

NORTH DAKOTA DEPARTMENT OF COMMERCE TOURISM & MARKETING DIVISION

Business/Organization	Contact Name	
Name of Attraction/Community	Address	
City	State	ZIP Code
Telephone Number	Fax Number	
E-mail	Website	

Partnerships are available on a first-come, first served basis. Mail or email this form to:

Odney  
Attention: Taylor Lach  
PO Box 2035  
Bismarck, ND 58502-2057

Email: tlach@odney.com  
Phone: 701-222-8721

The following cooperative advertising opportunities need to be reserved with Taylor Lach, the Account Executive representing ND Tourism's cooperative plan with Odney.

Tourism will provide a 50% match, up to \$2,500 towards digital and social co-op placements until maximum budget is reached.

**TRADITIONAL MEDIA**

ND Living – up to 3 partners/month

- February - \$300
- May - \$300
- June - \$300
- July - \$300
- August - \$300

In-State Radio – 4 weeks

BOOK BY JANUARY 31, 2024

- Bismarck - \$5,355.00
- Fargo - \$8,880.00
- Grand Forks - \$4,812.45
- Devils Lake - \$1,764.60
- Dickinson - \$1,447.20
- Jamestown - \$1,878.00
- Minot - \$1,812.00
- Valley City - \$1,260.00
- Wahpeton - \$1,620.00
- Williston - \$1,976.40

**DIGITAL MEDIA**

Cross-Device Display

- \$2,500

Cross-Device Video

- \$2,500

Connected Television

- \$5,000

Native Ads

- \$2,500

Streaming Audio/Podcasts

- \$5,000

Google Keyword

- \$3,000

Email – Max of 3 partners total

- \$2,500

**SOCIAL MEDIA**

Max of 3 partners/month

- Level 1 - \$1,500
- Level 2 - \$2,500
- Level 3 - \$3,000

Although the following cooperative advertising opportunities need to be directly reserved through the vendors, North Dakota Tourism keeps record of participation.

Please check those that apply.

**Public Relations**

Travel Influencer

- Silver Level
- Gold Level

**Online Media**

Website Advertising

- Run of Site Ads
- Homepage Ads

E-Newsletter Advertising

- Monthly E-newsletter
- Custom Email Blast