

# 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.

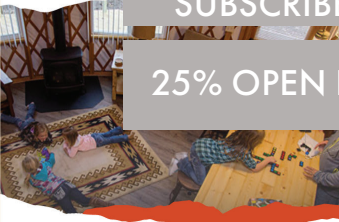
[Visit Our Calendar](#)

**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**

**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](#)

**Maps, Guides & Travel Tips**  
Your vacation planning tool only! Get the latest travel guides, maps, and more. Download now!

[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
<b>MONTHLY E-NEWSLETTERS</b>	
1 Month	\$400
3 Months	\$900
6 Months	\$1,200
<b>CUSTOM LEISURE EBLAST</b>	
Single Send	\$2,000
<b>CUSTOM HUNTING &amp; FISHING EBLAST</b>	
Single Send	\$650

### ABOUT

#### Monthly eNewsletter

25% Open Rate  
40K Opt-In Subscribers

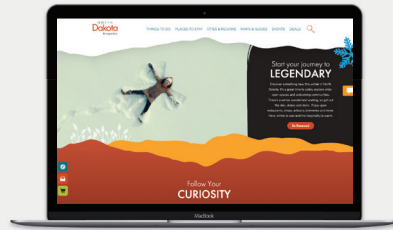
#### Custom eBlast

28.5% Open Rate  
Limited Availability

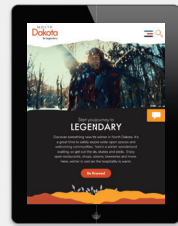
- Subscribers receive monthly travel ideas, itineraries and events crafted to motivate travel
- Showcased in a native format which is integrated into the content
- Clicks are driven directly to your site with a campaign tracking code, allowing you to measure results
- responsive design allows seamless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

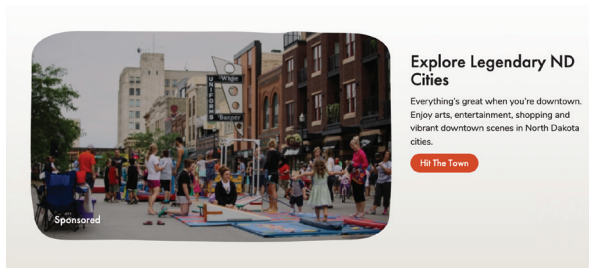


Gender  
**51% Female**  
**49% Male**

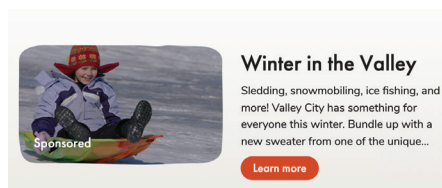


Age  
**Under 25: 6%**  
**25-44: 41%**  
**45-64: 37%**

# 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.

