communications Network	48,177.68	
Social Media Brand Marketing	45,000.00	
Google Campaign Manager	18,000.00	828,019.13
Canadian Marketing	Placement	Subtotal
Broadcast Television		
Winnipeg - 4 weeks 20% exchange used	79,201.98	
Regina - 4 weeks 20% exchange used	50,401.26	129,603.24
Radio		
Winnipeg - 4 weeks	14,741.08	
Regina - 4 weeks	11,690.22	
Saskatoon - 4 weeks	10,166.08	36,597.38
Newspaper		
Winnipeg Free Press	12,391.91	
Regina Leader Post	3,890.00	16,281.91
Magazines		
CAA Manitoba Magazine - Spring	4,404.83	
CAA Manitoba Magazine - Summer	4,404.83	
CAA Saskatchewan - Spring	3,642.44	
CAA Saskatchewan - Fall	3,642.44	
Style Manitoba - Summer	4,743.65	
Suddenly Saskatchewan - Spring	669.20	
Suddenly Saskatchewan - Summer	669.20	
Saskatoon Home/Prairies North Combo	3,811.86	25,988.45

Digital			
Amobee	33,089.06		
Sojern	42,354.00		
Nativo	26,471.25		
Cybba	29,383.09		
Google Ads Search	63,531.00		194,828.40
Budget	3,200,000.00		
Less: ND Newspaper Association	-45,000.00		
Less: ND Living Magazine	-26,700.00		
Less: Coop dollars	-28,250.00		
Total Revised Budget	3,100,050.00		
Total Budget	3,100,050.00		
Digital Budget	1,022,847.53		
Traditional Media	2,077,202.47	0.00	2,893,889.69
Balance (Contingency Funds)			206,160.31
		Total Cost (Media Type)	Percentage
Media Spend Percentages			
Television U.S.	862,420.50		
Television Outdoor	129,179.69		
Television Canadian	129,603.24	1,121,203.43	38.74
Radio Canadian	36,597.38	36,597.38	1.27
Newspaper Canadian	16,281.91	16,281.91	0.56
Magazine: General/Travel	148,993.97		
Magazine: History	19,112.24		
Magazine: Outdoor	78,616.41		
Magazine: Canada	25,988.45	272,711.07	9.42
Out of Home U.S.	217,121.42	217,121.42	7.50
Sponsorships	207,126.95	207,126.95	7.16
Digital US	828,019.13		
Digital Canadian	194,828.40	1,022,847.53	35.35
Total Budget	2,893,889.69	2,893,889.69	100
Traditional Media Breakout			
Minnesota	487,830.57		26.07
Wisconsin	462,442.75		24.72
Illinois	522,401.16		27.92
Colorado	157,500.00		8.42
South Dakota	32,416.70		1.73
Canada	208,470.98		11.14
Total Traditional Media	1,871,042.16		100.00
Digital Media Breakout			
United States	828,019.13		80.95
Canada	194,828.40		19.05
Total Digital Media	1,022,847.53		100.00