



North Dakota Department of Commerce

# TOURISM CO-OP PLAN

2025





## **NORTH DAKOTA TOURISM COOPERATIVE PLAN 2025**

The 2025 cooperative plan outlines new programs designed to provide support to tourism partners that rely on travel and tourism. These vetted media options are part of the overall North Dakota Tourism Plan and will allow partners to inspire regional and statewide audiences to travel to and within North Dakota.

To sign up or for questions regarding the Cooperative Marketing Program, please contact Taylor Lach at [tlach@odney.com](mailto:tlach@odney.com) or 701-222-8721.

**Placements are available on a first-come, first-served basis.**

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# NORTH DAKOTA LIVING



**NORTH DAKOTA**  
NORTH DAKOTA'S  
BEST-READ  
**Living**  
PUBLICATION

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 magazine offers readers useful and entertaining content including recipes, health, history, travel articles, and technology news along with local and statewide news.

**Placements:** February, May, June, July, August  
**Circulation:** 405,000  
**Market:** Statewide

## PLACEMENT DETAILS

- Up to 3 partners per placement
- Partner to provide:
  - Logo
  - URL
  - HD photo
  - Copy (max 55 characters with spaces)
- Partner creative deadline: Month and a half prior to issue

## PRICING

- \$300 per placement

# WINNIPEG FREE PRESS

Reach Canadians by drafting off trusted voices in traditional newspaper with one of the largest circulating newspapers serving Winnipeg.

**Placements:** June 14, 2025  
**Circulation:** 101,739  
**Market:** Winnipeg

## PLACEMENT DETAILS

- Up to 3 partners per placement
- Partner to provide:
  - Logo
  - URL
  - HD photo
  - Copy (max 55 characters with spaces)
- Partner creative deadline: May 1, 2025

## PRICING

- \$500 per placement



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# CROSS DEVICE DISPLAY

Online display ads are served across thousands of publisher sites across the web targeted geographically, behaviorally and demographically to reach the right audience. For example, ads are displayed when the targeted user is on local news sites (kfyrtv.com or valleynewslive.com) or national websites (Fox News or CNN).

## PLACEMENT DETAILS

- Partners will be able to target based on behavior audience targeting
- Partners can choose 5-10 locations (CVB, event, restaurant, hotel, etc.) to track conversions of people that arrived as a result of this advertising
- Partners to provide geographic targeting
  - Geographic targeting could include targeting by states, cities, DMA's, zip codes or a mile radius around a location (all dependent on audience size)
  - If interested in targeting Canada, please reach out to Taylor to explore options
- Timing: 2 to 3 month flight
- Display ads are served in these sizes:
  - 728x90, 300x250, 160x600, 320x50 and 300x600 pixels
- Effective CPM Rate: \$6.50

## PRICING

BUDGET LEVEL	ESTIMATED IMPRESSIONS
\$2,500	300,000

## REQUIREMENTS

- Partner to provide digital ad assets as JPEG, gif, HTML5 or 3rd party ad tags.
  - Partner will receive an email with a form to gather all assets, targeting, timing, etc.
- Partner must have a website

Odney utilizes the platform, Simpli.Fi, to execute programmatic planning and delivery for display, native, audio and video advertising with complete transparency and access to thousands of publisher sites across the web.

## WHY ADVERTISE WITH DISPLAY ADS

- Best awareness medium
- Provides the highest reach and frequency
- A potential visitor may know nothing about your destination, but based on targeting (female 25-54, who lives in Minnesota and has an interest in outdoor recreation), your ad could be served to them while they are browsing the internet (reading articles, online shopping, etc.)



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# CROSS DEVICE VIDEO

Odney utilizes the platform, Simpli.Fi, to execute programmatic planning and delivery for display, native, audio and video advertising with complete transparency and access to thousands of publisher sites across the web.



Video ads are served across publisher sites where you have to watch the full ad before you can watch the content.

## WHY ADVERTISE WITH VIDEO

- An awareness tactic. Video will not generate a lot of site traffic but we see high completion rates due to people watching the entirety of the video
- Can target the people you want to reach effectively and cost efficiently
- Visual elements of video are highly motivational

## PLACEMENT DETAILS

- Partner will be able to target based on behavior audience targeting
- Partner can choose 5-10 locations (CVB, event, restaurant, hotel, etc.) to track conversions of people that arrived as a result of this advertising
- Partner to provide geographic targeting
  - Geographic targeting could include targeting by states, cities, DMA's, zip codes or a mile radius around a location (all dependent on audience size)
  - If interested in targeting Canada, please reach out to Taylor to explore options
- Timing: 2 to 4 month flight

## REQUIREMENTS

- Partner must provide 15 second video ad (MP4 file)
  - Partner will receive an email with a form to gather all assets, targeting, timing, etc.
- Video dimensions must be 1920x1080 pixels (horizontal)
- Partner must have a website

## PRICING

BUDGET LEVEL	ESTIMATED IMPRESSIONS
\$2,500	200,000

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# CONNECTED TELEVISION

Odney utilizes the platform, SimpliFi, to execute programmatic planning and delivery for native, audio and video advertising with complete transparency and access to thousands of publisher sites across the web.



CTV (ConnectedTV) means that a device is connected to a smart tv to support video content streaming (Xbox, Amazon Fire TV, Apple TV, etc.) and your ad will show when people are watching On Demand content.

## WHY ADVERTISE WITH CONNECTED TELEVISION

- Higher video completion rates – most ads are non-skippable
- Targets relevant audiences with efficiency and at scale
- Reach streaming audiences who are cord-cutters

## PLACEMENT DETAILS

- Partner will be able to target based on behavior audience targeting
- Partner can choose 5-10 locations (CVB, event, restaurant, hotel, etc.) to track conversions of people that arrived as a result of this advertising
- Partner to provide geographic targeting
  - Geographic targeting could include targeting by states, cities, DMA's, zip codes or a mile radius around a location (all dependent on audience size)
  - If interested in targeting Canada, please reach out to Taylor to explore options
- Timing: 2 to 4 month flight

## PRICING

BUDGET LEVEL	ESTIMATED IMPRESSIONS
\$5,000	150,000

## REQUIREMENTS

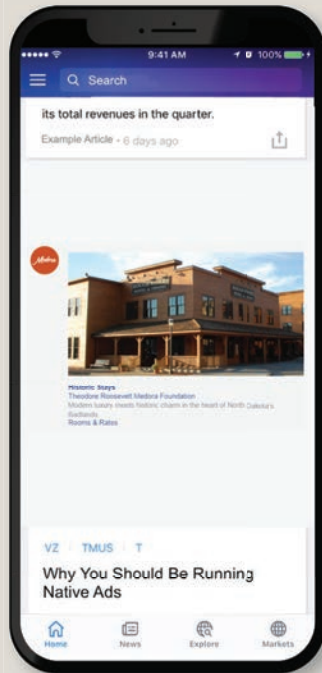
- Partner must provide 15 second video ad (MP4 file)
  - Partner will receive an email with a form to gather all assets, targeting, timing, etc.
- Video dimensions must be 1920x1080 pixels (horizontal)
- Partner must have a website

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# NATIVE ADS

Odney utilizes the platform, Simpli.Fi, to execute programmatic planning and delivery for display, native, audio and video advertising with complete transparency and access to thousands of publisher sites across the web.



Native ads run on websites/apps such as FoxNews.com (Fox News app), InForum.com, Bisanonline.com, etc. and your ad will show up when people are browsing other content.

## WHY ADVERTISE WITH NATIVE ADS

- They are display ads that look like natural content on the website, making them non-disruptive
- Native advertising fits seamlessly into the browsing behavior of the average web user, making them more likely to take interest in the content
- Compliments other digital or video tactics

## PLACEMENT DETAILS

- Partner will be able to target based on behavior audience targeting
- Partner can choose 5-10 locations (CVB, event, restaurant, hotel, etc.) to track conversions of people that arrived as a result of this advertising
- Partner to provide geographic targeting
  - Geographic targeting could include targeting by states, cities, DMA's, zip codes or a mile radius around a location (all dependent on audience size)
  - If interested in targeting Canada, please reach out to Taylor to explore options
- Timing: 2 to 4 month flight

## PRICING

BUDGET LEVEL	ESTIMATED IMPRESSIONS
\$2,500	250,000

## REQUIREMENTS

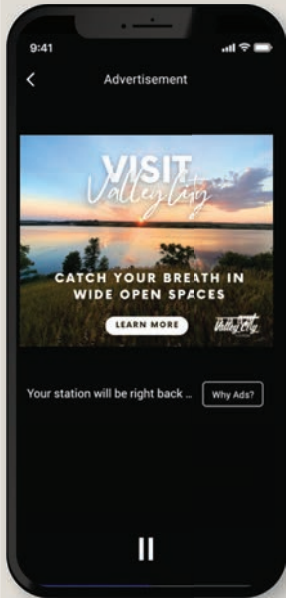
- Partner to provide:
  - Ad Copy: 90 characters with spaces
  - Call to Action: 15 characters with spaces
  - Ad Title: 25 characters with spaces
  - Ad creative: 1200x627 pixels (gif, jpeg or png)
  - Logo: 120x120 (gif, jpeg or png)
- Partner will receive an email with a form to gather assets, targeting, timing, etc.
- Partner must have a website

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# STREAMING AUDIO AND PODCASTS

Odney utilizes the platform, Simpli.Fi, to execute programmatic planning and delivery for audio advertising. Ideal for brands looking to reach a wider audience with their campaign, audio advertising lets you insert your message programmatically before or during streaming music, news and podcasts. A companion display ad will be seen while the audio ad is playing.



Audio ads are served through audio streaming services (ex: Spotify, Pandora), podcasts (categories like: News, Comedy, True Crime, Sports, etc.), and terrestrial radio stations (local radio stations where you listen online vs. the radio dial in your car).

## WHY ADVERTISE WITH STREAMING AUDIO AND PODCASTS

- You have an audio spot and want an efficient audio buy reaching a larger geography
- Highly targeted based on people's actual behaviors
- Raise awareness of your destination

## PLACEMENT DETAILS

- Partner will be able to target based on behavior audience targeting
- Partner can choose 5-10 locations (CVB, event, restaurant, hotel, etc.) to track conversions of people that arrived as a result of this advertising
- Partner to provide geographic targeting
  - Geographic targeting could include targeting by states, cities, DMA's, zip codes or a mile radius around a location (all dependent on audience size)
  - If interested in targeting Canada, please reach out to Taylor to explore options
  - Timing: 2 to 4 month flight

## REQUIREMENTS

- Partner must provide: 15 second audio ad (as an MP3 file)
  - Partner will receive an email with a form to gather assets, targeting, timing, etc.
- Partner must provide a 300x250 companion banner (JPEG)
- Partner must have website

## PRICING

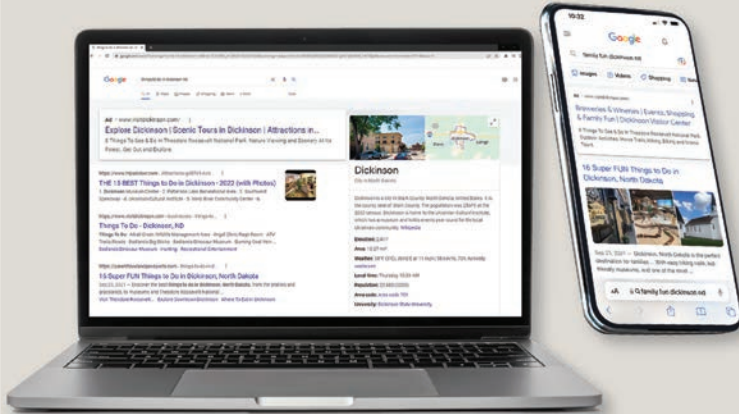
BUDGET LEVEL	ESTIMATED IMPRESSIONS
\$5,000	140,000

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# GOOGLE KEYWORD

Google Ads will position North Dakota partners as a compelling destination for the indicated target market. Advertisers pay to display brief advertising copy, product listings, etc. within the Google ad network to web users. Ads will be in the top positions when people are searching for your keywords based on the targeting parameters.



## WHY ADVERTISE WITH GOOGLE KEYWORD

- Reaching people who are at the lowest end of the marketing funnel – driving qualified traffic to your website because they are searching for accommodations/products/services like the ones you offer.
- Choose high-quality, relevant keywords to reach the most interested people who are most likely to click on your ad.
- **Keyword does not raise awareness of your destination.**

## SEARCH ENGINE MARKETING

Paid search ensures a greater share of relevant and interested consumers choose your website when they are actively searching for relevant keywords for your destination. Example: “things to do in Dickinson,” “Places to eat in Minot,” etc. SEM provides a strong foundation to any marketing strategy – getting qualified users within your target markets to your website.

In a co-op structure, this program can help ensure that you are not bidding directly against your fellow in-state destinations, including ND Tourism, making your marketing dollars function more efficiently.

### PLACEMENT DETAILS

- Specific keywords and ads will be built out for each partner
- Partner to provide geographic targeting
  - Geographic targeting could include targeting by states, cities, DMA's, zip codes or a mile radius around a location (all dependent on audience size)
  - If interested in targeting Canada, please reach out to Taylor to explore options
  - Partner will receive an email with a form to gather targeting and timing, etc.
- Timing: 2 to 3 month campaign
- Estimated cost-per-click: \$1.00 - \$3.00 per click

### PRICING

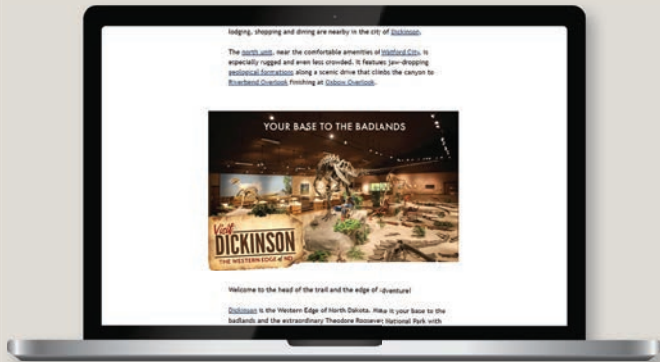
BUDGET LEVEL	ESTIMATED IMPRESSIONS
\$3,000	1,000 - 3,000

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# EMAIL

Odney utilizes the platform, Site Impact, to achieve measurable results by hyper-targeting audiences with email marketing. This is different than the Tourism e-newsletter sent through Miles, who uses first-party data of people subscribed to ND Tourism’s e-newsletter and have already expressed interest in North Dakota. The co-op partner email through Site Impact would be sent to an email list who fits our targeting criteria. We can target by location, age/gender, and areas of interest to reach a more customized audience in order to prospect new audiences.



## WHY ADVERTISE WITH EMAIL

- Awareness targeting to reach prospective customers
- Gets your message in front of a very engaged audience
- Email content is tailored to the targeted audience

## PLACEMENT DETAILS

- 3 co-op partners need to commit to run together in 1 email
- Targeting would be:
  - Adults 25-54
  - Interests – travel and the outdoors
  - Geography – North Dakota, Western Montana, Eastern MN and Northern South Dakota
- Email format and layout will be set up at ND Tourism’s discretion
- Timing – 1 email sent in June
  - Partner will receive an email with a form to gather information

## PRICING

BUDGET LEVEL	ESTIMATED IMPRESSIONS
\$2,500/partner	175,000

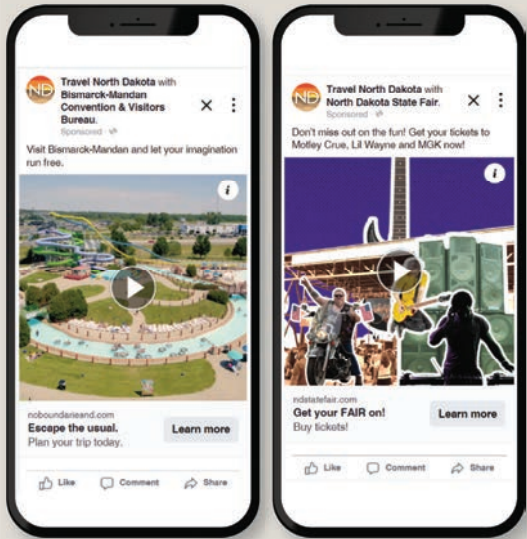
## REQUIREMENTS

- 5 sentences about your travel destination
- 3 trackable URL’s you want viewers to be able to click through to
- Logo
- 1 HD image

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# SOCIAL MEDIA



Facebook | @TravelND | 80K+

## PRICING

PROGRAM LEVEL	BUDGET LEVEL
Level 1	\$1,500
Level 2	\$2,500
Level 3	\$3,000

Max of 3 partners per month

## PROGRAM DETAILS

	LEVEL 1	LEVEL 2	LEVEL 3
ND TOURISM PROVIDES	<ul style="list-style-type: none"><li>• Ad placement and guidance</li><li>• Ad management</li></ul>	<ul style="list-style-type: none"><li>• Ad placement and guidance</li><li>• Ad management</li></ul>	<ul style="list-style-type: none"><li>• Ad placement and guidance</li><li>• Ad management</li></ul>
CO-OP PARTNER PROVIDES	<ul style="list-style-type: none"><li>• Run dates</li><li>• Campaign geography, ideal behaviors and interests, specific demographics</li><li>• Campaign objective (brand awareness, traffic, event/engagement)</li><li>• Ad copy</li><li>• HD photo/video assets (no graphic)</li></ul>	<ul style="list-style-type: none"><li>• Run dates</li><li>• Campaign geography, ideal behaviors and interests, specific demographics</li><li>• Campaign objective (brand awareness, traffic, event/engagement)</li><li>• Ad copy</li><li>• HD photo/video assets (no graphic)</li></ul>	<ul style="list-style-type: none"><li>• Run dates</li><li>• Campaign geography, ideal behaviors and interests, specific demographics</li><li>• Campaign objective (brand awareness, traffic, event/engagement)</li><li>• Ad copy</li><li>• HD photo/video assets (no graphic)</li></ul>
DELIVERABLES	<ul style="list-style-type: none"><li>• 1 ad campaign, 1 ad set, 1 ad</li><li>• Duration: 1 month</li><li>• Estimated impressions: 75,000</li></ul>	<ul style="list-style-type: none"><li>• 1 ad campaign, 1 ad set, 2 ads</li><li>• Duration: 6 weeks (2 ads, 3 weeks each)</li><li>• Estimated impressions: 135,000</li></ul>	<ul style="list-style-type: none"><li>• 1 ad campaign, 2 ad sets, 2 ads</li><li>• Duration: 8 weeks (2 ads, 4 weeks each)</li><li>• Estimated impressions: 320,000</li></ul>

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# TRAVEL INFLUENCER

ND Tourism will continue working with content creators for social media partnerships with the continuation of the influencer program designed to drive even more value for industry partners. The 2025 program will be available for a total of six (6) influencer partnerships.

Industry partners are strongly encouraged to consider seasonality - summer, fall and winter - and content theme in their participation request. Themes of particular interest to content creators include: Outdoors/Trails/Parks, Family Travel, Cultural Immersion/Special Events, and unexpected experiences. Season and theme selections will be offered on a first-come, first-served basis and may be limited based on trip timing and partner interest.

As part of the 2025 program, ND Tourism will conduct a planning call with each participating partner to align goals, including efforts to reach diverse audiences and niche interest groups, prior to influencer outreach and contract development. Emphasis will be placed on matching unique story-telling opportunities with dynamic and engaging content from influencers.

*Note: Industry partners should be prepared to host the influencer/content creator and a +1 or family guests.*

## PROGRAM DETAILS

	SILVER	GOLD
<b>PARTNER INVESTMENT</b>	\$2,000	\$3,000
<b>INFLUENCER OVERVIEW</b>	<ul style="list-style-type: none"> <li>1 Influencer secured</li> <li>General travel/family/couples content focus</li> </ul>	<ul style="list-style-type: none"> <li>1 Influencer secured</li> <li>Potential connections to traditional media outlets</li> <li>Niche and enthusiast content focus</li> </ul>
<b>ND TOURISM PROVIDES</b>	<ul style="list-style-type: none"> <li>Content development fee</li> <li>Round-trip airfare (incl. transportation to/from airport, parking and baggage fees, as appropriate) OR gas reimbursement up to \$500 per influencer</li> <li>Transportation/rental car (for partnerships that include airfare)</li> <li>Meals (potential reimbursement available for meals not provided by co-op partner)</li> <li>Influencer research, outreach, and coordination</li> <li>Contract negotiation</li> <li>Itinerary development support</li> <li>Social media amplification and engagement</li> <li>Templated materials for future influencer partnerships</li> </ul>	
<b>CO-OP PARTNER PROVIDES</b>	<ul style="list-style-type: none"> <li>Accommodations</li> <li>Attraction entry/guide</li> <li>Meals</li> <li>Partner to meet with influencer while in-destination (coffee, lunch, etc.)</li> <li>Itinerary development support</li> <li>Social media amplification and engagement</li> </ul>	
<b>DELIVERABLES (MINIMUM OF)</b>	<ul style="list-style-type: none"> <li>Pre-trip and in-market social content (incl. Instagram, Facebook, YouTube, TikTok, Pinterest, etc.)</li> <li>1 blog post + social amplification, as appropriate</li> <li>Campaign report</li> </ul>	<ul style="list-style-type: none"> <li>Pre-trip and in-market social content (incl. Instagram, Facebook, YouTube, TikTok, Pinterest, etc.)</li> <li>1 blog post + social amplification, as appropriate</li> <li>Opportunities for potential inclusion in traditional earned media coverage</li> <li>Campaign report</li> <li>Lifestyle images (upon negotiation)</li> <li>Newsletter inclusion, if available</li> </ul>

**Placements are available on a first-come, first-served basis.**

For questions, or to reserve, please contact Kim Schmidt at [ksschmidt@nd.gov](mailto:ksschmidt@nd.gov) or 701-328-2532.