



NORTH Dakota

Be Legendary.

20
25

NORTH DAKOTA TOURISM DIVISION
OFFICIAL ADVERTISING OPPORTUNITIES

Digital • eNews • Featured Listings

NORTH DAKOTA TOURISM AT-A-GLANCE

REACH QUALIFIED LEISURE VISITORS



WEB: 4.2M PAGEVIEWS
pages 3 - 4



**ENEWS: 40,000+
SUBSCRIBERS/MONTH**
page 5

ENGAGEMENT

2.6 million Visits
(+23%) Sept. 2022–Sept. 2023

4.2 million Pageviews

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

42.7% Open Rate

1.60% 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

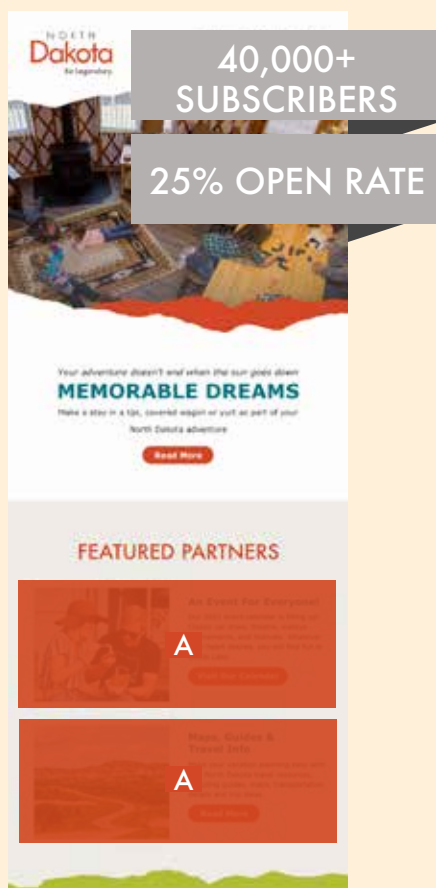


Age
Under 25: 6%
25-44: 41%
45-64: 37%

NORTH DAKOTA TOURISM ENEWS



A FORMATTED AD



CUSTOM

COSTS

ITEM	RATE
MONTHLY E-NEWSLETTER	
Formatted Ad	\$400
Can purchase as single unit,	\$900
OR in bulk as 3 units or 6 units	\$1200
CUSTOM (100% SOV)	
Custom Hunting & Fishing	\$650
Custom Leisure	\$2,000

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

NDTOURISM.COM WEB ADVERTISING



A HOMEPAGE



B RUN-OF-SITE (ROS)

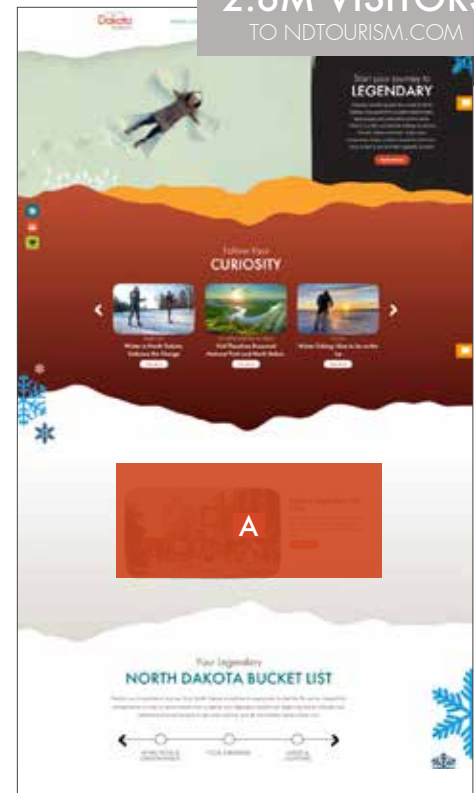
PRICE	
TOTAL WEB AD IMPRESSIONS	RATE
50,000	\$550
100,000	\$1,100
125,000	\$1,375
150,000	\$1,600
200,000	\$2,200

* Includes both Ad Units shown above

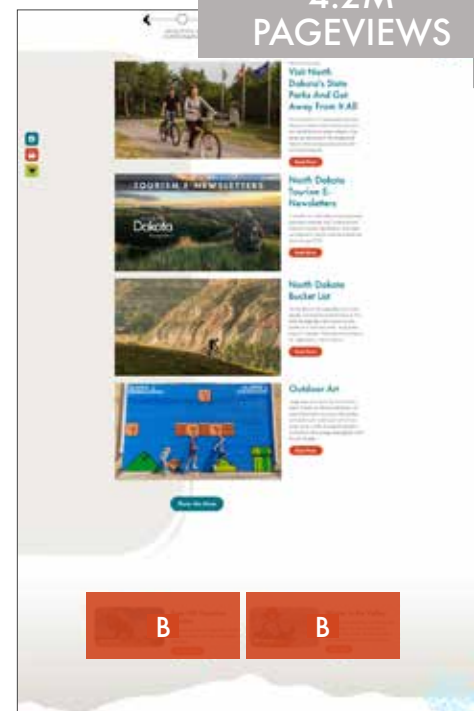
ABOUT

- **Targeted Advantages:**
 - Benefit from a tailored campaign strategy
 - Optimized by relevant site content
 - Location based including/excluding cities / states your message by site content, season or geography
 - Day-parting to reach audiences when most engaged
 - Control your exposure and return with monthly reporting and our impressions-over-time model
- **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 (ROS) 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.

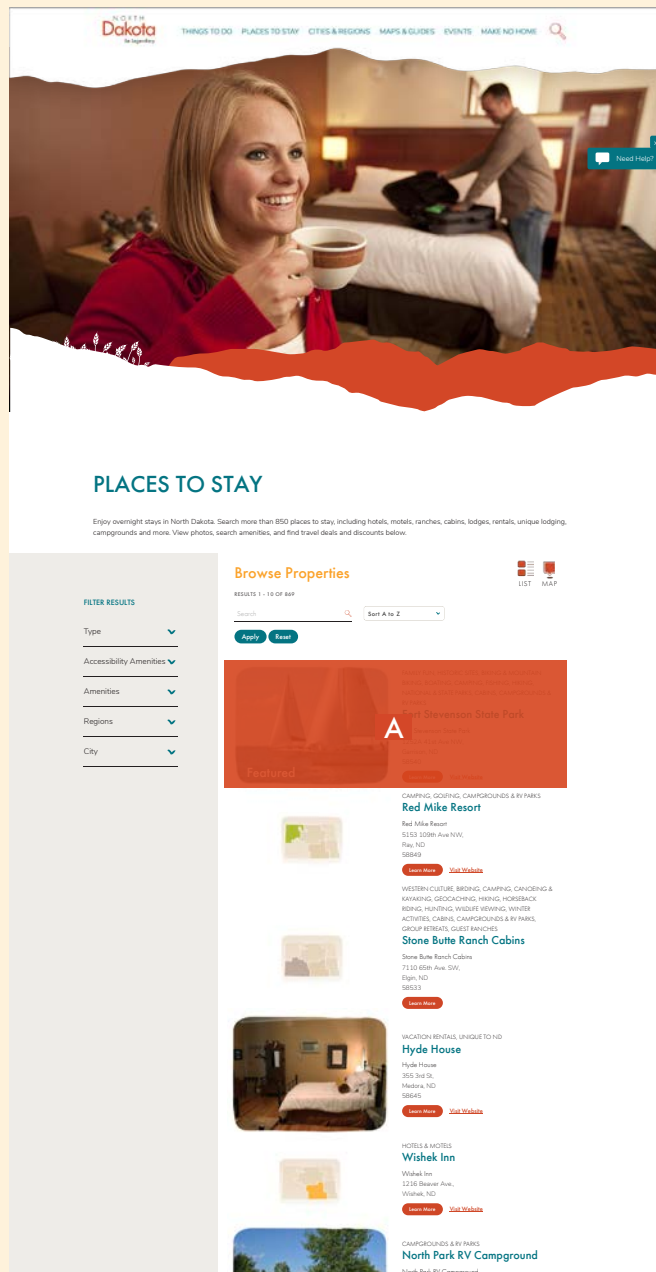
2.6M VISITORS
TO NDTOURISM.COM



4.2M PAGEVIEWS



NORTH DAKOTA TOURISM FEATURED BUSINESS LISTING



LISTINGS

COSTS

ITEM	RATE
Annual Price (<i>Standalone</i>)	\$500
Annual Price (<i>Add-On to Advertising Package Purchase</i>)	\$435



FAMILY FUN, HISTORIC SITES, BIKING & MOUNTAIN BIKING, BOATING, CAMPING, FISHING, HIKING, NATIONAL & STATE PARKS, CABINS, CAMPGROUNDS & RV PARKS

Fort Stevenson State Park

Fort Stevenson State Park
1252A 41st Ave NW,
Garrison, ND
58540

[Learn More](#) [Visit Website](#)

A FEATURED LISTING

ABOUT

Featured business listings will be automatically funneled to the top of relevant listing pages (e.g. Attractions, Places to Stay etc). and will display a special "Featured" banner, delineating them from other listings on the page to ensure your business is top of mind when visitors are looking to convert on ndtourism.com

This program can be purchased as an add-on to other advertising opportunities, or as a standalone package.

*Partners are responsible for adding and updating their listings in the North Dakota Partner Portal. Each listing must include at least one image to be displayed on ndtourism.com.