

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

Winnipeg Free Press – up to 3 partners

- ☐ June - \$500

**SOCIAL MEDIA**

Max of 3 partners/month

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

**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

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
- ☐ Featured Business Listing