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North Dakota Department of Commerce Tourism Division 2010 Media Plan

Presented October 8, 2009

The image for North Dakota is developing thanks to new media attention on our state's relatively strong economy and tourism's Legendary branding campaign now in its seventh year. Only a few years ago many had no visual representation of North Dakota. But as the old Bob Dylan song says, "the times they are a changin'!" and the blank spot is being filled by smiling faces in scenic places.

With the 2008 campaign evolution to "I am Legendary," we were able to convey our message in a more personal and empowering way. The 2008 numbers verified that in spite of a difficult economy and staggering gas prices, visitation to North Dakota and visitor spending increased again. The new TSA research shows this increase to be 11.9%, remarkable compared to other states, many of which saw declines. The early numbers for 2009 also look promising, validating our regionally-targeted strategy and creative messaging

2010 will bring a new twist on "I am Legendary," again furthering the emotional connection to interest even more potential visitors in a North Dakota vacation ... or two or three. In addition to new creative in television, print and radio, tourism will also use new media to get the word out to more people. Changes in this year's plan include an increased presence in Canada, new print publications, added fall television, more geo-targeted on-line advertising and increased integration with PR- social media to push our niche markets. We also have several new cooperative advertising options to help your ad dollars go further.

Thanks go out to our creative and media buying partners at Odney. With the tough national economy, they scoured through even more media proposal and pitches than last year. There are many members of Pat Finken's team that work on our account and believe, as we do, that we have a great story to tell. Trish Helgeson ties it all together. If you have questions Odney can help you with, feel free to contact her at 701-221-8721 or thelgeson@odney.com.

The tourism team continues to look for creative ways to efficiently bring you more visitors. We have briefly highlighted our partner opportunities for 2010. There are numerous chances to partner in all program areas if you can't do them all pick a couple and see how leveraging our resources can make your budget go further.

Watch for our new campaign to be unveiled early next year and keep spreading the good news. This is our time in the national spotlight. Let's keep tourism part of the mix.



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North Dakota Department of Commerce

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This plan provides an overview of the Tourism Division programs and cooperative partnership opportunities, as well as the target markets and media plan for specific programs.

E-MARKETING, LEISURE MARKETING and RESEARCH

Each year, North Dakota plays host to more than 16 million domestic and Canadian visitor trips. Reaching out to visitors is a multi-faceted marketing effort, including new marketing and traditional marketing methods, with research as the backbone.

Since 2002, the Legendary positioning of North Dakota has driven the strategies and messages used in the Tourism Division's e-marketing and leisure marketing methods. Expanded detail on the Tourism Division's marketing strategies is provided within this media plan.

E-Marketing

Although online marketing isn't new, its interactive and exponential growth continues to warrant its description as "new marketing." The strategy behind North Dakota Tourism's e-marketing program is to build brand identity and recognition, increase awareness and impressions of North Dakota as a travel destination, and foster organic search engine optimization. Efforts are diversified to include:

- Blog: <http://legendarynd.wordpress.com>
- E-newsletters
- Keyword marketing for search engine optimization
- Online advertising
- Online travel counseling
- Social networking/marketing (*additional efforts are noted in the Public Relations section of this Media Plan*)
 - Photo sharing: <http://www.flickr.com/groups/northdakota/>
 - Video sharing: <http://www.youtube.com/user/LegendaryND>
- Web site maintenance and promotion at www.NDtourism.com

Leisure Marketing

North Dakota's Legendary message is promoted through an integrated traditional media campaign, including television, print, radio and out-of-home. Details of the 2010 media buy are provided in this media plan.

- Travel Counseling
Each year, travel counselors for North Dakota Tourism answer more than 17,000 phone calls, e-mails, letters and online requests for information. They assist students with North Dakota state projects and regularly provide feedback on travel Web sites, such as TripAdvisor.com, for North Dakota travel questions.

Research

The Tourism Division uses research to strategically analyze visitor interest, market share, target markets, advertising effectiveness and much more. Internal efforts are complemented by national and international research provided by the U.S. Travel Association. Reports are made available, quarterly, in the Tourism Division newsletter and under the Industry section of NDtourism.com. Research efforts and reporting include:

- Accommodations-sector reports
- Airport boardings
- Canadian border crossings
- Canadian visitation reports
- Conversion studies
- Domestic visitor profiling
- Economic base for the state
- Inquiry tracking
- Return on investment (advertising effectiveness)
- Tourism Satellite Accounting
- Visitation tracking (as provided by partners)

Cooperative Opportunities

- Advertising (details noted at the back of the Media Plan)
- Guest-Blogging - contact Heather LeMoine at hlemoine@nd.gov for details.
- High-Resolution Photos
 - Photos may be used by partners for promotional purposes, at no cost. Contact Scooter Pursley at jpursley@nd.gov or 701-328-2874 for more information. Access the gallery at: <http://www.ndtourism.com/smartmail/high-res-images/>
- Industry ListServes
 - Three ListServes are available for tourism colleagues across the state to network and connection on questions and important topics. Register for the ListServes at: <http://web.apps.state.nd.us/itd/listserv/maint.htm?reqid=COM&request=AgencyListServerEmail> - topic groups are:
 - [North Dakota Accommodations](#)
 - [North Dakota Attractions/Events](#)
 - [North Dakota Tourism Marketing & PR](#)
- Literature Rack Distribution Program
 - Also known as the “rest area brochure rack program,” this effort (in partnership from the North Dakota Dept. of Transportation) puts visitor guides and brochures in the state’s 13 rest areas. It’s a great opportunity to reach travelers when they are already in-state. The cost is \$200 per year, per brochure. In order to reserve space in 2010, the deadline for partner agreements is January 8, 2010. To participate, contact Tammy Backhaus at tbackhaus@nd.gov or 701-328-2526.
- Merchandise
 - North Dakota Legendary merchandise is available to partners, for sale in visitor centers and retailers, at negotiated price breaks. In 2010, a new online gift shop will also be available via www.NDtourism.com with increased visibility of Legendary logowear and novelty items. For information on merchandise, contact Cheryl Purdy at cpurdy@nd.gov or 701-328-2548.

- Online Literature Distribution Program
 - Reach more potential visitors through the high traffic of NDtourism.com. A company called One Fulfillment provides tourism brochures from across the state delivered in one comprehensive package, thus saving time and money. Partners can reach more people and have less in-house fulfillment time and cost, while benefitting from services and monthly reports. Partner costs include shipping of their brochures to the fulfillment warehouse, and the cost of first-class postage rate for each brochure mailed. There are no participation fees. To participate, contact One Fulfillment LLC at 1-877-818-5195.
- Publication Advertising
 - Advertising in the annual Travel Guide and Hunting & Fishing Guide is provided through contractors with the Tourism Division. Advertising deadlines are typically October 1. For advertising information, contact Heather LeMoine at hlemoine@nd.gov.
- Statistic Reporting
 - The Tourism Division benefits from partners who provide their visitation numbers. This allows us to gauge our industry health, markets and interests and answer media and legislative questions. All partners are encouraged to participate and learn more by e-mailing Tricia Miller at tamiller@nd.gov.
- Travel Guide and Web site Listings
 - Listings in the annual Travel Guide and via NDtourism.com are provided at no charge to partners. Partners are encouraged to enter accommodation, attraction, event and package information via online “partner access” - a tool that gives state stakeholders easy access to NDtourism.com. Once entered, the information feeds not only the Web site and Travel Guide, but is also used for press releases, e-marketing efforts and more.

GROUP TRAVEL MARKETING

North Dakota Tourism Group Travel's product development includes actively marketing throughout the United States and Canada by attending national and regional conventions, along with advertising, product development, marketing missions, familiarization tours and marketplace expos.

Focus is on tour operators, motorcoach companies and travel planners, along with new affinity groups such as religious travel planners, travel agents and home-based travel agents. These travel industry leader's work closely with the senior, boomer and student markets, faith-based and bank travel, RV and motorcycle groups, military and reunions.

One coach carrying 55 passengers to a community can generate up to \$12,000.

Group tour travelers are often looking for cultural activities and festivals, attractions, shopping, dining and parks.

Product Development Shows

North Dakota Tourism has a national membership with travel and tourism industries, including American Bus Association, National Tour Association, Bank Travel, Heritage Club International and World Religious Travel Association. Benefits include up-to-date travel trends, opportunities to meet with new tourism-related companies, receive newsletters, press releases, national magazines and travel reports, and are linked to Web sites and social media networks. For more information, please contact Deanne Felchle, Group Travel Marketing, dfelchle@nd.gov or 800-435-5663.

- **NEW** - November 14-16, 2009 - **World Religious Travel Association Expo**, Reno, NV
The faith based-religious market accounts for \$18 billion in religious travel.
<http://wrtareligioustravel.com/wrta/>
- November 14-18, 2009 - **National Tour Association Conference**, Reno, NV
NTA is made up of 700 tour operators, travel and tour professionals working with seniors, boomers, students, bank clubs, religious and performance markets. <http://www.ntaonline.com/>
- January 14-19, 2010 - **American Bus Association Annual Conference**, Washington, DC
ABA's organization has more than 1,000 motorcoach owners and tour company members in the United States and Canada. <http://www.buses.org/>
- February 7-9, 2010 - **Bank Travel Conference**, Milwaukee, WI
This organization has a captive audience of Bank Loyal Program Directors, mostly from the Southeast and South Central regions. <http://www.banktravel.com/>
- **NEW** - March 24-27, 2010 - **Heritage Club International**, Oklahoma City, OK
Heritage Club International's members include Bank Club Directors and Heritage Partners from the Midwest region. <http://www.heritageclubs.com/>
- June 2-5, 2010 - **Travel Alliance Partners, LLC**, Branson MO
Thirty-six premiere tour operators in the United States and Canada make up the partnership.
<http://www.travelalliancepartners.com/>

Partnership Opportunities/Shows

Travel and Trade shows that include in-state partners put your product in front of companies and individuals looking for new, unique places and experiences. Product development, or sales missions, and familiarization tours provide you the stage to showcase your business to pre-selected, qualified, travel professionals and to discover how they start the development of a tour and what they require for their group guests. For more information, please contact Deanne Felchle, Group Travel Marketing, dfelchle@nd.gov or 701-328-2502.

- January 22-23, 2010 - **Foreman Travel Show**, Sioux Falls, SD
Exhibit format closed to the general public on group leader's day
- March - **Product Development/Marketing Mission** - Location and date to be determined
- June 16-19, 2010 - FAM - **Central and West Familiarization Tour**
- August 9-14, 2010 - Sturgis, SD - **Motorcycle Rally**
- August, 2010 - FAM - **2 Nation Tours** - Location and dates to be determined

Advertising Group Travel

Print, online and social media provide a variety of avenues to advertise and promote the North Dakota vacation. The magazines selected for group travel advertising are based on memberships, readership, editorial, advertorials and content specific to the group travel market. In 2010, group travel advertising will be included in the following print publications:

- American Bus Association Magazine - Destinations - November/December 2009, March/April 2010, November/December 2010
- American Bus Association - Marketer Membership Directory 2010
- National Tour Association Magazine - Courier - December 2009, February 2010, June 2010, October 2010
- National Tour Association - Membership Directory enhanced listing, June 2010
- Package Travel Insider Magazine - March/April 2010, May/June 2010
- **NEW**- Group Travel Leader - December 2009, April 2010
- **NEW**- Group Tour Magazine - January 2010, April 2010, July 2010, October 2010
- **NEW**- Itineraries Midwest - Fall/Winter 2010

Familiarization Tours

Familiarization tours with group-travel host organizations give tour operators firsthand knowledge and experience about North Dakota in order to entice them to plan and sell North Dakota trips. If you are interested in being a FAM tour partner, please contact Deanne Felchle, Group Travel Marketing, dfelchle@nd.gov or 701-328-2502.

INTERNATIONAL MARKETING

Overseas travelers represent 43 percent of U.S. international arrivals, yet they account for 79 percent of the \$122.3 billion spent by international visitors to the United States. To learn more about the economic impact of travel, visit www.poweroftravel.org.

North Dakota targets the Nordic countries of Norway, Sweden, Denmark, Iceland and Finland. The Visit USA committees in the Nordic region are now working together in their American focus, showcasing all of the activities in the U.S. Combined, they represent the fourth largest international travel market.

The German-speaking markets are the consistent leader in numbers of travelers to the United States, and continue to be our prime European target. There is growing support in Italy, France, the Netherlands and the United Kingdom.

In 2008, North Dakota joined its first sales mission to Australia. This is developing as a prime target with great interest in the outdoors and active lifestyles. Australia also has an opposing-season to North America/North Dakota - so Australians enjoy spending their winters where it is summer.

In our efforts to maximize budget and international presence, North Dakota continues working with Rocky Mountain International. RMI is a conglomeration of six states and gateways in our region. North Dakota is a leader in Scandinavia for the RMI region and a full-working partner in Australia.

International Travel Shows

Participation in international travel and trade shows builds relationships and credibility within the industry and allows the opportunity to introduce prospective international travelers to North Dakota and our in-country partners.

- January 13-17, 2010 - Reiseliv Travel & Trade Show, Norway*
- January 19, 2010 - Visit USA/Discover America, Stockholm, Sweden
- January 28-31, 2010 - Ferie Trade Show, Denmark
- February 2, 2010 - Visit USA/Discover America, Gothenburg
- February 14-18, 2010 - Discover America Australia Expo, Melbourne, Brisbane, Sydney
- March 5-6, 2010 - Swanson Travel Show, Osby, Sweden
- March 7-8, 2010 - Agent training Knecht Reisen, Zurich
- March 9-14, 2010 - ITB Berlin*
- March 16, 2010 - Visit USA/Discover America, Malmo, Sweden
- April 14-17, 2010 - RMI Roundup, Great Falls, Montana
- May 15-20, 2010 - US Travel Association Powwow, Orlando*

* *Partners may attend shows on a space-available basis. For information on partnering at shows, contact Fred Walker at fwalker@nd.gov or 701-328-3502.*

Advertising North Dakota Internationally

- America Journal Magazine - Germany - <http://www.americajournal.de/> - November/December 2009, March/April 2010, May/June 2010
- American Quarter Horse Magazine - Germany
- Discover America Guide (annual publication) - 6 languages
- Discover America Web site

Familiarization Tours and Cooperative Opportunities

Annually, North Dakota Tourism hosts 15-25 international media. The interest and appeal for international travelers is North Dakota's culture, heritage and outdoors. At this time, product development is greatly needed and the international tour operators and receptive operators seek properties that are full-service/inclusive with commissionable rates. For information on product development for international markets, please contact Fred Walker at fwalker@nd.gov or 701-328-3502.

Partners may choose to cooperatively advertise with North Dakota Tourism on the Discover America Web site, <http://www.discoveramerica.com/ca/>, and the Discover America Guide - which now has a new program allowing partners to select a specific language/market to advertise in. More information is available at the above listed Web site.

Partners who would like to strengthen their international presence on a country-by-country basis can also have access to contact names and addresses. Contact Fred Walker for more information.

Lead-sharing is available in a Web-based format. Contact Fred Walker to be placed on the lead-sharing list.

"TRAVEL PROMOTION ACT" PASSES THE US SENATE

"The United States Senate took a giant step toward regaining America's position as the premier travel destination and strengthening our struggling economy," said Roger Dow, president and CEO of the U.S. Travel Association. "Nearly every company, city, state and developed nation understands the power of promotion. By getting in the global game, America will create tens of thousands of new jobs and strengthen its image in the world as visitors leave with an improved perception of our country and her people." For more information about the Travel Promotion Act, please visit www.poweroftravel.org

OUTDOOR RECREATION PROMOTIONS

In 2008, marketable-trip visitors to North Dakota reported their #1 activity in the state was related to the outdoors. Consistently, outdoor activities motivate travel to North Dakota. From birding to biking and camping to climbing, the North Dakota outdoors outperforms the nation in outdoor interest.

North Dakota's great outdoors, from scenery to activity, is woven throughout the Legendary campaign. Marketing efforts specific to outdoor recreation promotion include sport and travel shows, working with media, facilitation and participation in statewide outdoor events and publications to promote North Dakota's outdoor activities.

The strategies for outdoor recreation promotion are as varied as the recreational opportunities available. For hunting and fishing, prospective visitors are interested in the public and private land, the water levels, quantity of game and wonderful opportunities for the stories and experiences that come with a great outdoors trip.

Horseback riders, mountain bikers and hikers are wowed by the Maah Daah Hey Trail. Our strategies translate well in target markets, position North Dakota as essentially a day's drive but a whole other world as the topography and riding challenges of the Badlands attest.

Golfing and birding continue to be niche markets where North Dakota product is nationally competitive. We remind birders that North Dakota has more wildlife refuges than any other state. We highlight the unique features of world-class golf courses in all corners of the state and the truism that you can get a tee time. Not to be forgotten are the relatively un-crowded state parks, lakes and rivers for all types of water based recreation and simply the wild open spaces of North Dakota.

2009-2010 Sport/Travel Shows

- November 20-22 - Midwest Mountaineering Outdoor Expo, Minneapolis
- January 15-17 - Quad Cities Fishing and Vacation Show, Davenport, IA
- February 11-14 - Minneapolis/St. Paul RV Vacation and Camping Show - Minneapolis
- February 17-21 - Duluth Boat, Sports and Travel Show, Duluth, MN
- February 25-28 - Omaha Boat Sports and Travel Show, Omaha, NE
- February 26-28 - Pheasant Fest, Des Moines, IA
- March 10-14 - Milwaukee Journal Sentinel Show, Milwaukee, WI
- March 18-21 - International Sportsmen's Expo, Salt Lake City
- March 24-28 - Northwest Sportshow, Minneapolis

Additional shows being considered: Minnesota Horse Expo, LaCrosse Sport Show and several presentations at bicycle shops and horse clubs in target market areas.

Advertising Outdoor Recreations

North Dakota's great outdoors and Legendary message is integrated throughout the traditional leisure campaign, including television, print, radio and out-of-home. Niche print and e-marketing campaigns are also developed to support efforts in promoting birding and golf in North Dakota. These efforts are detailed in the 2010 media provided in this media plan.

North Dakota Tourism will continue its partnership with Jason Mitchell Outdoors in an advertising agreement for Mitchell's radio and television programs. A new outdoors ad is being produced for the first time in six years and will run for 12 weeks in the first-quarter and eight weeks in the third quarter, in the target markets of Madison, Milwaukee, Green Bay, Minneapolis and Sioux Falls.

In 2010, 70,000 copies of the Hunting and Fishing Guide will be printed and distributed at sport and travel shows, through in-state partners and on request.

Media Trips/Familiarization Tours

Media trips this past year included hunting and fishing shows, mountain biking and horseback riding treks, golf tours, birding festivals and several others. Similar events are being planned for 2010 and partners are welcome to participate. If you are interested in being a FAM tour partner please contact Mark Zimmerman at mzimmerman@nd.gov or 701-328-2509.

Cooperative Opportunities and Costs

Community organizations and individual businesses may partner with North Dakota Tourism in staffing travel and sport show booths. This is a great way to stretch budget dollars, make personal contacts and expand the presence of the state. Make show or brochure reservations through Mark Zimmerman at mzimmerman@nd.gov or 701-328-2509.

\$75 Placement of brochure (per show) in the North Dakota booth. Shipping costs to the show are also the responsibility of the partner.

\$250 Staffing in the North Dakota booth (per show). Signage is allowed in the booth with the opportunity to distribute material and make direct contact with potential visitors. Travel expenses are also the responsibility of the participating partner.

Partnerships are also being utilized in the development and completion of updates to maps and trail guides, in the hosting of national conferences that highlight the outdoor recreational opportunities in the state and in the sponsorship of community events that continue to grow and attract the outdoor enthusiast to North Dakota. Contact Mark Zimmerman for more information.

PUBLIC and MEDIA RELATIONS

North Dakota Tourism's public and media relations efforts are a powerful reinforcement of Tourism's messages in highly effective and extremely credible, respected forums. The compelling messages developed for advertising/marketing are the same ones used for public relations.

The public relations program positions the North Dakota tourism industry favorably in local, regional and national media while developing and maintaining working relationships with the media to provide unique story ideas.

Local Media - Traditional

The local media strategy is to proactively provide a variety of information to in-state media to increase the coverage of fun things to see and do throughout the state ultimately increasing the in-state travel to tourism-related locations.

- Develop and distribute "Things to Do" & "Theme" news releases
- Promote travel experiences on radio talk shows (KFGO, URL radio, etc.)
- Press conferences to announce tourism events (Tourism Week, Governor's Photo Contest)
- Pitch human interest angles on travel to statewide news networks
- Media events like the annual media blitz
- Freelance writers seminar - This annual event provides resources for in-state writers to develop their trade and pitch more North Dakota travel stories

Regional Media - Traditional

The regional strategy is designed to elevate the awareness of North Dakota as a travel destination to neighboring states and provinces. The goal is to provide unique and timely information to the regional media in an effort to increase the coverage of North Dakota.

- Customized media kits
- Quarterly pitches to publications
- Niche, rankings and visitation press releases
- FAM trips for regional media/bloggers

National Media - Traditional

The national strategy is also structured to elevate the awareness of North Dakota as a travel destination in an effort to increase the number of out-of-state visitors. The public relations pitches are more targeted to capture national coverage.

- Priority publication list
- Unique event strategies
- Package pitch opportunities
- PR ad placement in Society of American Travel Writers (SATW) directory
- FAM trips for national media

PR & Social Media

Social media gives North Dakota Tourism an outstanding opportunity for two-way conversations, both with media and the traveling public. With the explosion and popularity of social media outlets, North Dakota Tourism works to make immediate connections between the specific tourism strengths found in North Dakota and the people looking for those activities. Here are some of the places that you can follow North Dakota Tourism and join the conversation.

Facebook

Facebook is the world's largest social networking site, with more than 300 million active users and 50% of them logging on daily. The fastest growing demographic is those 35-years-old and older. Additional stats:

- More than 6 billion minutes are spent on Facebook each day (worldwide)
- More than 40 million status updates each day
- More than 10 million users become fans of pages each day
- There are more than 65 million active users currently accessing Facebook through their mobile devices.

Become a fan of *Travel North Dakota* or "friend" us at www.facebook.com/travelnorthdakota.

Twitter

Twitter is a popular micro-blogging site, with active users increasing by 900 percent in a year. Twitter is projected to have more than 25 million users by the end of 2009. Twitter has a large media following, with writers and professionals preferring to get their mini-news releases and scoops online. Additional stats:

- 76% of Twitter users use the Internet wirelessly
- The median age of a Twitter user is 31
- Although men and women follow a similar number of Twitter users, men have 15% more followers than women.

You can follow North Dakota Tourism at **NorthDakotaTour**: www.twitter.com/northdakotatour

Check out some of our shared images and feel free to share your own at twitpic:

<http://twitpic.com/photos/northdakotatour>

North Dakota maintains listings and/or monitors information at a handful of additional sites.

- **Trip Advisor** attracts more than 36 million monthly visitors across 15 popular travel brands. North Dakota Tourism has been participating in the forums and providing travel information for those seeking information on our attractions.
- **LinkedIn** is an interconnected network of experienced professionals from around the world, representing 170 industries and 200 countries.

For information on getting started in social media, or following industry leaders, contact Kim Schmidt at ksschmidt@nd.gov or 701-328-2532.

Partner Opportunities

- Press release distribution - New enhancements to the media room at www.NDtourism.com allow partners to post press releases through partner access and North Dakota Tourism distributes through our RSS feed. This will also reach all of our social media sites and blog.
- Media trips and familiarization tours
- Media events
- Submit unique story ideas and photos
- KFGO Radio - A travel hour is promoted, Saturdays from 1-2 p.m., Memorial Day weekend-Labor Day weekend. Partners are frequently identified for interviews.
- URL Radio - An internet radio station that launched on April 1, 2009. Tourism is currently hosting a "Travel Talk" segment monthly.

TOURISM DEVELOPMENT

Dean Ihla joined the Tourism Division in September as tourism development manager.

This new areas of emphasis will allow Dean to identify opportunities, conduct marketing and business development functions to support the start-up, retention, expansion and attraction of businesses in the tourism industry. Areas of emphasis include:

- Agriculture-based tourism
- Expanding recreation offerings
- Expanding education vacations
- Rural tourism development

Dean will work to facilitate tourism projects by collaborating with numerous tourism, development and industry groups and to reduce barriers to businesses wanting to provide a visitor experience.

Grants management will also fall under tourism development. Criteria and applications for annual tourism grants are online: <http://www.ndtourism.com/industry/nd-tourism-grants/>.

LEISURE MARKET ADVERTISING PLAN

2010 Marketing Strategic Direction

The Legendary strategy was implemented in 2002, and has been increasingly successful year after year. Ongoing research and measurement have been vital to that success, triggering evolution and enhancement of the strategy and refinements that keep it on track. The brand messaging remains spot-on, and continues to compel out-of-state visitors to choose North Dakota as their next vacation destination.

The strategy was further refined when research identified that a segmented approach was needed to take advantage of additional target audiences. In 2005, we learned that an increasing number of visitors were coming to North Dakota for the city experience, so a messaging and media strategy was developed to take advantage of this growing area. The border/city experience strategy has had proven success in the years since 2005. That same year, the niche strategy was implemented to communicate directly to niche audiences interested in some of the specific, exceptional product experiences in North Dakota. The niche strategy also has seen great success over the years. The marketing strategy will continue to build on the success of this three-pronged approach for the 2010 campaign.

The annual strategic retreat with key team members from ND Tourism, Odney and independent research firm Longwoods International is an integral part of the planning process. Together we set the strategic direction for the next year's media plan and campaign. The synergy at the 2009 session produced collaboration and insights that have been included in the 2010 plan including: more emphasis on the overall outdoor adventure niche, an extension of the Canadian advertising into the fall, increased cooperative opportunities for partners, increased online presence and targeted efforts toward direct flight markets.

Enclosed you will find refined methods and tactics that will help ND Tourism meet our important overall objectives - create awareness, generate interest, and motivate out-of-state marketable trips. Ultimately, the strategy collected here will build upon the strong, compelling brand image North Dakota has created while continuing to grow the tourism sector of the economy over the long-term.

Legendary Brand Strategy

North Dakota has created a highly effective Legendary brand strategy through careful analysis of continuous research. The strategy focuses on the core brand message of rich culture and heritage set in a scenic backdrop with fun things to see and do. The advertising messages motivate the target audience to experience North Dakota and its legendary adventures. This strategy is targeted toward audiences in Minnesota, Wisconsin, and South Dakota, and is used in national media buys.

Border/City Experience Strategy

The Border/City Experience strategy focuses on the unique and entertaining experiences in various cities across the state under the overall Legendary brand umbrella. The messages and visuals found in the advertising highlight shopping, dining, hotels and special events in North Dakota's cities. The primary targets of this strategy are Manitoba and Saskatchewan, Canada, western Minnesota, eastern Montana and northern South Dakota.

Niche Strategy

The Niche strategy brings North Dakota's strongest offerings to the audiences seeking these very specific experiences. The strategy has two main categories of experiences - History, Culture and Heritage, and Outdoor Adventure. Within the History, Culture and Heritage category, we focus on the promotion of specific historic, western, cowboy or American Indian experiences. The Outdoor Adventure niche focuses on golfing, birding, mountain biking, fishing, and hunting experiences. For each of these experiences, the messages are specifically targeted to specialty audiences regionally and nationally through targeted efforts, social media, special interest publications, sponsorships and cable television.

Target Audience and Priority Markets

ND Tourism and Odney have identified the most promising markets and target audiences through a research-based approach. The campaign is especially designed to target the overnight touring market. These potential visitors can be influenced by marketing to choose North Dakota as their next pleasure trip. The visitor studies through Longwoods research show that North Dakota's target audience has the following characteristics:

- Age 35-64+, with an average age of 44.4 years
- Female skew, since they make the majority of travel decisions
- College-educated
- Employed
- White collar/managerial/professional
- Personal vehicle is the primary means of transportation to the state
- Travel party is average of 3 people
- 37% of visitors are in two-member households
- 60% of visitors do not have children under 18
- 76% are married/with partner
- Season of trip is fairly consistent throughout the year

According to research, authenticity is extremely important to North Dakota visitors. North Dakota visitors want their next vacation to have an adult and family atmosphere, be popular, must-see, unique and exciting. They have traveled and experienced many other destinations, but are now looking for an authentic experience. They are trend-setters, adventure-seekers, and busy parents with older children wanting to escape the every day.

The latest visitor study showed that the activities and experiences where North Dakota outranked the U.S. norm were national/state parks and outdoor experiences. The reason that visitors came to ND was outdoor recreation (21%), business travel (19%), special events (18%), touring (15%) and city trip (10%).

The priority markets will stay the same in 2010. The Legendary brand strategy will continue to be communicated to the target audience in Minnesota, Wisconsin and eastern South Dakota. The markets of Duluth, MN; Superior, WI; LaCrosse, WI; and Eau Claire, WI have been added to the priority markets this year. The Border/City Experience strategy will continue to be implemented in Canada, western Minnesota, eastern Montana and northern South Dakota. The Niche strategy will target visitors regionally and nationally, but through targeted media outlets.

ND Tourism's priority markets in order of importance are:

Minneapolis/St. Paul, MN	Legendary brand strategy
Appleton/Green Bay, WI	Legendary brand strategy
Madison, WI	Legendary brand strategy
Milwaukee, WI	Legendary brand strategy
Duluth, MN	Legendary brand strategy
Rapid City, SD	Legendary brand strategy
Sioux Falls, SD	Legendary brand strategy
Superior, WI	Legendary brand strategy
LaCrosse, WI	Legendary brand strategy
Eau Claire, WI	Legendary brand strategy
Winnipeg, MB	Border/City Experience strategy
Regina, MB	Border/City Experience strategy
Saskatoon, SK	Border/City Experience strategy
Bemidji, MN	Border/City Experience strategy
Fergus Falls, MN	Border/City Experience strategy
Fargo/Grand Forks, ND	Border/City Experience strategy
Aberdeen, SD	Border/City Experience strategy
Pierre, SD	Border/City Experience strategy
Glendive, MT	Border/City Experience strategy

2010 Creative Strategy

North Dakota's *Legendary* brand conveys a sense of the state's colorful past, the opportunity to explore unspoiled vistas, and the truly authentic experiences found in every part of the state. The one-word branding statement - *Legendary* - is memorable, powerful and evocative. By calling to mind the legends that once lived here, Sakakawea, Lewis and Clark, Theodore Roosevelt, General Custer and Sitting Bull, ND is connected to history in a way that deepens the experience for our visitors. The statement is also versatile, as it can be applied to a number of experiences ranging from outdoor recreation to shopping and urban amenities. Using the *Legendary* umbrella, messages can be crafted for each strategy and every target audience.

The creative strategy showcases North Dakota as a must-see, must-experience destination rich in culture and heritage, beautiful scenery and fun things to see and do. By leveraging unique experiences that only North Dakota can offer, the advertising communicates the *Legendary* brand. This can be seen in each of the specific strategies - *Legendary*, *Border* and *Niche* - as every communication and advertising effort in each area focuses on the compelling messages and experiences that defines those areas. Taking these messages and applying fresh creative executions to them helps potential travelers connect and see themselves engaging in the experiences and adventures that are unique to North Dakota. The top travel motivators will shine through the creative - adult and family atmosphere, excitement, popular, must-see, and unique.

For the 2010 campaign, ND Tourism and Odney are taking the "I am *Legendary*" to the next level, by incorporating it more fully into all communication elements with a fresh look and feel. The strong execution of "I am *Legendary*" personalizes the campaign allowing the viewer to not only be motivated by the brand, but to become a part of it. The emotional connection of the campaign is made on a very personal level and feels much more like a dialogue than a traditional monologue in which the destination is the star and the target audience is told to visit "because we're great." This application of *Legendary* is about the audience: It is designed to draw them out of their day-to-day lives. The people in our target audience live driving distance from North Dakota, yet their usual daily experience is far removed from the experience they will have here. "I am *Legendary*" will tap into the very personal desire these people have to experience something truly unique. We will show them how they will be changed by their North Dakota experience. They will be better people for their time here and can wear their experience as a badge of distinction.

The "I am *Legendary*" concept will stay the same, but it will be enhanced with new creative execution. The design of the 2010 campaign is authentic and edgy with an artistic feel. "I am *Legendary*" will set the tone of all the elements of the campaign with the development of three new television ads (*Legendary*, *Canadian* and *Outdoor* themed), a print ad series promoting specific North Dakota experiences, a newly designed Travel Guide, and a 2010 Hunting and Fishing Guide.

2010 Media Budget

The ND Tourism budget for advertising placement is \$2,000,000. The actual media value of that placement after the 7.5% rebate is \$2,162,162.16.

2010 Media Strategy

As in the past, our overall goal for the 2010 media strategy is to use the most cost-efficient media vehicles available to reach targeted audiences and teach our messages through repetition. This goal has served ND Tourism well in the past and we kept that focus in creating this plan.

A comprehensive analysis of all media outlets was used to select those most suited to motivate travelers to choose North Dakota for their next vacation destination. Odney used a variety of resources to search and analyze all the media options. Once the options were narrowed down, a bidding process was employed to invite the desired media to submit proposals to compete for a share of the buy. The outlet's audience-base, past success, cost-efficiency, editorial tie-ins, value-added opportunities and cooperative opportunities were all factors in the final media mix.

The media plan is developed to create an effective, sustainable campaign during the early planning stages in the spring through the fall shoulder season. With the target audiences planning their trip closer to the actual travel dates, it is important to have a consistent campaign with multiple messaging to reach the potential traveler at different times during the season. Experience, strategic media timing and strong negotiations allowed us to develop a media plan that will achieve high inquiries, increase awareness, and increase number of visitors to the state.

Overall Media Mix

Research has proven that a mix of media is most effective for increasing awareness and actual visitation to the state. The 2010 plan is comprised of a solid mix of media. Below is a recap of the media percentage breakouts:

- Television - 38%
- Print - 22%
- Online - 12%
- Newspaper - 11%
- Radio - 8%
- Out-of-Home - 7%
- Direct Mail - 2%

Media Mix by Target Audiences

- In the primary U.S. markets, the advertising will focus on the Legendary brand message. We will communicate those messages through the following mix of media outlets:
 - Broadcast TV
 - Direct response TV (includes national cable and regional broadcast stations)
 - Magazine/travel directory advertising
 - Newspaper insert
 - Online marketing
 - Out-of-Home advertising
- Advertising in the Canadian and near border/secondary markets will focus on the city/event/weekend getaway experience. We will communicate these compelling experiences through the following mix of media outlets:
 - Broadcast TV
 - Magazine advertising
 - Newspaper inserts
 - Radio
 - Online marketing
 - Out-of-Home advertising

- In the niche markets, advertising was analyzed and selected based on the niche categories as well as the media opportunities where the cost per thousand (CPM) was comparable to advertising in the overall campaign. The media outlets to reach the niches include:
 - Outdoor Adventure
 - Golf - Regional print advertising
 - Birding - National print advertising
 - Hunting and fishing - Cable television, sponsorship and online
 - History, Culture and Heritage
 - History - Print advertising
 - Western - Print advertising

- For the in-state audience, ND Tourism will continue its partnership with North Dakota Newspaper Association to provide print advertising in all the daily and weekly newspapers in North Dakota for six-weeks during the tourism season. Other in-state advertising includes: *Horizon Magazine*, and *North Dakota Living*. The cooperative radio program will add radio advertising promoting specific events to the in-state promotional mix.

- The group travel program will continue print advertising in trade publications.

- The international program will continue marketing North Dakota internationally. This plan includes catalog and event support as well as online and print advertising.

Media Plan Changes from 2009 to 2010

- **NEW** enhanced cooperative opportunities for partners including in-state radio-event promotion program, direct mail and e-mail blasts in addition to the traditional print advertising and ND Tourism options.

- **Legendary strategy advertising**
 - **Television**
 - Increased broadcast television TRPs in Minneapolis, Green Bay/Appleton and Madison DMAs. One week was added to the schedule.
 - **NEW** - Added broadcast television to the Duluth DMA
 - Decreased broadcast television slightly in Milwaukee and Sioux Falls
 - Eliminated cable television
 - Increased the number of leads in the MMSI direct response television program
 - **Newspaper Inserts**
 - **NEW** - Added Duluth, Superior, LaCrosse, and Eau Claire markets to the summer insert
 - **Print Advertising**
 - **NEW** - Added Arthur Frommer's Budget Travel - Midwest issue
 - **NEW** - Added South Dakota Magazine
 - **NEW** - Added Minnesota Monthly
 - Valassis American Heartland program discontinued
 - **NEW** - Added Readers Digest - Family Adventure issue
 - Eliminated Milwaukee Magazine
 - Eliminated Redbook Magazine brochure ad

- **Border/City Experience Strategy**
 - **Secondary U.S. Markets**
 - Increased broadcast television TRPs in Fargo/Grand Forks and Rapid City. One week was added to the schedule.
 - Decreased broadcast television slightly in Glendive
 - **Canada Markets**
 - Increased presence in Canada into the fall
 - **Television**
 - Increased broadcast television TRPs in Winnipeg and Regina. One week was added to the schedule.
 - **NEW** - Added TV listing advertising in Regina
 - **Print Advertising**
 - Increased print advertising into fall issues of CAA and Westworld
 - Eliminated Winnipeg Women/Men from the print ad schedule
 - **Newspaper Insert**
 - **NEW** - Added fall newspaper insert in Winnipeg, Regina, Brandon, Portage La Prairie, Weyburn, Estevan, Steinbach
 - **Radio Advertising**
 - **NEW** - Added one week of radio in fall to support newspaper insert in Winnipeg, Regina, and Brandon
 - **Out-of-home**
 - **NEW** - Added MTS Centre signage in Winnipeg during fall/winter season
 - **NEW** - Added transit shelters in Winnipeg
 - **NEW** - Added cooperative direct mail opportunities in Winnipeg and Regina

- Niche Strategy
 - Outdoor adventure
 - **NEW** - Added cable television in fall in Minneapolis, Milwaukee, Green Bay, and Madison.
 - **NEW** - Added Sioux Falls to the first quarter cable television schedule.
 - **NEW** - Added online Web site banner advertising
 - **NEW** - Added social media advertising on Facebook
 - Increased investment with the Jason Mitchell Outdoor sponsorship to extend cable television into fourth quarter
 - Focused on regional niche publications for golf instead of national publications
 - **NEW** - Added Wisconsin Golfer
 - **NEW** - Added cooperative direct mail and e-mail blast opportunities targeted at people interested in hunting/fishing and golf in traditional priority markets and direct flight markets
 - Eliminated national mountain biking print publication
 - History, Culture and Heritage
 - **NEW** - Added double-spread in American Heritage
 - **NEW** - Added Western Horseman
- Changes to online promotion
 - Increased overall online spending
 - **NEW** - Added social media advertising (Facebook)
 - **NEW** - Added Sojern, Inc. boarding pass advertising
 - Decreased keyword spending level
 - Changed Internet program with MMSI to increase geo-targeted internet leads
 - **NEW** - Added geo-targeted and behavioral targeted ad network with Media Networks, Inc.
 - Increased outdoor online promotion
 - Eliminated the integrated program with AAA

Media Plan Overview by Category

• Broadcast Television

North Dakota is an unknown to many, and so the importance of visually showing the beauty and excitement found here is extremely important in building North Dakota's image as a travel destination. Television continues to be especially effective in showing the potential audience what can be experienced in the state. The striking images we can convey on television through sight, sound, motion and emotion create the best medium for effectively motivating a potential visitor to respond to a call-to-action.

In 2010, ND Tourism will use broadcast television advertising in the U.S. and Canadian priority markets. Research has shown that visitors in these geographic target areas have the most propensity to travel and can be reached through television the most cost-efficiently. Broadcast television allows us to reach broad audiences based on programming and a cost-per-point basis.

The media plan outlines the TRPs (Total Rating Points) and flight dates by markets. Flights will air for four-weeks. The Minneapolis, Green Bay, Madison, Winnipeg, Regina, Fargo/Grand Forks, and Rapid City markets will run 250 TRPs per week for two weeks, take off two weeks and then run 250 TRPs for two weeks again. The Milwaukee, Duluth, Sioux Falls and Glendive markets will run three weeks at 250 TRPs per week.

Legendary Strategy - Priority U.S. Markets

- Campaign flight dates: 5/17 - 6/27/10 (2 weeks on - 2 weeks off - 2 weeks on)
 - Markets/Total TRPs
 - Minneapolis-St. Paul, MN - 1,000 TRPs
 - Green Bay/Appleton, WI - 1,000 TRPs
 - Madison, WI - 1,000 TRPs
- Campaign flight dates: 5/17 - 6/06/10 (3 weeks on)
 - Markets/Total TRPs
 - Duluth, MN - 750 TRPs
 - Sioux Falls, SD - 750 TRPs
 - Milwaukee, WI - 750 TRPs

Border/City Experience Strategy - Canadian and Secondary U.S. Markets

- Campaign flight dates: 5/17 - 6/27/10 (2 weeks on - 2 weeks off - 2 weeks on)
 - Markets/Total TRPs
 - Winnipeg, MB - 1,00 TRPs
 - Regina, SK - 1,000 TRPs
 - Fargo/Grand Forks, ND - 1,000 TRPs
 - Rapid City, SD - 1,000 TRPs
- Campaign flight dates: 5/17 - 6/06/10 (3 weeks on)
 - Markets/Total TRPs
 - Glendive, MT - 750 TRPs

Odney expects this planned media buy to achieve an approximate 85-90% reach and an average frequency of 10-11. Post-buy analysis will be conducted at the end of the flight to ensure the media buy delivers as planned.

- ***Direct Response Television***

ND Tourism will continue to use direct response television to increase the reach and frequency of the television message. Marketing & Media Services, LLC's (MMSI) per-inquiry program generates leads through television exposure on spot television stations and national cable networks. Thirty- and sixty-second spots will run with the MMSI toll-free number displayed for station tracking/fulfillment.

In 2008, the MMSI national cable and spot television direct response program aired from March 17, 2008 through September 2, 2008. During this timeframe, 1,410 television spots aired over a 170-day period and 2,588 leads were generated. Based on the analysis, the program would have cost \$1,252,715 or 18 times more than the actual per media budget of \$68,582 if a media schedule had been purchased. Within the program, the top lead generators included: Sci-Fi Channel, MMSI Web site, Animal Planet, Food Network, FamilyNet. The top five networks based on the highest average lead per spot: Fine Living, TV Guide Channel, Food Network, Weather Channel, Discovery Channel. The direct response daypart breakdown is very consistent with a typical television buy: 12 AM - 5:59 AM is 14%; 6 AM - 5:59 PM is 60%; and 7 PM - 11:59 PM is 26%.

The program in 2010 will begin in May and will end when 2,147 leads have been generated - approximately in August. ND Tourism's direct response television ads air on U.S. national cable networks and on cable and broadcast stations in selected regional spot markets.

U.S. national cable networks include:

Animal Planet, CNBC, DirecTV, Discovery HD Theater, Discovery Home, Discovery: The Science Channel, Familynet, Fine Living, Hits, Military Channel, MSNBC, NBC Weather Plus, Sci-Fi Channel, TV Guide Channel, and Weather Channel.

U.S. spot television markets include:

Minneapolis, MN; Green Bay, WI; Madison, WI; and Milwaukee, WI.

- ***Cable Television***

Niche Strategy - Outdoor Adventure

In 2010, ND Tourism will continue to advertise the legendary outdoor opportunities in North Dakota through cable television advertising. Cable television will air for 12 weeks from January through March and for eight weeks in August and September in key markets in Minnesota and Wisconsin on outdoor, hunting and fishing programming.

Markets/Cable Networks include:

Minneapolis - Fox Sports, Versus
Milwaukee - Fox Sports, ESPN2
Green Bay - Fox Sports, Versus, ESPN2
Madison - ESPN2, Versus, Fox Sports
Sioux Falls - Versus, Fox Sports

The sponsorship with Jason Mitchell Outdoors consists of mainly cable television. Jason Mitchell Outdoors airs during the best possible time slots on Fox Sports Net (FSN) North and TV17 Outdoors in Chicago. FSN North covers both: North and South Dakota, Minnesota, northern Iowa, northeastern Nebraska and Wisconsin. TV17 Outdoors Chicago is a subscription channel that covers blocks of northern Illinois. The following regional broadcast stations are tentative but include morning weekend time spots on WVTM Milwaukee, WI; WSAW Wausau, WI; Charter Media TV 18 Madison, WI; KDLT Sioux Falls, SD; KMIT Mason City, IA; KNDX Bismarck, ND; KVRR Fargo, ND; KSTP Minneapolis, MN and WDIO Duluth, MN.

Canadian - TV Channel Listing

The TV Listing Channel will target Regina, Weyburn/Estevan, Yorkton/Melville, Battlefords and Provincial with a :30 ad. The ads provide high frequency to these targeted markets by running 336 ads each week, every half-hour, seven days a week for four weeks. The campaign will run in June, 2010.

- ***Print Advertising***

Print advertising builds awareness and general inquiries with specific audiences for ND Tourism. These attributes make it an ongoing and vital component of the media mix in the tourism industry. Women's publications are important because women make the majority of travel decisions; and travel directory and brochure ads are important in the print mix for their ability to generate high inquiry levels. In preparing this plan, all publications were analyzed and prioritized based on their appeal to the target audience, their ability to reach our geographic target area, as well as cost-efficiency (CPM), inquiries generated in 2009, editorial special features, quality and fit with our brand message, and value-added elements. For 2010, ND Tourism added some new publications and changed frequency in some publications.

Legendary Strategy - Print Advertising

Print advertising, both brochure and full-page, will be used to promote the state and generate interest. To reach the out-of-state touring audience, the following publications were chosen: *AAA Living/AAA Home and Away*, *AAA TourBook*; *AARP*; *Arthur Frommer's Budget Travel*; *Family Circle*; *Good Housekeeping*; *Ladies' Home Journal*; *Midwest Living*; *Minnesota Monthly*; *MPLS St Paul Magazine* and *South Dakota Magazine*.

We know that branding makes visitors want to come to North Dakota. Inquiry-generating ads motivate visitors to act on that desire by requesting travel planning information. Travel service brochure ads and directory ads in newspaper inserts give potential visitors a convenient way to take action and generate high levels of inquiries.

USA Weekend Travel Service; *Valassis - America's Best Vacations*; *Midwest Vacation Guide Newspaper Insert*; *Readers Digest America's Heartland* and *Readers Digest Family Adventure* are the travel service brochure advertising opportunities that will be used in 2010 to generate inquiries.

Border/City Experience Strategy - Print Advertising

The publications chosen for the Border/City Experience strategy to reach the Canadian and secondary market audiences include: Canadian Automobile Association publications *CAA Manitoba Going Places* and *Westworld Saskatchewan*; lifestyle magazines *Style Manitoba*, *Prairies North*, and *Western Living Magazine*.

Niche - Print Advertising

Over the years, we have found that using print advertising to reach specific, niche audiences is very successful. In 2010, we will use the following publications to reach the audiences in our priority niche markets: *American Heritage*, *Birder's World*, *Birding*, *Midwest Golfing Magazine*, *Minnesota Golfer*, *Western Horseman*, and *Wisconsin Golfer*.

- ***Newspaper Inserts***

Research tells us that the newspaper insert strategy has successfully delivered high awareness levels in the targeted markets. The inserts effectively place travel planning information into the hands of the potential traveler close to the time of actual booking. ND Tourism will be developing two inserts in 2010 - one in the summer and one in the fall. The summer insert will continue to focus on special events in the state with a strong call-to-action to the Web site for more information about attractions and accommodations. For 2010, we will add a new fall insert to target the Canadian audience. Industry partner ads enhance both inserts providing more detailed destination information.

Summer Newspaper Insert

For the summer insert, ND Tourism will develop one newspaper insert to save money on production and printing. The Legendary brand message and the Border/City Experience message will be communicated in an insert that is distributed in newspapers to over 2.2 million households in the U.S. and Canadian priority markets. All newspaper inserts will be distributed on Friday/Saturday/Sunday, June 10-13, 2010.

Primary U.S. Markets

- Minneapolis, MN - Star Tribune
- St. Paul, MN - Pioneer Press
- Sioux Falls, SD - Argus Leader
- Milwaukee, WI - Milwaukee Journal Sentinel
- Duluth, MN - Duluth News Tribune
- Superior, WI - Wisconsin Superior Telegram
- LaCrosse, WI - LaCrosse Tribune
- Eau Claire, WI - Eau Claire Leader Telegram
- Madison, WI - Madison Capital News
- (10) Wisconsin Area Newspapers*

- * includes Appleton Post-Crescent, Fond du Lac Reporter, Green Bay Press - Gazette, Manitowoc Herald Times Reporter, Oshkosh Northwester, Sheboygan Press, Wausau Herald Times Reporter, Marshfield News Herald, Stevens Point Journal, Wisconsin Rapids Daily Tribune

Canadian Markets

- Winnipeg, MB - Winnipeg Free Press
- Regina, SK - Leader Post
- Saskatoon, SK - Star Phoenix
- Portage La Prairie, MB - Daily Graphic
- Brandon, MB - Brandon Sun
- Estevan, SK - Southeast Trader Express
- Weyburn, SK - Weyburn Review
- Steinbach, MB - The Carillion

Secondary U.S. Markets

- Fargo, ND - Fargo Forum
- Grand Forks, ND - Grand Forks Herald
- Pierre, SD - Capital Journal
- Aberdeen, SD - American News
- Fergus Falls, MN - The Daily Journal
- Bemidji, MN - Bemidji Pioneer
- Glendive, MT - Ranger Review
- Rapid City, SD - Rapid City Journal*

- **The only secondary U.S. market with the Legendary brand message.*

Fall Newspaper Insert

For the fall newspaper insert, ND Tourism will develop one newspaper insert targeting the Canadian audience with specific Canadian messaging. Partner ads with special Canadian offers will enhance the insert. The insert will be distributed in newspapers to over 390,000 households in the U.S. and Canadian priority markets. All newspaper inserts will be distributed on Saturday/Sunday, August 28-29, 2010.

Canadian Markets

Winnipeg, MB - Winnipeg Free Press
Regina, SK - Leader Post
Portage La Prairie, MB - Daily Graphic
Brandon, MB - Brandon Sun
Estevan, SK - Southeast Trader Express
Weyburn, SK - Weyburn Review
Steinbach, MB - The Carillion

- ***Radio Advertising***

The radio advertising will support the newspaper insert by driving listeners to look for the newspaper inserts in the Canadian and secondary markets. The message will direct listeners to learn more about North Dakota by watching for the insert. The radio will run 300 TRPs per week (in rated markets) for two weeks, May 31 - June 13 and for one week, August 23-27 right up to the newspaper insert distribution dates.

Summer Campaign

Flight Dates: 5/31 - 6/13/10

Canadian Markets: Winnipeg, MB; Regina, SK; Saskatoon, SK; and Brandon, MB.

Secondary U.S. Markets: Glendive, MT; Aberdeen, SD; Pierre, SD; Bemidji, MN; and Fergus Falls, MN.

Fall Campaign

Flight Dates: 8/23 - 8/27/10

Canadian Markets: Winnipeg, MB; Regina, SK; and Brandon, MB.

- ***Online Advertising***

Research continues to reflect the Internet's integral role in travel planning. ND Tourism's online advertising efforts will complement and extend the traditional media effort to increase reach and frequency to the target audiences. The goals of the online program include building brand awareness and generating inquiries or leads to NDtourism.com. Several specific strategies will be used to accomplish each of these goals. In 2010, ND Tourism will use more rich media and videos in its advertising to increase the effectiveness of both goals. The online campaign includes more ad networks and social media advertising on Facebook, the world's largest social networking site.

Build Brand Awareness

Impressions build brand awareness online just like in traditional media. ND Tourism is placing banner ads on targeted Web sites with geo-targeting where possible to build awareness with its target audiences.

TripAdvisor is the largest online travel guide, global travel information provider and travel review resource. It is a top-ranked travel content Web site. The pay-for-performance travel research site drives consumers to content-relevant links within their destination-based travel information. Because the site's focus is entirely on travel planning, the audience is one of the largest predisposed groups of travel planners online. The ND Tourism schedule on TripAdvisor includes a combination of leader boards, wide skyscrapers and large rectangle ads with rich media targeted to run inside destination content and geo-targeted to only those living in North Dakota, South Dakota, Wisconsin, Minnesota, Winnipeg, Regina and Saskatoon. With the near channel ownership sponsorship, ND Tourism will maintain 90% share of voice of every ad impression that serves alongside North Dakota travel content. The campaign on TripAdvisor is expected to yield 2,916,666 impressions. TripAdvisor run of site banner ads are a value-added bonus. The campaign runs from May 1 - August 31, 2010.

MNI Digital Premium Network offers advanced targeting capabilities on premium sites. ND Tourism's priority markets will be geo-targeted to drive potential visitors to NDtourism.com. The geo-targeted markets include: Minneapolis/St. Paul, Fargo, Grand Forks, Sioux Falls, Rapid City, Milwaukee, Appleton/Green Bay, Madison, Glendive, Winnipeg, Regina and Saskatoon. The web sites include top travel sites: BudgetTravelOnline.com, Canoe.ca, cheapflights.com, Cheaptickets, Expedia, Inc., Fodor's, Frommers.com, hotels.com, hotwire.com, iexplore, kayak.com, Lonely Planet, mapquest.com, Orbitz, Priceline.com, RandMcNally.com, RoughGuides.com, sidestep.com, The Away Network, Travel & Leisure, Travelocity, Trip Advisor, Virtual Tourist.com, USA Today Travel and NY Times Travel. ND Tourism will use rich media in their advertising. The campaign will deliver 3,712,871 estimated impressions. The campaign will run from May 1 - July 31, 2010.

With the increasing interest and number of people using social media, ND Tourism will have a consistent advertising presence on Facebook in 2010. All ad messages will be targeted specifically and purchased based on impressions. ND Tourism will run two weeks per month all year with five ad messages per week for a total of 120 ads in 2010. The ads will focus on several areas: ND Tourism campaign kickoff to U.S. and Canadian priority markets; attractions with specific themes; event promotion strategy; specific niche messaging to target markets; targeted direct flight market ads; and U.S. and Canadian fan page ads. These ads will be flexible and allow us to take advantage of opportunities.

A brand new element in 2010, will be to increase awareness with travelers in target markets by advertising on online and printed boarding passes on American, Delta, Continental Alaska Airlines and U.S. Air. This unique media opportunity is offered by Sojern, Inc., a company with an exclusive partnership with top airlines. The ad messages will be seen online while travelers check-in for their flights and will be carried with the traveler as they continue their journey. The campaign will target residents of Minneapolis, Sioux Falls, Milwaukee, Green Bay and Glendive. The campaign will deliver 180,000 impressions and will run from May 1 through August 31, 2010.

Impression-based banner advertising on a number of web sites will be used by ND Tourism to build awareness for the Outdoor Adventure niche strategy. The Total Outdoor Network Group is being used to

reach the largest outdoor audience in the Upper Midwest. The web sites within this network include: FishingBuddy.com, NodakOutdoors.com, DuckHuntingChat.com, SouthDakota-Outdoors.com and NorthStarOutdoors.com. The banner ads will be geo-targeted and will achieve 1.8 million impressions during the campaign. The campaign runs May through June and August through September 2010. ND Tourism also will be advertising on Fishing Minnesota, one of the largest fishing and hunting Web sites in the upper Midwest, for the entire year. The site generates approximately 15,000 impressions per day. In addition, ND Tourism will have an annual listing on fishandgame.com.

ND Tourism also is taking advantage of value-added online opportunities with magazines and publications where ads are being placed.

Lead Generation

ND Tourism will continue to generate leads by employing its successful keyword marketing strategy. The purchased keywords target potential visitors who are searching for words and phrases that relate to North Dakota travel, themes, niches, etc. and driving unique visitors to NDtourism.com; the leads are paid for by a per-lead or click-thru basis.

ND Tourism will continue to use direct-response Internet lead programs through Marketing & Media Services, LLC's (MMSI) in 2010. The campaign will yield 33,100 leads for ND Tourism. The geo-targeting aspect of the campaign has been increased in 2010 to increase the leads coming from ND Tourism's priority markets. The campaign will begin in May, and will continue until the leads are generated, which is expected by August.

Through remnant banner advertising and targeted web sites, the program will generate 17,888 demographic and behavioral targeted leads in the U.S., 6,666 geo-targeted and behavioral targeted leads in the U.S. and 8,546 geo-targeted and behavioral targeted leads in Canada. North Dakota banner ads will be on various sites with remnant space availability that are geographically and behaviorally targeted. The Internet-per-inquiry campaigns work like the direct response television campaigns. MMSI negotiates a price on a per-lead basis with their Internet partners. Ads and a landing page are created to have a similar feel to ND Tourism's Web site with video opportunity. MMSI offers a campaign to several vendors at a time to obtain the best pricing possible including Valueclick, Q Interactive, Permission Data and several others. The internet ads are placed on their network of sites. The exact sites are not defined, but they are non-incentive, highly visited sites.

Through their ad network, MMSI has partnered with a high profile, targeted mix of demographic and behavioral Web sites to deliver North Dakota and all that it offers to consumers who are most apt to travel. A partial list of the web sites include: Orbitz, Kayak, away.com, GORP travel, Cheap Tickets, North American Fisherman, Today's Health and Wellness, Healthier.com, North American Hunter, Outside Online, PGA Tour Partners, Cooking pleasures, Gardening how-to, etc. MMSI's interactive lead generation plan allows consumers to opt in to receive North Dakota's travel guide while providing North Dakota with valuable contact information for future marketing efforts.

Numerous free links and listings with sites such as www.GuidebookAmerica.com, www.triporia.com, and others will be maintained.

- ***Out-of-Home Advertising***

Out-of-Home advertising will be used to reach North Dakota's primary markets of Minneapolis, MN; Winnipeg, MB and Regina, SK, with increased frequency for the overall campaign. Out-of-Home advertising complements the overall campaign with a consistent look and feel to extend the message of the television, print advertising and newspaper inserts in these priority markets.

Minneapolis, MN

Skyway signage

ND Tourism will continue to advertise on strategically located backlit signs in the heavily used skyway systems in downtown Minneapolis/St. Paul as part of the 2010 campaign. These boards provide multiple impressions daily to a concentration of executives, managers, business owners, downtown workers, shoppers, restaurant goers, etc. In Minneapolis, 80 city blocks are connected by skyway systems and 40 city blocks are connected in St. Paul. ND Tourism's campaign will have 10 full-size panels (6' x 3') showing from May to August in Minneapolis and five full-size panels in St. Paul during the same timeframe.

Minneapolis: 260,000 visitors daily / 1.3 million per week / 5.2 million per month, M-F
St. Paul: 100,000 visitors daily / 500,000 per week / 2.0 million per month, M-F

Billboards

ND Tourism will create visual awareness of the state through billboards in Minneapolis. The outdoor advertising will consist of five rotary boards that will be up from May - July 2010. The eight-week schedule will achieve 10,848,637 gross impressions with a reach of 62.2% and a frequency of 10.7 in the age 35+ demographic group. The daily effective circulation is 54,900.

Winnipeg, MB

Advertising on the LED outdoor signs at the Winnipeg Convention Centre will continue for the 2010 campaign. These signs are capable of full video and are located at all four corners of the property. These highly visible signs are viewed by 55,000 persons daily (motorists and pedestrians) in downtown Winnipeg. ND Tourism will receive 720 occasions (10 seconds) on four signs per day with each occasion contained within a two-minute video loop. Messages can be displayed as static or animated images as well as full video. The campaign will run for 20 weeks from April 19 - September 5, 2010.

Transit shelter advertising targets specific markets with high frequency messages during short periods of time, day and night, seven days a week. ND Tourism will be using transit shelters in Winnipeg to showcase North Dakota. The ads will achieve a 50% showing with 19 faces. The campaign will generate 76 million impressions over the two-month period in June and July 2010.

The MTS Centre consistently ranks among the busiest entertainment facilities in the world. The MTS Centre hosts at least 140 events ranging from Manitoba Moose and international hockey, to some of the music industry's biggest name concerts. Approximately 5 million patrons have visited the facility in its first five years of operation. One backlit sign in the skywalk will provide ND Tourism with increased frequency in Winnipeg during the fall/winter season - September through December - when the MTS has the highest traffic.

- ***In-State Campaign***

ND Tourism understands the importance of the in-state audience. To encourage residents to travel in their state and discover the experiences found in North Dakota, ND Tourism will continue to partner with the North Dakota Newspaper Association on a print campaign that places advertisements in all daily and weekly newspapers in June and July. Additional partnerships will allow ND Tourism to appear in *North Dakota Living* in May and July, and in all four *Horizon Magazine* issues. A new radio event-promotion program in the cooperative advertising plan will allow ND Tourism to partner with the industry to promote events across the state.

2010 Legendary Strategy Media Plan (Primary U.S. Markets)

BROADCAST TELEVISION

Campaign Flight Dates

- 5/17 - 6/27/10 (2 weeks on - 2 weeks off - 2 weeks on)
 - 250 TRPs per week in all markets

Markets

- Minneapolis, MN - 1,000 total TRPs \$ 212,500.00 gross
- Green Bay, WI - 1,000 total TRPs \$ 63,500.00 gross
- Madison, WI - 1,000 total TRPs \$ 60,000.00 gross

Campaign Flight Dates

- 5/17 - 6/06/10 (3 weeks on)
 - 250 TRPs per week in all markets

Markets

- Milwaukee, WI - 750 total TRPs \$ 86,250.00 gross
- Duluth, MN - 750 total TRPs \$ 24,000.00 gross
- Sioux Falls, SD - total 750 TRPs \$ 30,000.00 gross

Total Broadcast Television

\$ 476,250.00 gross

TELEVISION DIRECT RESPONSE

Marketing & Media Services, LLC (MMSI)

- Campaign Flight Date: May - August 2010
- National cable and selected broadcast television markets (2,147 leads - \$32.88 CPL) \$ 68,354.65 gross
- Production Charges (Set up charges) \$ 2,235.35 gross
- Includes Spot Summary Report

Total Television Direct Response

\$ 70,590.00 gross

Value-Added: Television Direct Response - approximate value \$11,000 net

- Landing Page w/Video - design, development and hosting
 - Design of all creative for TV landing pages
 - Development and programming of TV landing page and associated lead generation forms
 - Implementation of streaming video within hosted landing pages
- Weekly Lead Activity Reporting
 - MMSI will provide weekly reports to North Dakota (and any cooperative partners) outlining lead activity by day and lead type
- Two-Step, Multi-Level Scrubbing Process - Value: Immeasurable
 - Eliminates invalid leads
 - All leads are scrubbed and validated at database level. MMSI then runs all leads through a second scrubbing process to ensure the most qualified leads

NEWSPAPER INSERTS

- Summer Insert
- (8) Page insert - total circulation 1,660,881
- Fri/Sat/Sun; June 10 - June 13, 2010

Minneapolis, MN - Star Tribune (Sun. circ. 532,570)	\$ 51,630.24 gross
St. Paul, MN - Pioneer Press (Sun. circ. 246,431)	\$ 15,173.31 gross
Sioux Falls, SD - Argus Leader (Sun. circ. 68,000)	\$ 4,800.12 gross
Milwaukee, WI - Milwaukee Journal Sentinel (Sun. circ. 360,000)	\$ 29,790.00 gross
Madison, WI - Wisconsin State Journal (Sun. circ. 53,507)	\$ 5,161.15 gross
Duluth News Tribune (Sun. circ. 55,000)	\$ 3,242.80 gross
Wisconsin Superior Telegram (Friday circ. 6,000)	\$ 353.76 gross
LaCrosse Tribune (Sun. circ. 41,000)	\$ 3,135.27 gross
Eau Claire Leader Telegram (Sun. circ 34,000)	\$ 2,191.98 gross
(10) Wisconsin Area Newspapers* (Sun. circ. 264,373)	\$ 16,657.20 gross

*includes Appleton Post-Crescent, Fond du Lac Reporter, Green Bay Press-Gazette, Manitowoc Herald Times Reporter, Oshkosh Northwester, Sheboygan Press, Wausau Herald Times Reporter, Marshfield News Herald**, Stevens Point Journal**, Wisconsin Rapids Daily Tribune**

**These three publications have a combined Sunday product referred to as Central Sunday.

Total Newspaper Insert Summer Placement **\$ 132,135.83 gross***

** Does not include printing costs*

TRAVEL PLANNER OPPORTUNITIES

MIDWEST VACATION GUIDE NEWSPAPER INSERT

Rep: Mike DeVolder - Travel Marketing Group
Tel: 515-251-2687
Fax: 515-251-7424
E-mail: mdevolder@travelmarketinggroup.com

This vacation guide tabloid is inserted into the largest newspapers across the Midwest.

Publishes: Spring: Sunday, April 25, 2010
Spring Circulation: 8,000,000

(1) Brochure ad, four-color, with editorial (Spring 2010) \$ 5,298.00 gross
• CPM \$.66 (Rate card \$5,485)

<u>Markets</u>		
Arkansas	Little Rock Democrat-Gazette	303,000 circulation
Illinois	Chicago Sun-Times	390,000 circulation
	Chicago Tribune	940,000 circulation
	Arlington Heights Daily Herald	143,000 circulation
Indiana	Bloomington-Bedford Herald-Times	44,000 circulation
	Fort Wayne Journal-Gazette	120,000 circulation
	Hammond Times	102,000 circulation
	Indianapolis Star	341,000 circulation
	Lafayette Journal & Courier	43,000 circulation
	South Bend Tribune	98,000 circulation
Iowa	Des Moines Register	244,000 circulation
	Cedar Rapids Gazette	78,000 circulation
Kentucky	Louisville Courier-Journal	285,000 circulation
	Lexington Herald-Leader	145,000 circulation
Minnesota	Minneapolis Star Tribune	550,000 circulation
	Duluth News-Tribune	63,000 circulation
	Rochester Post-Bulletin	49,000 circulation
	St. Paul Pioneer Press	264,000 circulation
Michigan	Flint Journal	100,000 circulation
	Grand Rapids Press	193,000 circulation
	Kalamazoo Gazette	72,000 circulation
	Lansing State Journal	81,000 circulation
	Muskegon Chronicle	49,000 circulation
	Pontiac Marketplace News	142,000 circulation
Missouri	Kansas City Star	355,000 circulation
	St. Louis Post Dispatch	425,000 circulation
Nebraska	Omaha World Herald	233,000 circulation
	Lincoln Journal & Star	88,000 circulation
Ohio	Akron Beacon Journal	162,000 circulation
	Cleveland Plain Dealer	437,000 circulation
	Columbus Ad Bag	195,000 circulation
	Dayton Neighbors Plus	157,000 circulation
	Dayton/Springfield News/News-Sun	211,000 circulation
	Toledo Blade	155,000 circulation
Tennessee	Chattanooga Times Free Press	108,000 circulation
	Memphis Commercial Appeal	196,000 circulation
	Nashville Tennessean	233,000 circulation
Wisconsin	Wisconsin State Journal	151,000 circulation
	Appleton Post-Crescent	69,000 circulation
	Green Bay Press Gazette	84,000 circulation

Value-Added:

- Free Web listings (hyperlink), photo and text to all that advertise, on www.SpringVacGuide.com

Spring Space Deadline: 01/18/10
Spring Creative Deadline: 01/25/10

READER'S DIGEST

Rep: Katie Corwin
Tel: 408-879-6666, ext. 306
Fax: 408-879-6669
E-mail: Katie.corwin@husonmedia.com

Reader's Digest inspires by celebrating what is best in our world, our communities and ourselves. Through shared stories and shared experiences, they provide ways for people of all ages to feel uplifted and connected as caring contributors to the global community.

Publishes: Weekly
Circulation: 1,650,000 Great Lakes/Midwest Region: KS, MN, IA, MO, WI, IL, MI, IN, KY, OH, WV, MT, WY, CO, ND, SD, NE and Pittsburgh

America's Heartland - April 2010

(1) 1/6 page ad, four-color **\$ 4,828.35 gross**
• CPM \$2.93 (circulation 1,650,000)

Space Deadline: 01/01/10
Creative Deadline: 01/08/10

Family Adventures - May 2010

(1) 1/6 page ad, four-color **\$ 10,006.15 gross**
• CPM \$3.23 (circulation 3,100,000)

Space Deadline: 02/05/10
Creative Deadline: 02/12/10

Value-Added:

- Reader Response Card individual listing (print and online)
- Reader Service/Lead-generation for 6 months from publication date
- Link on www.ReadersDigest.com/FamilyTravel Web site for one year

USA WEEKEND

Rep: Danielle D'Addezio
Tel: 212-715-2109
Fax: 212-715-2184
E-mail: ddaddezio@usaweekend.com

USA Weekend is a Sunday newspaper magazine with topics focusing on important and timely issues facing Americans, as well as covering the world of newsmakers and celebrities. The travel section will help put your destination in the minds of their readers.

Publishes: Travel Service Sections: March 14, 2010 & August 22, 2010
Circulation: 1,550,000 Midwest Region: ND, MN, SD, IA, NE, KS, MO

- (1) **Travel Brochure, four-color: Midwest Region - March** \$ 2,103.60 gross
 - CPM \$1.36 (circulation 1,550,000)
- (1) **Travel Brochure, four-color, Midwest Region - August** \$ 2,103.60 gross
 - CPM \$1.36 (circulation 1,550,000)

Value-Added:

- Free fulfillment for two months
- Free hotlink for two months

March Issue Space Deadline: 01/04/10
March Issue Creative Deadline: 01/04/10

August Issue Space Deadline: 06/28/10
August Issue Creative Deadline: 06/28/10

VALASSIS - AMERICA'S BEST VACATIONS (Midwest Region)

Rep: Eric Middleton
Collinson & Company, Inc.
Tel: 678-987-9922
Fax: 770-582-9898
E-mail: Eric@CollinsonPublishing.com

Valassis is the nation's largest publisher of newspaper Free Standing Inserts (FSIs). Valassis' total weekly FSI circulation exceeds 58 million. They are offering two valuable programs for travel entities: America's Best Vacations and the Midwest Small Markets program.

America's Best Vacations

America's Best Vacations is a four-color insert that will generate travel business from the Midwest. It also includes a travel planner section that will appear in the *Valassis* FSI, in 60 newspapers across the Midwestern U.S. Advertisers are limited to the "travel category".

Publishes: Spring (March 28, 2010)
Fall (October)
Circulation: Print 878,030 Midwest Region: IA, IL, IN, KY, MI, MO, NE, OH, PA
Online 1.5 million targeted ad impressions: IL, IN, IA, KY, MI, MO, NE, OH, PA

(1) ¼ page ad and travel planner ad, four-color in spring issue \$ 8,829.30 gross

- Midwest region
- CPM \$10.06 (circulation 878,030)
- (2) Brochure discount of 5% used
 - (2) America's Best Vacation's

(1) ¼ page ad and travel planner ad, four-color in fall issue \$ 8,829.30 gross

- Midwest region
- CPM \$10.06 (circulation 878,030)
- (2) Brochure discount of 5% used
 - (2) America's Best Vacation's

Value-Added:

- Reader response: ND Tourism will receive a listing on the BRC located on the page. Inquiries will be sent via e-mail at no charge.
- ND Tourism will receive the following on the travel Web site, VacationPlanning.net, at no cost:
 - 500 words of copy
 - Four-color photo
 - Hyperlink to advertiser site

Spring (March 28) 2010 Space Deadline: 12/29/09
Spring (March 28)2010 Creative Deadline: 12/29/09

Fall (October) 2010 Space Deadline: 06/30/10
Fall (October) 2010 Creative Deadline: 06/30/10

MAGAZINE ADVERTISING

AAA LIVING / HOME & AWAY

Rep: Jenny Kollander
Tel: 952-933-2549
Fax: 952-933-2192
E-mail: jenny.kollander@rickertmedia.com

AAA Living and *Home & Away* are the official member publications for 16 AAA (American Automobile Association) clubs. Regular departments feature travel hints, vacation gems and weekend getaways. March/April 2010 issue includes North Dakota Golf in North Dakota edition.

Publishes: Bi-Monthly
Circulation: 832,047 (customized region)
AAA Living - MN, ND, WI
AAA Home & Away - Minneapolis and SD

(1) ½ page, four-color ad in March/April issue **\$ 18,918.50 gross**
• CPM \$22.74 (circulation 832,047)

Value-Added:

- Free Reader Service to entire *AAA Living* circulation (approx. 2.4 million households) and *AAA Home & Away* circulation (approx. 1.24 million households) - Online Access only.

March/April Issue Space Deadline: 12/21/09 (rates guaranteed until Oct. 30, 2009)
March/April Issue Creative Deadline: 12/30/09

AAA TOURBOOK 2010

Rep: Carol Johnson
Tel: 605-882-3019
Fax: 407-444-8280
E-mail: cjohnson@national.aaa.com

For AAA members, the *AAA TourBooks* have long been the primary travel information resource. *AAA TourBooks* are annually published travel directories providing AAA/CAA travelers with information on where to go and what to do while traveling. The *TourBooks* also include lodging and restaurant listings approved and rated by AAA.

Publishes: Annually North Central Region (February 2010)
Circulation: 457,601 (estimated by AAA)

(1) ½ page, four-color ad **\$ 8,720.00 gross**
• CPM \$19.06 (circulation 457,601)

Value-Added:

- Ad will also appear on the AAA Web site for a full year
- Free photo gallery on the AAA Web site

Space Deadline: 08/14/09
Creative Deadline: 10/09/09

AARP

Rep: Jocelyn Driessen
Tel: 312-782-8855
Fax: 312-782-8857
E-mail: jocelyn@zoellermediasales.com

As the leading choice for companies who want to reach and impact the 50+ market, AARP Services Media Sales (ASMS) is committed to meeting and exceeding ND Tourism's goals through their unsurpassed reach, unparalleled editorial relevance and uncompromised integrity. Individuals turn to AARP for expertise in everything 50+.

Publishes: Bi-Monthly
Circulation: 933,100 Great Lakes Region

(1) Full page, four-color ad in May/June issue **\$ 49,969.50 gross**

- CPM \$53.55 (circulation 933,100)
- Great Lakes Region includes: IL, MI, MN, MO, WI

Value-Added:

- Travelinks: logo + 10 words of text linking directly to ND Tourism Web site

May/June Issue Space Deadline: 01/25/10
May/June Issue Creative Deadline: 01/25/10

ARTHUR FROMMER'S BUDGET TRAVEL

Rep: John Oldakowski
Tel: 312-565-3515
Fax: 312-565-3508
E-mail: John.Oldakowski@BudgetTravel.com

Arthur Frommer's Budget Travel provides inspiring content that makes readers want to go places. They give them the inside scoop and up-to-the-moment advice on all the can't-miss, most fun things to see and do, across the country and around the world. Their aim is to help their 2.2 million readers get the most out of every day, every destination, every dollar.

Publishes: 10x per year
Circulation: 175,000 Midwest Special Section

Midwest Special Section

The Midwest Special Section is slated to run in April and September and is a coop section that covers all things Midwest. Multiple advertisers buy into this section. The multiple page insert includes advertorial edit copy about the Midwest and it's destinations as well as multiple sized ads for each advertiser that has bought into the section.

(1) Full page, four-color ad in April Midwest Section **\$ 15,522.75 gross**
• CPM \$88.70 (circulation 175,000)

Value-Added:

- In-book and online reader service listing

April Issue Space Deadline: 01/14/10
April Issue Creative Deadline: 01/14/10

GOOD HOUSEKEEPING

Rep: Bill Milligan
Tel: 847-945-5034
Fax: 312-621-1960
E-mail: bmilligan@wkao.com

Readers look to the *Good Housekeeping* annual travel issue (May), for travel solutions and tips - from travel deals and special offers, to the best family destinations.

Publishes: Monthly
Circulation: 780,000 Central Region: IA, ND, SD, NE, KS, AR, LA, OK, TX, MO, MN

(1) Full page, four-color ad in May issue **\$ 25,484.15 gross**

- CPM \$32.67 (circulation 780,000)

Value-Added:

- National listing on BRC (Business Reply Card). All leads are generated and delivered weekly.
- Up to 15 words highlighting North Dakota, including web address and toll-free phone number
- Listing on GHTravel.com with a link to the ND Tourism Web site

May Issue Space Deadline: 01/29/10
May Issue Creative Deadline: 02/04/10

MEREDITH CORPORATION

Includes Ladies' Home Journal and Family Circle

Rep: Bob Purdy
Robert Purdy & Associates, Inc.
Tel: 312-726-7800
Fax: 312-726-7801
E-mail: bob@robertpurdy.com

LADIES' HOME JOURNAL

Ladies' Home Journal (LHJ) is a unique lifestyle magazine dedicated to the millions of American women who want to look good, do good and feel great. With its award-winning health journalism and positive focus on empowerment, wellness and family, LHJ encourages its readers to bring out the best in herself and others and to plan an active role in her community.

Publishes: Monthly
Circulation: 726,200 Central Region: AR, IA, KS, LA, MN, MO, NE, ND, OK, SD, TX
270,800 Custom Region: MN, MT, ND, SD, WI, WY and Canada

- (1) **Travel Directory 4", four-color ad in April issue** **\$ 4,988.36 gross**
- CPM \$6.87 (circulation 726,200)
- (1) **Full page, four-color ad in May issue** **\$ 19,540.00 gross**
- CPM \$72.16 (circulation 270,800)

Value-Added:

- 15-word listing in the travel issue(s) carrying their ad
- Listing run in the national edition: 7,600,000 circulation
- Listing also run online at TravelMeredith.com with a hotline
- Reader Service sections with BRC are available in all travel issues
- Leads are forwarded to co-op partners via e-mail typically every 1 - 2 weeks

April Issue Space Deadline: 01/08/10
April Issue Creative Deadline: 01/08/10

May Issue Space Deadline: 02/08/10
May Issue Creative Deadline: 02/08/10

FAMILY CIRCLE

Family Circle celebrates today's family and champions the women at its center. Every page provides smart, practical solutions to help moms raise happy, healthy families. With a particular emphasis on the concerns and issues faced by mothers of tweens and teens, *Family Circle* fills a void as the only family service magazine.

Publishes: 15x per year
Circulation: 696,600 Central Region: AR, IA, KS, LA, MN, MO, ND, OK, SD, TX
299,800 Custom Region: MN, MT, ND, SD, WI, WY and Canada

(1) **Travel Directory 4", four-color ad in April 17th issue** **\$ 4,870.71 gross**
• CPM \$6.99 (circulation 696,600)

(1) **Full page, four-color ad in May issue** **\$ 21,640.00 gross**
• CPM \$72.18 (circulation 299,800)

Value-Added:

- 15-word listing in the travel issue(s) carrying their ad
- Listing run in the national edition: 3,800,000 circulation
- Listing also run online at TravelMeredith.com with a hotline
- Reader Service sections with BRC are available in all travel issues
- Leads are forwarded to co-op partners via e-mail typically every 1 - 2 weeks

April Issue Space Deadline: 01/22/10
April Issue Creative Deadline: 01/22/10

May Issue Space Deadline: 02/12/10
May Issue Creative Deadline: 02/12/10

Meredith Value-Added:

- ND Tourism will receive a Reader Service listing in the national travel planning guides of all publications carrying North Dakota ads in 2010. In addition to the in-book listings, the magazines offer their Travel Planning Guide online. Visitors to TravelMeredith.com can order advertiser's travel information directly from the Web sites. For immediate travel information, they can hotlink to the ND Tourism Web site directly.
 - National Circulations:
 - Ladies' Home Journal 3,800,000
 - Family Circle 3,800,000
 - Canadian Circulations:
 - Ladies' Home Journal 27,423
 - Family Circle 81,386
- Leads collected from the in-book BRC cards, the individual magazine's 800#s, and web site requests will be forwarded via e-mail, typically every one to two weeks.
- ND Tourism will receive a month Featured Destination Sponsorship on TravelMeredith.com concurrent with their magazine advertising. Featured Destinations is a premier section on the TravelMeredith.com home page where active travelers consistently look for new destinations and places to stay on their next vacation. North Dakota will be showcased in this standout area on the home page featuring a photo and header with a link that will drive readers to North Dakota's full page online advertorial. North Dakota's page will feature additional images, advertorial copy we provide and a link to NDtourism.com.

MIDWEST LIVING MAGAZINE

Rep: Jodie Schafer
Tel: 952-322-3124
Fax: 952-322-3123
E-mail: jodie.schafer@meredith.com

Life is richer in the Midwest because consumers have the means and desire to live richly. Midwesterners have among the highest discretionary incomes of any region in the country. Along with this ability to spend comes the passionate pursuit of the good life, centered on a unique quality of life. Wonderful meals shared with family and friends, beautiful homes full of style and family comfort, frequent travel to destinations near and far. So where do Midwesterners turn for the inspiration, ideas, resources and recommendations to fuel their passion for the home? To the one magazine that is entirely relevant to their needs, style and sensibilities - *Midwest Living*.

Publishes: Bi-monthly
Circulation: 914,000 (ND, SD, NE, KS, MN, IA, MO, WI, IL, MI, IN, OH)

Promotional package

\$ 173,773.00 gross

CPM \$180.21 (circulation 914,000)
(Rate card value of package is \$624,512.00)

- January/February 2010
 - Reader Service - online/in book
- March/April 2010
 - Reader Service - online/in book
 - Full page, four-color print ad
 - 4" four-color travel directory print ad
 - Banner for Co-op
- May/June 2010
 - Reader Service - online/in book
 - Full page, four-color print ad
 - 4" four-color travel directory print ad
 - Banner for Co-op
- July/August 2010
 - Reader Service - online/in book
 - Full page, four-color print ad
- September/October 2010
 - Reader Service - online/in book
 - Full page, four-color ad
- November/December 2010
 - Reader Service - online/in book
- March 2010 - Best of the Midwest
 - Reader Service
 - Full page, four-color ad

Value-Added:

- 1x sponsorship participation in "My Midwest"
 - "My Midwest" is a yearlong editorial photo challenge that launched in February 2009. This contest highlights great things to see and do throughout the region - and motivates their readers to explore the Midwest, and share photos of their adventures and experiences with others for a chance to win exciting prizes. The editors have compiled an inspiring checklist filled with classic destinations, as well as everyday ideas that every Midwesterner should experience. This on-going annual list is designed to inspire readers to take advantage of the best of the region first-hand, while capturing those memories to cherish through their photos.

- Advertising partners are integrated into the program via high-impact in-magazine gatefold units.
- The inside spread of each gatefold unit will feature a list of suggested things to see and do for the specific season (i.e. scenic picnic locations in the Midwest; play golf at a Midwest course, dine in a local Midwest eatery known for great wine), as well as a photo contest announcement.
- North Dakota's logo and branded copy points will be integrated into the gatefold unit.
- Throughout each issue, editorial call outs for My Midwest will be included wherever the edit highlights places to see and unique things to do.
- Photo Contest
 - Contest announcement will invite readers to submit a photo of themselves with friends/family doing the suggested activities - or share one of their own favorite Midwest experiences - along with a short story essay explaining what the experience means to them
 - The more times readers enter, the more chances they have to win monthly prizes, as well as be entered into a grand prize drawing at the end of the year
 - Two grand prizes will be awarded - an Editor's Choice Award and a Reader's Choice Award
 - North Dakota may contribute a prize(s) for additional exposure
- Online
 - *Midwest Living* will create a custom microsite on midwestliving.com featuring:
 - Online contest registration/photo and essay upload
 - Detailed information that is updated throughout the year with ideas of places to see and things to do
 - *Midwest Living* will also have a gallery of entries, as well as showcase the monthly winners' photos and essays to serve as inspiration to other visitors who wish to participate in the program
 - North Dakota will receive logo inclusion, plus a link to the brand's Web site
- *Destination Midwest Living*
 - With *Destination Midwest Living*, readers can shop the pages of the magazine and directly purchase featured products as well as travel services. *Midwest Living* magazine's new online service is an easy way for readers to find information about North Dakota and local attractions as seen in the pages of the magazine.
 - *Midwest Living* will feature North Dakota in an in-book promotional ad that will direct readers to look online at destinationmidwestliving.com
 - *Destination Midwest Living* will showcase the North Dakota brand ad and allow readers to scroll-over and "shop" the ad page
 - Readers will be able to:
 - Learn more about the attractions in the ad, as well as up to 24 additional related events, entertainment options, restaurants, outdoor activities, etc. from North Dakota
 - View the North Dakota TV ad creative
 - Find out about current North Dakota offers, promotions and events
 - Readers may link directly to NDTourism.com to find additional information about North Dakota's attractions and book their trip
 - *Midwest Living* will provide North Dakota direct access to total traffic numbers so North Dakota can measure customer interaction and conversation

MPLS ST PAUL MAGAZINE

Rep: Kim Birkland
Tel: 612-336-9218
Fax: 612-339-5806
E-mail: KBirkland@mspcommunications.com

MPLS ST PAUL Magazine is the local vibrant lifestyle publication in town - its pulse is on the beat of the city! They are the ultimate recommender on what to see and do - reaching that upscale audience with the affinity to travel and spend dollars.

Publishes: Monthly
Circulation: 73,442

(1) Full page, four-color ad in May issue **\$ 8,882.60 gross**
• CPM \$120.95 (circulation 73,442)

Value-Added:

- 1/3 page vertical ad
- One month leaderboard campaign on mspmag.com
- Listing on reader response card

May Issue Space Deadline: 12/31/09
May Issue Creative Deadline: 02/26/10

SOUTH DAKOTA MAGAZINE

Rep: Barb Hanson
Tel: 800-456-5117
Fax: 605-665-6659
E-mail: sales@iw.net

South Dakota Magazine explores the culture and heritage of South Dakota, through top quality writing and photography. Stories focus on the arts, history, outdoors, nature, wildlife, towns and cities.

Publishes: 6x per year
Circulation: 38,700

(1) Full page, four-color ad in May/June issue

\$ 1,714.16 gross

- CPM \$44.29 (circulation 38,700)

May/June Issue Space Deadline: 03/05/10
May/June Issue Creative Deadline: 03/15/10

OUT OF HOME

CITYLITES USA - Skyway Advertising Minneapolis

Rep: Charlie Becker
Tel: 612-436-7191
Fax: 612-332-2961
E-mail: Charlie@citylitesusa.com

CityLites USA is the exclusive provider of backlit skyway signage in Minneapolis/St. Paul. Advertising panels are strategically located in the heavily used skyway systems of Minneapolis, St. Paul, Mall of America, Rochester, Duluth and Des Moines. Their panels provide multiple impressions daily to a concentration of executives, managers, business owners, downtown workers, shoppers, restaurant goers, etc.

Downtown Minneapolis/St. Paul

Minneapolis: 260,000 visitors daily / 1.3 million per week / 5.2 million per month, Mon - Fri
St. Paul: 100,000 visitors daily / 500,000 per week / 2.0 million per month, Mon - Fri

Minneapolis: 80 city blocks connected by skyway - downtown work force of nearly 170,000 M-F
St. Paul: 40 city blocks connected by skyway

May - August 2010 - #25 Showing Level

Minneapolis - (8) Full sized panels (6' x 3') \$ 47,060.00 gross
• \$11,765.00/month (4 months)

St. Paul - (4) Full sized panels (6' x 3') \$ 23,530.00 gross
• \$5,882.50/month (4 months)

Value-Added:

- Minneapolis - (2) full sized panels (6' x 3') - free for 4 months
- St. Paul - (1) full sized panel (6' x 3") - free for 4 months

Production costs from CityLites USA
(15) boards (6' x 3') @ \$311.80 per board \$ 4,677.00 gross

Total CityLites USA Campaign \$ 75,267.00 gross

CLEAR CHANNEL OUTDOOR

Rep: Amy Burckhard
Tel: 612-605-5108
Fax: 612-605-5158
E-mail: aburckhard@clearchannel.com

May/June/July 2010

Minneapolis - (5) Bulletin Billboards \$ 49,413.00 gross

Production costs from Clear Channel Outdoor
(5) bulletin boards \$ 10,088.49 gross

- CPM \$3.87
- 10,848,637 gross impressions
- 62.7% reach with 35+ demo
- 10.6 frequency

Value-Added:

- Free - One month of (5) bulletin boards

Total Clear Channel Outdoor (Minneapolis) \$ 59,501.49 gross

ONLINE

FACEBOOK ADVERTISING

\$ 12,000.00

2 weeks/month, 6 months, 5 ad messages/week - 60 total ads
Each ad message will be specific to key target audiences
Ads purchased on an impression basis

Legendary ads will focus on campaign kickoff ads to U.S. priority markets, attraction strategy ads offering specific themes, event promotion strategy ads and U.S. fan page ads.

INTERACTIVE DIRECT RESPONSE

- **Marketing & Media Services, LLC (MMSI)**

Campaign Flight Dates: May - August 2010

- U.S. Demo Behavioral Targeted
 - 17,888 leads @ \$2.68 CPL\$ 47,060.00 gross
- U.S. and Canadian Demo
Geographic and Behavioral Targeted
 - 6,666 leads @ \$3.53 CPL\$ 23,530.00 gross
- Canadian
 - (8,546 leads @ \$2.65 CPL)\$ 22,647.60 gross
- Production Charges
(Set up charges) \$ 882.40 gross

Total Interactive Direct Response

\$ 94,120.00 gross

Value-Added: Online Direct Response - approximate value \$19,500 net

- Landing Page w/Video - design, development and hosting
 - Design of all creative including banner ads and landing pages
 - Development and programming of all landing page and associated lead generation forms
 - Implementation of streaming video within hosted landing pages
- Weekly Lead Activity Reporting
 - MMSI will provide weekly reports outlining lead activity by day and lead type
- Post-Campaign Consumer Survey
 - MMSI will assist North Dakota in developing a survey which MMSI will send to a minimum of 50% of respondents
 - Survey results will be compiled and reported by MMSI to North Dakota (and to any co-op partners)
- Follow-up E-mail Blast
 - Design, development and fulfillment of CAN-SPAM compliant e-mail blast to all campaign respondents
 - E-mail blasts can be designed and sent to specified targets based on behavioral responses to the original offer (i.e. golfing, hunting/fishing, etc.)
 - E-mail results (open rate, click through rate, link information, etc.) will be compiled and reported to North Dakota (and to any co-op partners)
- Two-Step, Multi-Level Scrubbing Process - Value: Immeasurable
 - Eliminates invalid leads
 - All leads are scrubbed and validated at database level. MMSI then runs all leads through a second scrubbing process to ensure the most qualified leads

KEYWORD MARKETING

Campaign Flight Dates: April - August 31, 2010

\$ 20,000.00 gross

MEDIA NETWORKS, INC.

Campaign Flight Dates - May 1 - July 31, 2010

MNI Digital Premium Network

\$ 35,295.00 gross

- Geo-targeted: Minneapolis/St. Paul, Fargo, Grand Forks, Sioux Falls, Rapid City, Milwaukee, Appleton/Green Bay, Madison, Glendive, Winnipeg, Regina and Saskatoon
- Sites include: BudgetTravelOnline.com, Canoe.ca, cheapflights.com, Cheaptickets, Expedia, Inc., Fodor's, Frommers.com, hotels.com, hotwire.com, lexplore, kayak.com, Lonely Planet, mapquest.com, Orbitz, Priceline.com, RandMcNally.com, RoughGuides.com, sidestep.com, The Away Network, Travel&Leisure, Travelocity, Trip Advisor, Virtual Tourist.com, USA Today Travel and NY Times Travel
- Ad Units: 160x600, 300x250 and 728x90 includes rich media
- 3,712,871 estimated impressions

SOJERN, INC.

Rep: Chad Reelfs
Tel: 402-996-2020
Fax: 888-711-2344
E-mail: chad.reelfs@sojern.com

Sojern, Inc., is partially owned by American, Delta, Continental, Northwest, U.S. Air and United Airlines. They offer advertisers the opportunity to advertise from the airline Web sites through the newly designed online and printed boarding pass, confirmation e-mails, pixel tracking from the purchase page and confirmation pages with several airlines.

Campaign runs from May 1 - August 31, 2010

\$ 18,635.76 gross

- Targeting residents of Minneapolis, Sioux Falls, Milwaukee, Green Bay and Glendive
- Current Partner Airlines: American, Delta, Continental, Alaska Airlines and U.S. Air
- Online boarding pass - display advertising
 - 300x250; 180,000 impressions
- Print boarding pass - display advertising
 - 300x250; 180,000 impressions

TRIPADVISOR

Rep: Mark Mamber
Tel: 310-480-0587
Fax: 310-727-2603
E-mail: mmamber@tripadvisor.com

TripAdvisor is the largest online travel guide, global travel information provider and travel review resource.

North Dakota Channel Sponsorship

Campaign runs from May 1 - August 31, 2010

\$ 58,825.00 gross

- Near channel ownership of all North Dakota Travel Content on TripAdvisor.
Meaning, ND Tourism will maintain a 90% share of voice of every ad impression that serves alongside the rich and engaging North Dakota travel content.
- IP targeted media throughout Travel Content to ND Tourism's key DMA markets
- Ad sizes
 - 160x600, 728x90, 300x250 includes rich media
- Total 2,916,666 impressions

Value-Added

- Run of site media impressions

2010 Border/Niche Strategy Media Plan (Canadian, Secondary & Niche Markets)

BROADCAST TELEVISION

Campaign Flight Dates

- 5/17 - 6/27/10 (2 weeks on - 2 weeks off - 2 weeks on)
 - 250 TRPs per week in all markets

Markets

- Fargo/Grand Forks, ND - 1,000 TRPs \$ 27,500.00 gross
 - Rapid City, SD - 1,000 TRPs \$ 32,500.00 gross
 - Winnipeg, MB - 1,000 TRPs \$ 69,750.00 gross*
 - Regina, SK - 1,000 TRPs \$ 23,250.00 gross*
- *93% Canadian exchange rate used

Campaign Flight Dates

- 5/17 - 6/06/10 (3 weeks on)
 - 250 TRPs per week in all markets

Markets

- Glendive, MT - 750 TRPs \$ 11,250.00 gross

Total Broadcast Television

\$ 164,250.00 gross

CANADIAN TV LISTING CHANNEL

Rep: Greg Hillmer
Tel: 306-565-6646
Fax: 306-565-6622
E-mail: greg.hillmer@accesscomm.ca

(4) weeks of :30 ads on the TV Listing Channel

\$ 1,833.78 gross

- \$1,971.80 Canadian gross (93% exchange rate use)
- Spots to run in Regina, Weyburn/Estevan, Yorkton/Melville, Battlefords and Provincial
- 336 ads each week
 - 48x per day; 7 days per week
 - 1x per ½ hour

CABLE TELEVISION - NICHE

OUTDOOR ADVENTURE NICHE

CABLE TELEVISION

Schedule: January - March 2010 (12 weeks)
August - September 2010 (8 weeks)

Madison - ESPN2/VS/FSNO	\$ 32,800.00 gross
Milwaukee - ESPN2/FSNO	\$ 5,000.00 gross
Green Bay - ESPN2/VS/FSNO	\$ 8,000.00 gross
Minneapolis - VS/FSNO	\$ 19,000.00 gross
Sioux Falls - VS/FSNO	\$ 15,840.00 gross
Total Cable Television	\$80,640.00 gross

JASON MITCHELL OUTDOORS

Rep: Jason Mitchell
Tel: 701-351-1890
Fax: 701-662-4293
E-mail: fishdevilslake@hotmail.com

Jason Mitchell Outdoors believes that good outdoor television is the art of story telling. Their mission is to find and tell the most informative, educational and perhaps humorous stories that are taking place on the water or in the field right now; they also focus on integrity.

Over the past decade, Jason Mitchell has earned a legendary status as a professional fishing guide on North Dakota's Devils Lake. During that time, Mitchell logged thousands of hours on the water and ice, earning a reputation for being not only an extraordinary guide and angler, but also a gifted writer, communicator and promoter.

Jason Mitchell Outdoors airs in the most strategic markets during the best possible time slots on Fox Sports Net North (FSN) and TV17 Outdoors in Chicago. FSN North covers both: North and South Dakota, Minnesota, northern Iowa, northeastern Nebraska and Wisconsin. TV17 Outdoors Chicago is a subscription channel that covers blocks of northern Illinois. The following regional broadcast stations are tentative but include morning weekend time spots on WVTW Milwaukee, WI; WSAW Wausau, WI; Charter Media TV 18 Madison, WI; KDLT Sioux Falls, SD; KMIT Mason City, IO; KNDX Bismarck, ND; KVRN Fargo, ND; KSTP Minneapolis, MN and WDIO Duluth, MN.

Sponsorship Package **\$ 27,647.75 gross**

- One :30 spot on all broadcast stations during first quarter 2010
- Two :30 spots on FSN North and FSN Wisconsin during 1st, 2nd and 4th qtr. 2010
- Will shoot at least 20 segments in North Dakota
- List contact information for ND Tourism on the shows
- List contact information for ND Tourism in at least 10 miscellaneous magazine articles published throughout the Midwest

Value-Added:

- Link to www.jasonmitchelloutdoors.com
- Video streaming on following web sites: www.jasonmitchelloutdoors.com; www.fishingminnesota.com; www.fishingbuddy.com; www.walleyecentral.com; www.southdakotaoutdoors.com.

NEWSPAPER INSERTS

Summer Campaign

- (8) Page insert - total circulation 620,209
- Fri/Sat/Sun; June 10 - June 13, 2010

Fargo, ND - Fargo Forum (Sun. circ. 62,400)	\$ 3,709.68 gross
Grand Forks, ND - Grand Forks Herald (Sun. circ. 29,983)	\$ 2,465.40 gross
Pierre, SD - Capital Journal (Fri. circ 4,500)	\$ 333.54 gross
Aberdeen, SD - American News (Sun. circ. 18,842)	\$ 1,108.07 gross
Fergus Falls, MN - The Daily Journal (Sat. circ 7,200)	\$ 465.84 gross
Bemidji, MN - Bemidji Pioneer (Sat. circ. 10,279)	\$ 872.51 gross
Glendive, MT - Ranger Review (Sun. circ. 3,206)	\$ 244.70 gross
Rapid City, SD - Rapid City Journal (Sun. circ. 33,500)	\$ 4,099.06 gross
Winnipeg, MB - Winnipeg Free Press (Sun. circ. 225,447)	\$ 12,824.67 gross*
Regina, SK - Leader Post (Sat. circ. 89,769)	\$ 6,975.93 gross*
Saskatoon, SK - Star Phoenix (Sat. circ. 60,200)	\$ 3,425.19 gross*
Portage La Prairie, MB - Daily Graphic (Sat. circ. 11,468)	\$ 941.16 gross*
Brandon, MB - Brandon Sun (Sat. circ. 27,000; Sun TMC 9,789)	\$ 2,820.89 gross*
Estevan, SK - Southeast Trader Express (Fri. circ. 9,239)	\$ 735.82 gross*
Weyburn, SK - Weyburn Review (Sat. circ. 7,087)	\$ 474.84 gross*
Steinbach, MB - The Carillion (Thur. circ. 10,300)	\$ 788.93 gross*

**(93% exchange rate used)*

Total Newspaper Insert Spring Placement

\$ 42,286.23 gross**

***Does not include printing costs*

Fall Campaign

- Total circulation 390,099
- Sat/Sun; August 28-29, 2010

Winnipeg, MB - Winnipeg Free Press (Sun. circ. 225,447)	\$ 12,824.67 gross*
Regina, SK - Leader Post (Sat. circ. 89,769)	\$ 6,975.93 gross*
Portage La Prairie, MB - Daily Graphic (Sat. circ. 11,468)	\$ 941.16 gross*
Brandon, MB - Brandon Sun (Sat. circ. 27,000; Sun TMC 9,789)	\$ 2,820.89 gross*
Estevan, SK - Southeast Trader Express (Fri. circ. 9,239)	\$ 735.82 gross*
Weyburn, SK - Weyburn Review (Sat. circ. 7,087)	\$ 474.84 gross*
Steinbach, MB - The Carillion (Thur. circ. 10,300)	\$ 788.93 gross*

**(93% exchange rate used)*

Total Newspaper Insert Fall Placement

\$ 25,562.24 gross**

***Does not include printing costs*

RADIO

Summer Campaign

- (2) weeks @ 300 TRP's (in rated markets)
- Flight dates: 5/31 - 6/13/10

• Glendive, MT	\$ 2,118.00 gross
• Aberdeen, SD	\$ 2,824.00 gross
• Pierre, SD	\$ 3,300.00 gross
• Bemidji, MN	\$ 5,000.00 gross
• Fergus Falls, MN	\$ 3,527.00 gross
• Winnipeg, MB	\$ 26,970.00 gross*
• Regina, SK	\$ 13,336.20 gross*
• Saskatoon, SK	\$ 24,049.80 gross*
• Brandon, MB	\$ 9,518.55 gross*

**(93% exchange rate used)*

Total Spring Radio **\$ 90,643.55 gross**

Fall Campaign

- (1) week @ 300 TRPs (in rated markets)
- Flight dates: 8/23 - 8/27/10

• Winnipeg, MB	\$ 13,485.00 gross*
• Regina, SK	\$ 6,668.10 gross*
• Brandon, MB	\$ 4,759.28 gross*

**(93% exchange rate used)*

Total Fall Radio **\$ 24,912.38 gross**

PRINT ADVERTISING - CANADIAN

CAA MANITOBA GOING PLACES

Rep: Robert Zyluk
Tel: 204-255-3409
Fax: 204-254-3077
E-mail: adsales@caamanitoba.com

CAA Manitoba Going Places combines the love of travel with practical information on travel and road safety. It is the official publication of the Canadian Automobile Association in Manitoba and is free to its members.

Publishes: 4x per year; spring, summer, fall, winter
Circulation: 190,000

(3) Full page, four-color ads in the spring/summer/fall issues **\$ 14,850.00 gross**

- \$4,950.00 per ad
- CPM \$26.05 (circulation 190,000)
- U.S. gross rate

Spring Issue Space Deadline: 12/03/09
Spring Issue Creative Deadline: 12/12/09

Summer Issue Space Deadline: 03/03/10
Summer Issue Creative Deadline: 03/13/10

Fall Issue Space Deadline: 07/06/10
Fall Issue Creative Deadline: 07/17/10

PRAIRIES NORTH

Rep: Charlotte L'Oste-Brown
Tel: 306-625-7976
Fax: 306-728-4291
E-mail: lostebrown.charlotte7@gmail.com

Prairies North: Saskatchewan's Life Magazine is a beautiful and informative publication providing Saskatchewan news, destination reviews and articles about the people and places that make up this wonderful province. *Prairies North* unites a diverse population, spread all over western Canada, with a medium that makes Saskatchewan people proud.

Publishes: Quarterly
Circulation: 20,000

(1) Full page, four-color ad in spring issue **\$ 2,051.58 gross**

- CPM \$102.58 (circulation 20,000)
- Canadian gross rate of \$2,206.00 (93% exchange rate)

Space Deadline: 1/16/10
Creative Deadline: 1/16/10

STYLE MANITOBA

Rep: Rita Van Leeuwen
Tel: 204-982-4455
Fax: 204-982-4454
E-mail: Rita@StyleManitoba.com

Style Manitoba is the largest and most popular glossy format magazine in the province. This magazine is distributed four times annually directly to consumers' homes in Winnipeg. Additional copies are also circulated through Interlake Publishing to outlying communities in Manitoba, such as Selkirk, Bird's Hill, Oakbank, Dugald, Gimli and Stonewall. Copies are also made available in guest rooms at major Winnipeg hotels such as The Fairmont, Sheraton Downtown, Sheraton Four Points (airport location), The Radisson Downtown and Radisson Airport location, Canad Inn, Fort Garry and others.

Publishes: Quarterly
Circulation: 75,000

(1) Double page spread, four-color in spring issue **\$ 6,291.90 gross**

- CPM \$83.89 (circulation 75,000)
- Canadian gross rate of \$6,765.50 (93% exchange rate used)

Value-Added:

- With a double page advertising buy, *Style Manitoba* will provide ND Tourism with editorial coverage on weekend travel destinations for Canadians. They will match the ad buy with an equal amount of editorial space. *Style Manitoba* would require supplied editorial photos and travel text, or supplied editorial photos and contacts for interview
- All ad and editorial pages will be included in Style's online version
- Any participating Web sites will be directly linked

Spring Issue Space Deadline: 01/25/10
Spring Issue Creative Deadline: 02/10/10

WESTERN LIVING MAGAZINE

Rep: Paul Baby
Tel: 204-942-6883
Fax: 204-942-2983
E-mail: pbaby@westernlivingmagazine.com

On the magazine map of western Canada, all roads lead to *Western Living*. award-winning writers pursuing uniquely intriguing stories; accomplished photographers matched with appealing subjects; homes, gardens and design; food, wine and entertaining; travel; and the people and places of the west. And all this delivered with an emphasis on reader service: how to do it, where to find it, how to make the most of the wonderful places you call home. Whatever their interests, whatever their tastes, western Canada's most discriminating readers find what they're looking for in *Western Living*. May is the annual travel issue.

Publishes: 10x per year
Circulation: 44,460 Manitoba/Saskatchewan edition

(1) Full page, four-color ad in May issue **\$3,758.00 gross**

- CPM \$84.53 (circulation 44,460)
- Canadian gross rate of \$4,041.30 (93% exchange rate used)

Space Deadline: 3/12/10
Creative Deadline: 3/26/10

WESTWORLD SASKATCHEWAN

Rep: Jenny Kollander
Tel: 952-933-2549
Fax: 952-933-2192
E-mail: jenny.kollander@rickertmedia.com

Westworld Saskatchewan is a travel and motoring magazine published for the Canadian Automobile Association in Saskatchewan. It features auto club-related news complemented by exciting and informative travel features and departments. From local destinations to domestic and foreign hot spots, *Westworld Saskatchewan* presents unique vacation ideas and practical travel tips.

Publishes: 4x per year; February, May, September, November
Circulation: 117,000

(3) Full page, four-color ads in February, May, September issues \$ 10,402.35 gross

- \$3,467.45 per ad
- CPM \$29.64 (circulation 117,000)
- U.S. gross rate

February Issue Space Deadline: 12/04/09
February Issue Creative Deadline: 12/14/09

May Issue Space Deadline: 03/08/10
May Issue Creative Deadline: 03/22/10

September Issue Space Deadline: 07/09/10
September Issue Creative Deadline: 07/19/10

PRINT ADVERTISING - NICHE

HISTORY, CULTURE & HERITAGE NICHE

AMERICAN HERITAGE

Rep: Robert L. Jenkins
Tel: 240-453-0900 ext 22
Fax: 301-560-5553
E-mail: rjenkins@americanheritage.com

American Heritage is the oldest and most widely read periodical of American history. Over the past 60 years this trusted national brand has provided penetrating insight and cutting edge perspective into the American experience, enlightening readers in better understanding our nation's past and the impact that our history occasionally has on current events.

Publishes: Quarterly
Circulation: 191,889

(1) 2 page, four-color spread **\$ 13,600.00 gross**

- CPM \$70.87 (circulation 191,889)

Value-Added:

- Full page for the spread concept
- 200,000 ad impressions to run concurrent with the two page, four-color ad
- Three months of free Reader Service

Spring Issue Space Deadline: 01/07/10
Spring Issue Creative Deadline: 01/14/10

WESTERN HORSEMAN

Rep: Kami Peterson
Tel: 719-327-5741
Fax: 719-473-0997
E-mail: kami.peterson@westernhorseman.com

Publishes: Monthly
Circulation: 162,285

Western Horseman readers are outdoorsy sports people who live the western lifestyle every day. It isn't just what they do but it is who they are.

(1) Full page, four-color ad in February issue **\$ 8,695.00 gross**

- February is the annual Travel issue
- CPM \$53.58 (circulation 162,285)

February Issue Space Deadline: 12/01/09
February Issue Creative Deadline: 12/05/10

OUTDOOR ADVENTURE NICHE

BIRDING

BIRDER'S WORLD

Rep: Craig Greuel
Tel: 888-558-1544, ext. 495
Fax: 262-796-0126
E-mail: cgreuel@birdersworld.com

Birder's World is the premier publication dedicated to both the serious and casual bird watcher. Their award winning monthly publication combines birding articles that are intriguing, authoritative, amusing and educational. Their articles are accompanied by stunning color photography that sets them apart from their competitors.

Publishes: Monthly
Circulation: 30,000

(1) Full-page, four-color ad in April issue **\$ 3,585.10 gross**
• CPM \$119.50 (circulation 30,000)

Value-Added:

- Far-forward position guaranteed within first half of book at no additional charge
- Web site link to ND Tourism's Web site
- Back cover placement when available, if desired, at no additional charge

April Issue Space Deadline: 01/06/10
April Issue Creative Deadline: 01/13/10

BIRDING

Rep: Ken Barron
Tel: 800-850-2473
Fax: 719-578-1480
E-mail: kbarron@ktc.com

The American Birding Association, publisher of *Birding*, is a not-for-profit organization that seeks to inspire all people to enjoy and protect wild birds. The ABA seeks to encourage and represent the North American birding community and to provide resources through publications, meetings, partnerships and birding networks. The ABA's education programs develop birding skills, an understanding of birds, and the will to conserve.

Publishes: Bi-Monthly
Circulation: 18,000 members

(1) Full-page, four-color ad in March/April issue **\$ 2,255.00 gross**
• CPM \$125.28 (circulation 18,000 membership)

March/April Space Deadline: 01/05/10
March/April Creative Deadline: 01/12/10

GOLF

MIDWEST GOLFING MAGAZINE

Rep: Kevin Packard Jr.
Tel: 608-837-2200 ext. 106
Fax: 608-825-3053
E-mail: Kevin@roylepub.com

Midwest Golfing Magazine is unique in that it offers both national and regional information all in one. The national flavor includes golf coverage from around the world such as player profiles of the top tour players, national tournament coverage, golf destinations and reviews of the latest in golf equipment from major manufacturers. The regional portion covers all the local golf news, events, golf course reviews and golf related businesses in and around Wisconsin, Illinois, Michigan and Minnesota.

Publishes: 4x per year; March/April (Golf Show Issue), spring, summer, fall
Circulation: 60,000 (WI, IL, MN, MI, IN)

(1) Full-page, four-color Advertising Package \$ 7,320.00 gross

- Golf Show Issue - estimated circulation 75,000
 - Milwaukee, Madison, Chicago, Green Bay, Novi, MI, Lansing, MI and Minnesota
- Spring Issue - estimated circulation 60,000
- Summer Issue - estimated circulation 60,000

Value-Added:

- Complimentary Editorial Feature (2-3 pages) will run in the 2010 Spring issue
- Free rotating banner advertising (468x60) on top of Web site home page www.midwestgolfingmagazine.com for 52 weeks

Golf Show Issue Space Deadline: 01/30/10
Golf Show Issue Creative Deadline: 01/30/10

Spring Issue Space Deadline: 04/30/10
Spring Issue Creative Deadline: 04/30/10

Summer Issue Space Deadline: 06/30/10
Summer Issue Creative Deadline: 06/30/10

MINNESOTA GOLFER

Rep: Scott Ostwald
Tel: 612-373-9551
Fax: 612-339-5806
E-mail: sostwald@mspcommunications.com

Written for the avid golfer in Minnesota and members of the Minnesota Golf Association, *Minnesota Golfer* covers all local golfing news such as course openings and renovations, tournament winners, instructional tips from the pros, annual golf course directory, association news and calendar of events and tournaments. February/March (Spring Directory Issue) is the yearly flagship issue and possesses the longest shelf life of all issues. It is perfect bound, and lists all 450 MGA Member Clubs in a large back of the book section. It is used as year round reference material for their members. In the MGA News section they cover players of the year and MGA Club Champions.

Publishes: 4x per year
Circulation: 66,000

(1) Full-page, four-color ad in Feb/March issue **\$ 5,950.00 gross**

- CPM \$90.15 (circulation 66,000)
- Feb/March is the directory issue

Feb/March Issue Space Deadline: 12/01/09
Feb/March Issue Creative Deadline: 12/30/09

WISCONSIN GOLFER

Rep: Gertrude Lim
Tel: 866-726-0800
Fax: 607-280-8883
E-mail: glim@wisgolfer.com

Wisconsin Golfer has built its reputation on providing its subscribers the most complete and authoritative information on courses, personalities, equipment, apparel and instruction, as well as commentary from award-winning columnists and spectacular photos from some of the country's best known golf photographers.

Publishes: Bi-Monthly
Circulation: 40,000

(1) Full-page, four-color ad in May/June issue **\$ 3,053.00 gross**

- CPM \$76.33 (circulation 40,000)
- May/June issue is health and fitness

Value-Added:

- Special placement - opposite "Deals and Destination" column
- Free large right web ad rotating banner on www.wisgolfer.com
- Special ND golf courses review in special "Travel Highlights" on www.wisgolfer.com

May/June Issue Space Deadline: 04/09/10
May/June Issue Creative Deadline: 04/16/10

OUT-OF-HOME - CANADIAN

CBS OUTDOOR

Rep: Clint Jamison
Tel: 952-936-9567
Fax: 952-936-9605
E-mail: clint.jamison@cbsoutdoor.com

Transit Shelters

Winnipeg, MB - 2 months **\$ 13,151.60 Gross**

- \$7,070.76 Canadian gross per month (93% exchange rate used)
- 50% showing - 19 faces
- Over 9 million impressions/week, 76 million over campaign

MTS CENTRE

Rep: Chris Dant
Tel: 204-926-5532
Fax: 204-926-5555
E-mail: Cdant@truenorth.mb.ca

Since opening, the MTS Centre has acted as a major catalyst in the redevelopment of downtown Winnipeg and has consistently ranked amount the busiest entertainment facilities in the world. Each and every year, the MTS Centre hosts at least 140 events ranging from Manitoba Moose and international hockey, to some of the music industry's biggest name concerts. Pollstar Magazine one of the entertainment industry's leading publications, has ranked the facility as high as third in Canada, behind only the Air Canada Centre in Toronto and the Bell Centre in Montreal, in overall ticket sales for events. Close to 5,000,000 patrons have passed through the turnstiles in the facility's first five years of operation.

MTS Centre Backlight Signage **\$ 4,376.58 gross**

- (1) board for four months from Sept - Dec
- Includes \$470 for production
- Skywalk signage
- \$4,706.00 Canadian gross (93% exchange rate used)

WINNIPEG CONVENTION CENTRE

Rep: Del Sexsmith
Tel: 204-943-3325
Fax: 204-943-6192
E-mail: LEDsigns@cmsmedia.ca

The Winnipeg Convention Centre has just introduced LED Outdoor Signs, capable of full video, at all four corners of the property. These highly visible signs are viewed by 55,000 persons daily (motorists and pedestrians) in downtown Winnipeg. Each advertiser receives 720 occasions per sign per day with each occasion contained within a two-minute video loop. Messages can be displayed as static or animated images as well as full avi. video.

(20) Weeks, :10 loops (April 19 - Sept. 5, 2010) **\$ 11,765.00 gross**

Value-Added:

- Four week bonus showing - included above

ONLINE ADVERTISING - NICHE

FACEBOOK ADS - NICHES

\$ 12,000.00 gross

2 weeks/month for 6 months; 5 ads per week

Total of 60 ads for 1 week each

Facebook advertising options include:

- Campaign kickoff ads targeted toward Canadian priority markets
- Direct flight market ads to Las Vegas/Phoenix with golf message during summer as well as other niche offerings to Chicago, Denver, Salt Lake City
- Niche event strategy ads
- Canadian fan page focus
- Ads targeted by geographic priorities with interest based offers
 - Golf, mountain biking, birding, hunting, fishing, western, outdoor recreation, historic

TOTAL OUTDOOR NETWORK

Rep: Mike Haas

Tel: 701-214-6811

Fax: 701-425-0726

Email: mhaas@totaloutdoornetwork.com

The Total Outdoor Network Group reaches the largest outdoor audience in the Upper Midwest with the primary audience being male. The sites include: FishingBuddy.com, NodakOutdoors.com, DuckHuntingChat.com, SouthDakota-Outdoors.com and NorthStarOutdoors.com.

Campaign runs May & June and August & September 2010

\$ 4,706.00 gross

- 450,000 geo-targeted monthly impressions
- 300x250 rectangle banner ad above the fold

FISHING MINNESOTA

Rep: Tom Hatlestad

Tel: 507-964-2773

E-mail: leeharvey@frontiernet.net

Fishing Minnesota is one of the largest fishing and hunting Web sites in the upper Midwest.

Banner Ad - Annual Fee

\$ 882.35 gross

- 400x60 banner ad located in upper right corner of page
- 15,000 impressions per day

FISHANDGAME.COM

Listing - Annual Fee

\$ 464.72 Gross

IN-STATE ADVERTISING

ND Newspaper Association

\$ 43,000.00 gross

- Campaign Dates: June & July 2010
- All North Dakota daily and weekly newspapers

Partnerships with *ND Living* and *Horizon Magazine* provide additional in-state magazine advertising.

**ND TOURISM - RECAP OF 2010 BUDGET
 Legendary Strategy (Primary U.S. Markets)**

Medium	Costs	Total Costs
Television		546,840.00
Broadcast	476,250.00	
Direct Response	70,590.00	
Insert - Summer 1x w/o printing	132,135.83	132,135.83
Travel Directories		51,857.37
Family Circle - April	4,870.71	
Ladies' Home Journal - April	4,988.36	
Midwest Vacation Guide - Spring	5,298.00	
Reader's Digest - America's Heartland - April	4,828.35	
Reader's Digest - Family Adventures - May	10,006.15	
USA Weekend - March	2,103.60	
USA Weekend - August	2,103.60	
Valasis - America's Best Vacation - Spring	8,829.30	
Valasis - America's Best Vacation - Fall	8,829.30	
Print		349,523.61
AAA Tourbook	8,720.00	
AAA Living / Home & Away - March/April	18,918.50	
AARP - May/June	49,969.50	
Arthur Frommer's Budget Travel - April	15,522.75	
Family Circle - May	21,640.00	
Good Housekeeping - May	25,484.15	
Ladies' Home Journal - May	19,540.00	
Midwest Living	173,773.00	
South Dakota Magazine - May/June	1,714.16	
Minnesota Monthly - April	5,358.95	
MPLS St. Paul Magazine - May	8,882.60	
Out-Of-Home		134,768.49
CityLites USA (Minneapolis Skyway Signage)	75,267.00	
Clear Channel Outdoor	59,501.49	
Online		226,875.76
Keyword	20,000.00	
MMSI Direct Response	94,120.00	
Media Networks, Inc. (MNI)	35,295.00	
Social Media Advertising (Facebook)	12,000.00	
Sojern, Inc	18,635.76	
TripAdvisor	58,825.00	
Total		1,454,001.06

ND TOURISM - RECAP OF 2010 BUDGET

Border/Niche Strategy (Cultural/Heritage, Canadian, Secondary Markets, Niche)

Medium	Costs	Total Cost
Television		274,371.53
Broadcast Television	164,250.00	
Canadian TV Listing Channel	1,833.78	
Jason Mitchell Outdoor	27,647.75	
Cable - Jan-Mar (12 weeks) and Aug-Sept (8 weeks)	80,640.00	
Insert		67,848.47
Summer 1x w/o printing	42,286.23	
Fall 1x w/o printing	25,562.24	
Radio		115,555.65
Spring Campaign	90,643.55	
Fall Campaign	24,912.10	
ND Newspaper Association		43,000.00
Print		
Canadian Advertising		37,354.23
CAA Manitoba - Spring/Summer/Fall	14,850.00	
Prairie North (SK) - Spring	2,051.58	
Style Manitoba - Spring	6,291.90	
Western Living Magazine (MB, SK edition) - May	3,758.40	
Westworld Saskatchewan/Spring/Summer/Fall	10,402.35	
History & Western		22,295.00
American Heritage - Spring	13,600.00	
Western Horseman - February	8,695.00	
Birding		5,840.10
Birder's World - April	3,585.10	
Birding - March/April	2,255.00	
Golfing		16,323.00
Midwest Golfing Magazine - Golf Show/Spring/Summer	7,320.00	
Minnesota Golfer - Feb/March	5,950.00	
Wisconsin Golfer - May/June	3,053.00	
Out-Of-Home		29,293.18
CBS Outdoor - Winnipeg Transit Shelters	13,151.60	
MTS Centre - Skywalk Signage	4,376.58	
Winnipeg Convention Centre - outdoor signage	11,765.00	
Online		30,053.07
Social Media - Niches	12,000.00	
Total Outdoor Network - May - June and Aug - Sept	4,706.00	
Fishing Minnesota - Annual	882.35	
Fishandgame.com - Annual	464.72	
Co-op Opportunities		76,824.84
Radio - In-state	37,824.84	
Direct Mail	36,600.00	
Targeted E-mails	2,400.00	
Total		706,759.07

ND TOURISM - TOTAL BUDGET RECAP OF 2010 BUDGET

Medium	Costs	% of total spending	Medium Costs
Broadcast Television	640,500.00		
Direct Response Television	70,590.00		
Cable Television (Outdoor)	80,640.00		
Jason Mitchell Sponsorship	27,647.75		
Canadian TV Listing Channel	1,833.78		
Total Television		38.01	821,211.53
Radio support for insert	115,555.93		
Radio (co-op opportunities)	37,824.84		
Total Radio		7.10	153,380.49
Newspaper Inserts	199,984.30		
Newspaper In-state	43,000.00		
Total Newspaper		11.25	242,984.30
Travel Guides/Directory	51,857.37		
Magazine - General	349,523.61		
Magazine - History/Western	22,295.00		
Magazine - Canadian	37,354.23		
Magazine - Birding	5,840.10		
Magazine - Golfing	16,323.00		
Total Magazine		22.36	483,193.31
Online	256,928.83		
Total Online		11.89	256,928.83
Out-of-Home U.S.	134,768.49		
Out-of-Home Canada	29,293.18		
Total Out-Of-Home		7.59	164,061.67
Direct Mail	36,600.00	1.69	36,600.00
Targeted E-mails	2,400.00	0.11	2,400.00
Total Budget Spent	2,160,760.41	100.00	2,160,760.13
Total 2010 Budget	2,000,000.00		
Plus 7.5% Rebate	162,162.16		
Media Buy Value	2,162,162.16		
Difference	1,402.03		

2010	MAR			APR			MAY			JUN			JUL			AUG			SEPT			OCT			NOV			DEC																	
	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	6	13	20		
Weeks																																													
Minnesota Monthly					Full page - four color print ad																																								
MPLS St. Paul Magazine										Full page - four color print ad																																			
South Dakota Magazine										Full page - four color print ad																																			
Out-of-Home																																													
Skyway Advertising - Minneapolis/St. Paul																																													
Billboards - Minneapolis																																													
Internet Marketing																																													
Keyword Marketing																																													
Guidebook&merica.com																																													
Media Networks Inc.																																													
Sojern, Inc																																													
Tripadvisor.com																																													

2010	MAR			APR			MAY			JUN			JUL			AUG			SEPT			OCT			NOV			DEC														
	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	6	13
Weeks																																										
Out-of-Home																																										
Winnipeg Convention Centre	(20) weeks of :10 loops on 4 digital boards																																									
Canadian TV Listing Channel	(4) weeks :30 spots																																									
CBS Outdoor	Transit Shelters - 2 months - 19 faces																																									
MTS Centre	Backlit Signage																																									
Niche Strategy																																										
Niche: Outdoor Advertising: Milwaukee, Green Bay, Minneapolis, Madison	FSN, ESPN 2, Versus - 01/04 - 03/28/10																																									
Jason Mitchell Outdoors - sponsorship	1st qtr. 2010																																									
Internet Marketing	2nd qtr. 2010 on FSN North and FSN Wisconsin																																									
fishandgame.com	Master Link																																									
FishingMinnesota.com	Banner Ad																																									
Total Outdoor Network	Banner Ads																																									
Niche: Cultural & Heritage American Heritage	Banner Ads																																									
Western Horseman: Feb 2010 FP4C ad	Two page - four color spread																																									
Niche: Birding National	Full page - four color print ad																																									
Birdler's World - National	Full page - four color print ad																																									

