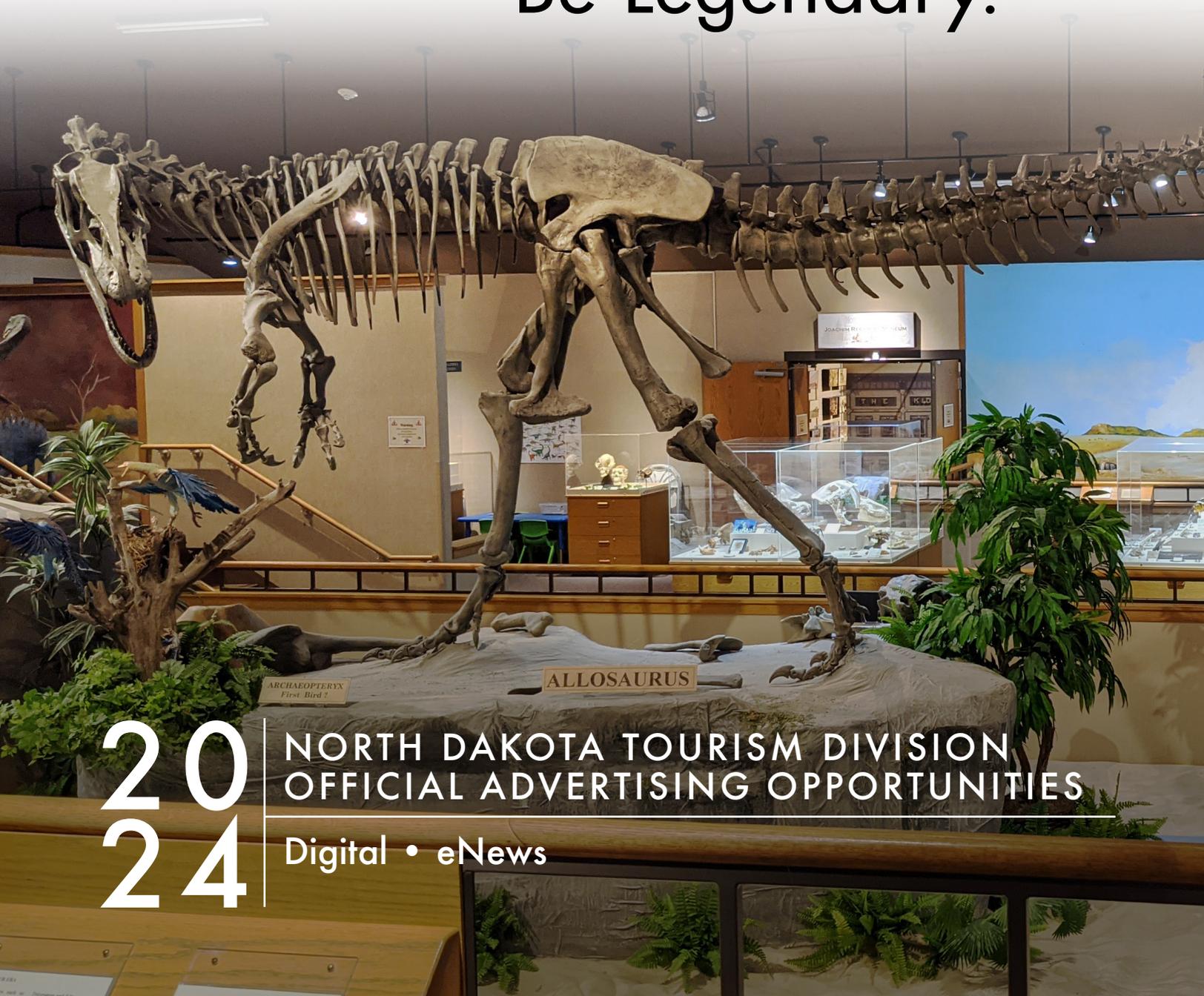


NORTH Dakota

Be Legendary.™



20
24

NORTH DAKOTA TOURISM DIVISION
OFFICIAL ADVERTISING OPPORTUNITIES

Digital • eNews

NORTH DAKOTA TOURISM

ENEWS

FEATURED PARTNERS



An Event For Everyone!
Our 2021 event calendar is filling up! Classic car show, theatre, walleye tournaments, and festivals. Whatever your heart desires, you will find fun in Devils Lake.

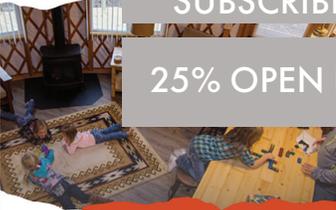
[Visit Our Calendar](#)

A FORMATTED AD

NORTH Dakota
Be Legendary.

40,000+ SUBSCRIBERS

25% OPEN RATE



Your adventure doesn't end when the sun goes down
MEMORABLE DREAMS
Make a stay in a tipi, covered wagon or yurt as part of your North Dakota adventure

[Read More](#)

FEATURED PARTNERS

Wild South Park Campground

Wild South Park Campground is a beautiful area with scenic views, hiking trails, and fishing opportunities. It's a perfect spot for a family getaway.

[Read More](#)

Maple, Quilts & Travel Tips

Maple, quilts, and travel tips are a perfect combination for a North Dakota adventure. Discover the beauty of the state and how to make the most of your trip.

[Read More](#)

NORTH Dakota
Be Legendary.

You are receiving this message because you requested updates from [NDtourism.com](#). No images? See the [online version](#).



COME SEE WHAT EVERYONE IS TALKING ABOUT

Calling all hunters...and anglers. The ones who want wide-open spaces. Escape to Devils Lake, located in the heart of the Prairie Pothole region, where vast hunting and fishing opportunities abound. Come spend a morning in the duck blind, scratch the fall-fishing itch or plan your winter getaway to chase jumbo perch.

[Plan My Cast & Blast](#)

Brought to you by
devils lake
North Dakota

CUSTOM

COSTS

ITEM	RATE
MONTHLY E-NEWSLETTERS	
1 Month	\$400
3 Months	\$900
6 Months	\$1,200
CUSTOM LEISURE EBLAST	
Single Send	\$2,000
CUSTOM HUNTING & FISHING EBLAST	
Single Send	\$650

ABOUT

Monthly eNewsletter

25% Open Rate
40K Opt-In Subscribers

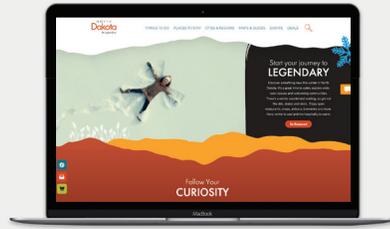
Custom eBlast

28.5% Open Rate
Limited Availability

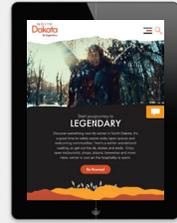
- Subscribers receive monthly travel ideas, itineraries and events crafted to motivate travel
- Showcased in a native format which is integrated into the content
- Clicks are driven directly to your site with a campaign tracking code, allowing you to measure results
- responsive design allows seamless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

NORTH DAKOTA TOURISM AT-A-GLANCE

REACH
QUALIFIED LEISURE
VISITORS



WEB: 3.3M PAGEVIEWS
pages 3 - 4



ENEWS: 40,000+
SUBSCRIBERS/MONTH
page 5

ENGAGEMENT

2.6 million Visits
(+23%) Sept. 2021 - Sept. 2022

3.3 million Pageviews

Average Time-on-Site:
over 1:00 minute

25% Open Rate

16.7% CTR

**TOURISM
NUMBERS**



22.6 Million
Annual Visitors



\$3 Billion
Annual Visitor
Spending



2.45 Nights
Average
Night Stay



34,000 Jobs
Within the
Tourism Industry

TOP MARKETS

DOMESTIC: TOP 10

North Dakota, Minnesota, Illinois,
Wisconsin, California, Nebraska, Texas,
Florida, New York, South Dakota

INTERNATIONAL: TOP 5

United Kingdom, India,
Germany, Australia, France
(Excludes Canada)

DEMOGRAPHIC

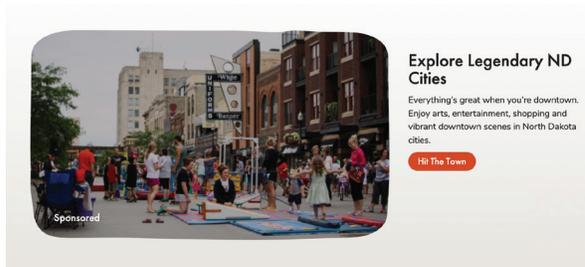


Gender
51% Female
49% Male

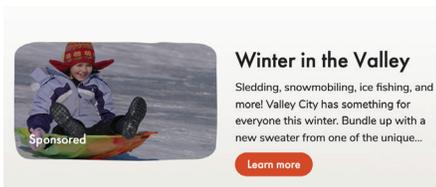


Age
Under 25: 6%
25-44: 41%
45-64: 37%

NDTOURISM.COM WEB ADVERTISING



A HOMEPAGE



B RUN-OF-SITE

All programs include both homepage and run-of-site ad types.

PRICE

TOTAL WEB AD IMPRESSIONS	RATE
50,000	\$550
100,000	\$1,100
125,000	\$1,375
150,000	\$1,650
200,000	\$2,200

* Includes both Ad Units shown above

ABOUT

- **Homepage Ads:** Drive highly qualified visitors from the NDtourism.com homepage directly to your site by featuring your provided photo, title, featured copy and link to a profile or article page of your choice.
- **Run of Site Ads:** Include 3 photos, a header, subheader, body copy and a call to action that links to your preferred URL on high trafficked pages throughout the site.

