

NORTH Dakota

Be Legendary.



20
26

NORTH DAKOTA TOURISM DIVISION
OFFICIAL ADVERTISING OPPORTUNITIES

Digital • eNews • Featured Listings

NORTH DAKOTA TOURISM

ENEWS

SPONSORED 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](#)

SPONSORED PARTNERS

An Event For Everyone!
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[Visit Our Calendar](#)

Maps, Guides & Travel Info
Your travels starting here with North Dakota travel resources, trip guides, maps, transportation and more.

[Visit Now](#)

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
MONTHLY E-NEWSLETTER	
Formatted Ad	
1st placement	\$400
10% off for 2-3	\$360 each
20% off for 4-6	\$320 each
Sponsored Event Listing	\$400
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

WEB ADVERTISING

ABOUT

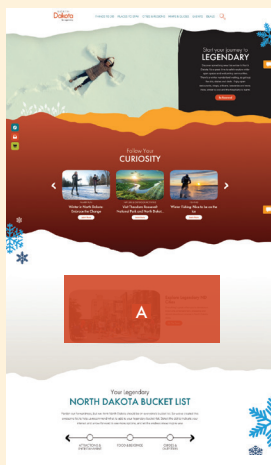
• Targeted Advantages:

- Benefit from a tailored campaign strategy
- Optimized by relevant site content
- Day-parting to reach audiences when most engaged
- Control your exposure and return with monthly reporting and our impressions-over-time model

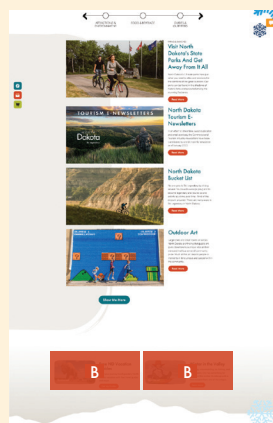
A Homepage Ads: Drive highly qualified visitors from the NDtourism.com homepage directly to your site by featuring your provided photo, title, featured copy and link to a profile or article page of your choice.

B 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.

A HOMEPAGE



B RUN-OF-SITE (ROS)

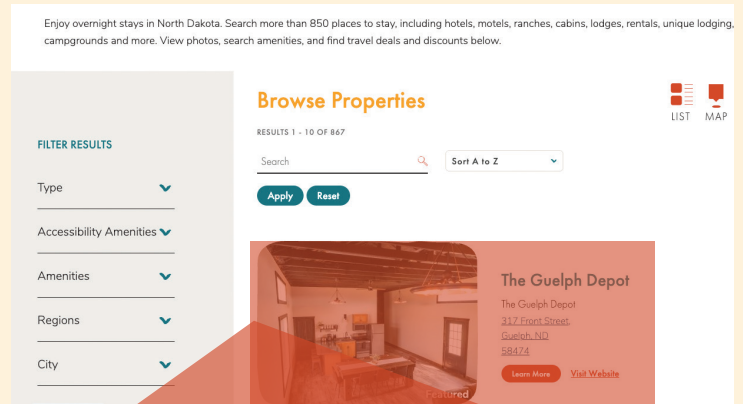


SPONSORED PARTNER PROFILE

ABOUT

Sponsored 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

*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.



PRICE

TOTAL WEB AD IMPRESSIONS	RATE
100,000	\$1,200
150,000	\$1,725
200,000	\$2,200
250,000	\$2,625

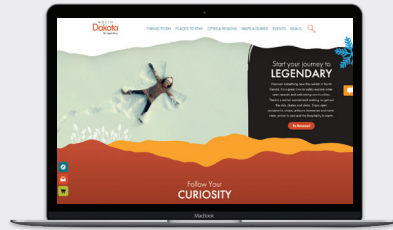
Includes both Ad Units shown

PRICE

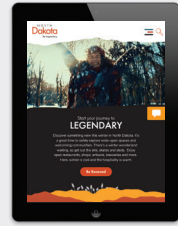
ITEM	RATE
Annual Price (Standalone)	\$500
Annual Price (Add-On to Advertising Package Purchase)	\$435

NORTH DAKOTA TOURISM AT-A-GLANCE

REACH
QUALIFIED
LEISURE
VISITORS



WEB: 4.1M PAGEVIEWS



ENEWS: 40,000+
SUBSCRIBERS/MONTH

ENGAGEMENT

Total website partner referrals:
318,000+

Sponsored Profiles:
60% more view on average
2x Website Clicks on average*

25% Open Rate
1.60% CTR

*Compared to free web listings

TOURISM
NUMBERS



25.6 MILLION
Total Visitors
in 2023 (+5.3%)



\$3.33 BILLION
in Travel Spending
in 2023



2.7 Nights
Average
Night Stay



45,000+ Jobs
Within the
Tourism Industry

TOP MARKETS

DOMESTIC: TOP 10

Minnesota, South Dakota, Montana,
Texas, Illinois, Washington, California,
Wisconsin, Colorado, Arizona

INTERNATIONAL: TOP 5

United Kingdom, India,
Germany, Australia, France
(Excludes Canada)

DEMOGRAPHICS

Overnight Visitors*



Gender
58% Male
42% Female



Age
Under 25: 13%
25-44: 43%
45-64: 30%

*Source: Longwoods Int'l Visitor Profile 2023