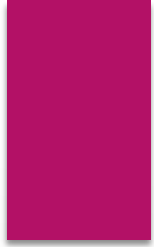




experience
**SIOUX
FALLS**
south dakota

ADVERTISING OPPORTUNITIES



OVERVIEW

**MISSION: MARKET SIOUX
FALLS AS A ONE-OF-A-KIND
DESTINATION AND PROVIDE
AN ENERGIZED VISITOR
EXPERIENCE TO ENHANCE
ECONOMIC IMPACT**

Experience Sioux Falls (ESF) provides a unique value to the local community, economy, and greater Sioux Falls region as the one-stop-shop for all visitor industry stakeholders and official Destination Marketing Organization (DMO).

Special notes:

- ESF reserves the right to suggest changes to content at any time to drive engagement.
- Content should always pertain to the target audience as directed by ESF.
- Partnering entities must have direct association to the travel and tourism industry at the discretion of ESF.
- Each paid promotion will include clear notation as a “paid partnership”.

**Digital advertising
partnerships available:**

- Website
- Email
- Social

Upon program completion each partner will receive a recap of actualized impressions and engagements.

ENGAGED AUDIENCES & SPENDING

Top origin DMAs as determined by the relationship between website traffic, destination visitation, and visitor spending, excluding the Sioux Falls DMA. (Jan-July 2023)

- Sourced, Zartico 3.0

Visitor DMA	Market Index	Visitor Spending	Website Sessions
Minneapolis-St. Paul	91.0	100.0	76.3
Sioux City	47.0	49.9	19.8
Chicago	46.0	6.9	100.0
Omaha	43.2	20.5	61.9
Rapid City	30.8	55.1	8.0
Fargo-Valley City	25.7	29.8	12.4
Denver	21.0	17.1	30.8
Dallas-Ft. Worth	17.7	3.5	41.3
Des Moines-Ames	17.5	13.9	17.1
Lincoln-Hastings	16.5	18.4	12.8

DIGITAL MARKETING

Experience Sioux Falls offers a variety of digital advertising partnerships across several channels.

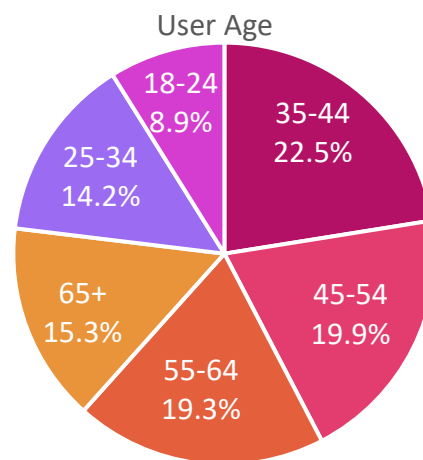
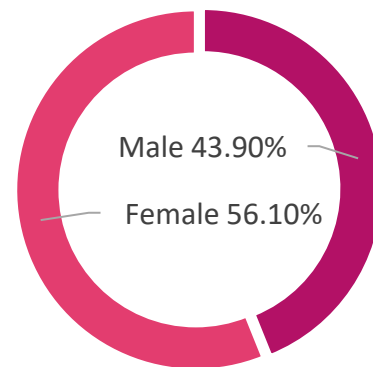
- Website
- Email
- Social

Experiencesiouxfalls.com
@ExperienceSFSD
#experiencesiouxfalls

EXPERIENCESIOUXFALLS.COM

demographics

ExperienceSiouxFalls.com (Average Monthly)	Jan-July 2023
Users	48,571
Sessions	448,578
New Users	47,571 (97.7%)
Non-Local Sessions	405,934 (86.8%)
Pageviews	119,431



Interests	Top Ten
News & Politics/Avid News Readers/Entertainment News Enthusiasts	11.7%
Media & Entertainment/Movie Lovers	11.4%
Media & Entertainment/TV Lovers	10.4%
Shoppers/Shopping Enthusiasts	10.3%
Travel/Travel Buffs	10.1%
Media & Entertainment/Light TV Viewers	9.9%
Home & Garden/Home Decor Enthusiasts	9.8%
Food & Dining/Cooking Enthusiasts/Aspiring Chefs	9.3%
Lifestyles & Hobbies/Shutterbugs	8.7%
Lifestyles & Hobbies/Outdoor Enthusiasts	8.4%

WEBSITE A LA CARTE

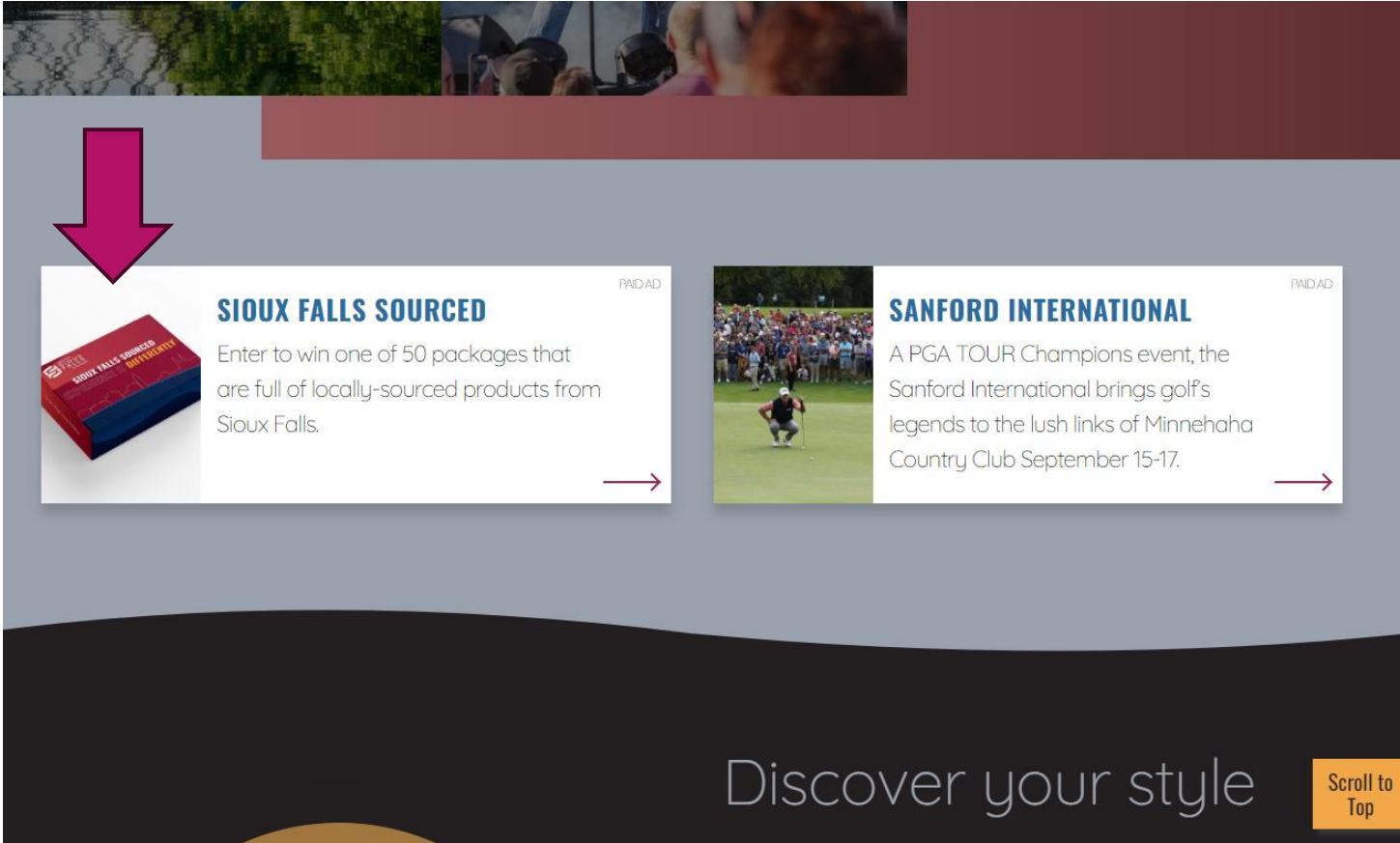
Ads run for one-month increments.
Sponsored listing must be relevant
to business type.

Ad Unit	Page Placement	Avg. Monthly Views	Cost	CPM	Available Spots
Sponsored Listing	Things-to-do	33,934	\$169	\$5	4
	Food-drink	8,644	\$43	\$5	4
	*Places-to-stay	9,453	\$47	\$5	4
Banner Ads	Homepage	140,811	\$1,126	\$8	2
	Things-to-do	33,934	\$271	\$8	2
	Food-drink	8,644	\$69	\$8	2
	*Places-to-stay	9,453	\$75	\$8	2

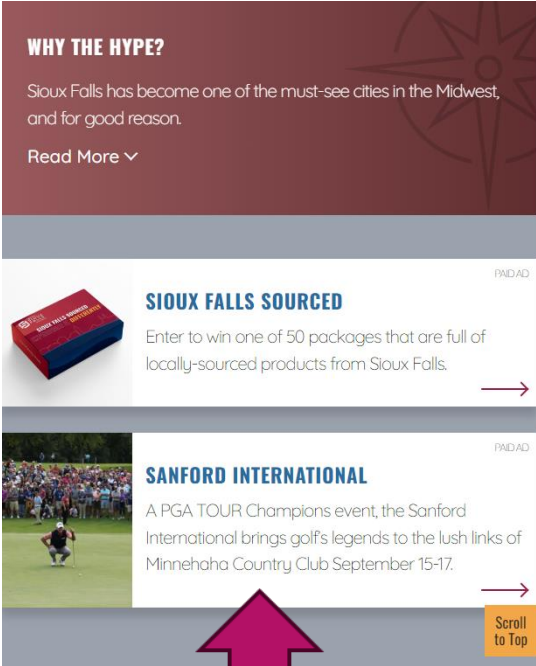
**Places to stay advertising opportunities only apply to Sioux Falls hotels that collect room tax and/or BID tax.*

HOMEPAGE BANNER AD PLACEMENT

Desktop



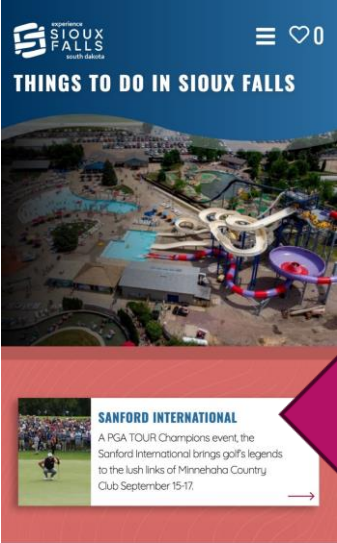
The desktop banner ad placement diagram shows a large horizontal banner at the top with a background image of a crowd. Below it, two white rectangular ad units are displayed side-by-side. A large pink arrow points from the top banner area down to the first ad unit. The first ad unit features an image of a 'SIoux FALLS SOURCED' product box, the title 'SIoux FALLS SOURCED', and the text 'Enter to win one of 50 packages that are full of locally-sourced products from Sioux Falls.' The second ad unit features an image of a golfer on a green, the title 'SANFORD INTERNATIONAL', and the text 'A PGA TOUR Champions event, the Sanford International brings golf's legends to the lush links of Minnehaha Country Club September 15-17.' Both ad units have a 'PAID AD' label in the top right corner and a right-pointing arrow at the bottom right. At the bottom of the desktop page, there is a dark grey footer with the text 'Discover your style' and a 'Scroll to Top' button.



The mobile banner ad placement diagram shows a vertical stack of content. At the top is a dark red banner with the title 'WHY THE HYPE?' and the text 'Sioux Falls has become one of the must-see cities in the Midwest, and for good reason.' Below this is a 'Read More' link with a downward arrow. The next section is a white ad unit for 'SIoux FALLS SOURCED' with an image of the product box and the text 'Enter to win one of 50 packages that are full of locally-sourced products from Sioux Falls.' Below that is another white ad unit for 'SANFORD INTERNATIONAL' with an image of a golfer and the text 'A PGA TOUR Champions event, the Sanford International brings golf's legends to the lush links of Minnehaha Country Club September 15-17.' Both ad units have a 'PAID AD' label in the top right corner and a right-pointing arrow at the bottom right. At the bottom of the mobile page, there is a 'Scroll to Top' button. A large pink arrow points from the bottom of the mobile page up towards the 'SANFORD INTERNATIONAL' ad unit.

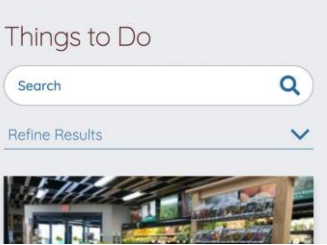
Mobile

CATEGORY BANNER AD PLACEMENT

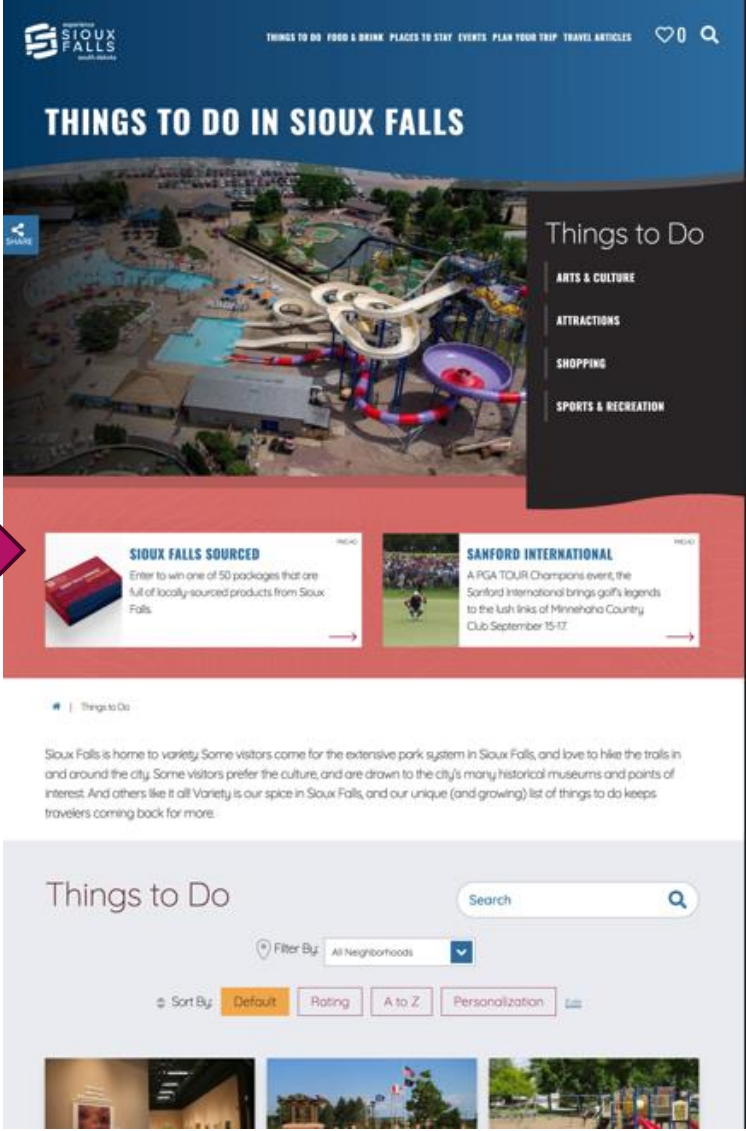


Mobile

Sioux Falls is home to variety. Some visitors come for the extensive park system in Sioux Falls, and love to hike the trails in and around the city. Some visitors prefer the culture, and are drawn to the city's many historical museums and points of interest. And others like it all! Variety is our spice in Sioux Falls, and our unique (and growing) list of things to do keeps travelers coming back for more.



Desktop



Things to Do

Search

Filter By: All Neighborhoods

Sort By: Default Rating A to Z Personalization



SPONSORED LISTING

Mobile

Desktop

Food & Drink

Search

Filter By: All Neighborhoods

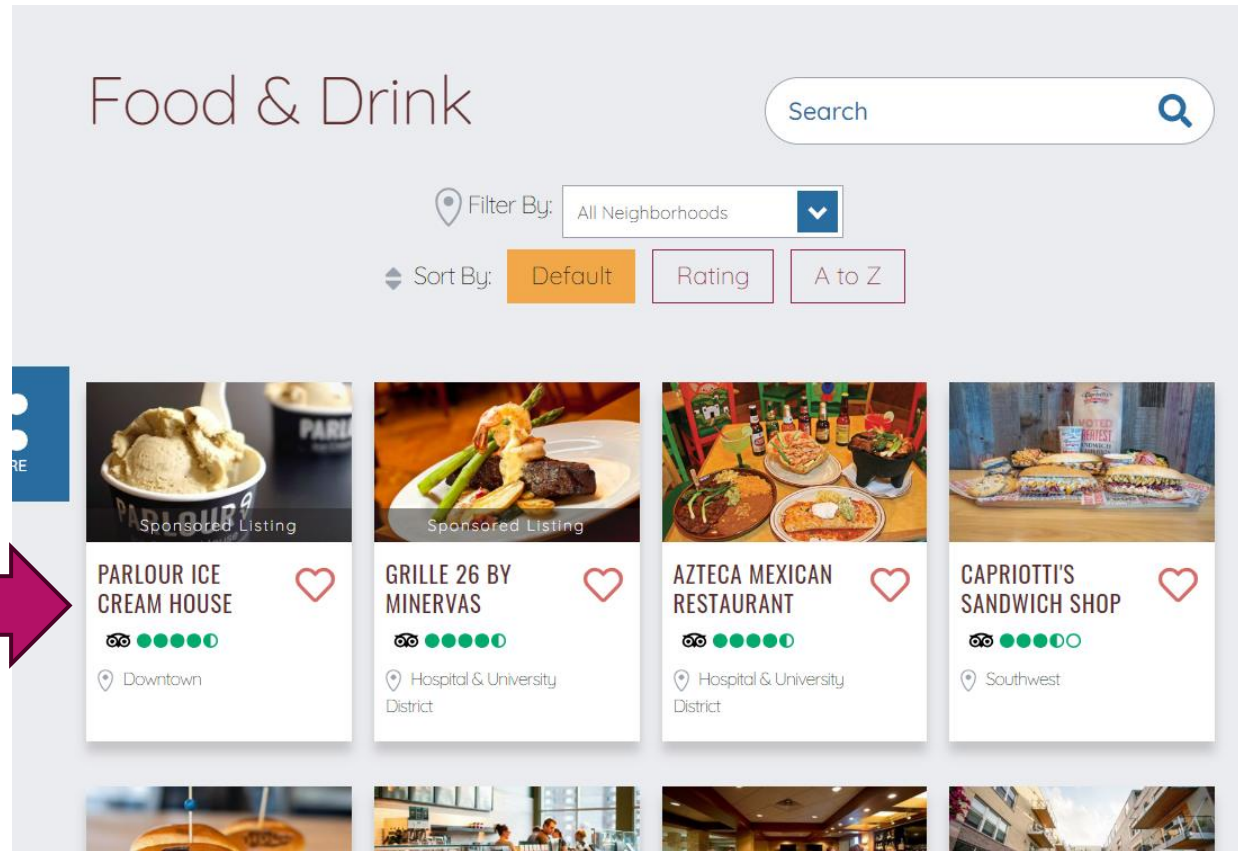
Sort By: Default Rating A to Z

PARLOUR ICE CREAM HOUSE

GRILLE 26 BY MINERVAS

AZTECA MEXICAN RESTAURANT

CAPRIOTTI'S SANDWICH SHOP



Food & Drink

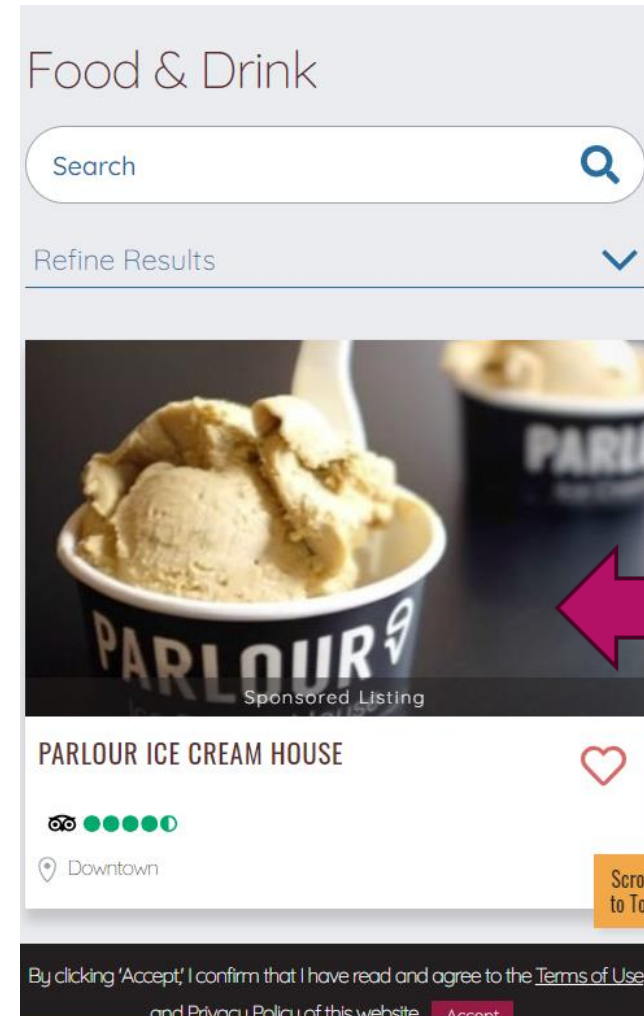
Search

Refine Results

PARLOUR ICE CREAM HOUSE

Scroll to Top

By clicking 'Accept,' I confirm that I have read and agree to the [Terms of Use](#) and [Privacy Policy](#) of this website. [Accept](#)



ASSETS REQUIRED

Banner Ads

- Image
 - (172 x 235 pixels)
- Title: 2-3 words
- Copy: 25 words
- Link (GA accepted)

Sponsored Listing

- New Image
 - (1,352 x 872 pixels)
- Or Default to Current
- Link (tracking link/URL accepted)

WEBSITE CONTENT PACKAGE

\$2,450

Experience Sioux Falls will write one content article for placement within the appropriate Travel Articles section on experiencesiouxfalls.com and promotion in one leisure email send.

Includes in-content ad on experiencesiouxfalls.com homepage and a boosted Facebook post (\$200).

SEO benefits considered a value add.

Estimated Impressions: 204,250

- Website: 141,000 pageviews
- Email: 49,250 delivered
- Facebook: 14K-26K avg. reach

CPM: \$12

IN-CONTENT AD PLACEMENT

Desktop

The desktop screenshot shows the top navigation bar with links for Meetings, Sports Planners, Travel Trade, About, and Partners. Below this is the 'experience SIOUX FALLS south dakota' logo and a main menu with categories: THINGS TO DO, FOOD & DRINK, PLACES TO STAY, EVENTS, PLAN YOUR TRIP, TRAVEL ARTICLES, a heart icon, and a search icon. The main content area features a grid of articles. The first article, '5 WARM WEATHER ADVENTURES IN SIOUX FALLS', is highlighted with a pink arrow pointing to it. The article title is overlaid on a photo of a person on a water inflatable. Below the title, the word 'Sponsored' is visible. To the right of this article is another article titled '8 GREAT PATIO DINING SPOTS' with a photo of people at an outdoor cafe. Below these are two more article thumbnails: one showing a bridge and another showing a band performing.

The mobile screenshot shows the '5 WARM WEATHER ADVENTURES IN SIOUX FALLS' article in a vertical layout. The title is at the top, followed by a right-pointing arrow. Below the title is a photo of a person on a water inflatable, with a 'Sponsored' label and a progress indicator (one orange circle, three white circles). The article text, 'WHY THE HYPE?', is displayed in a dark red background. The text reads: 'Sioux Falls has become one of the must-see cities in the Midwest, and for good reason. No matter your hobbies, budget, or travel style, Sioux Falls has a unique experience waiting for you, year-round. Browse our articles to get started. They'll help you find cheap and free activities for the whole family, or amazing food all across town. And that's just the beginning.' Below the text is a 'Read More' link with a downward arrow. A 'Scroll to Top' button is located in the bottom right corner. A pink arrow points to the article title from the right.

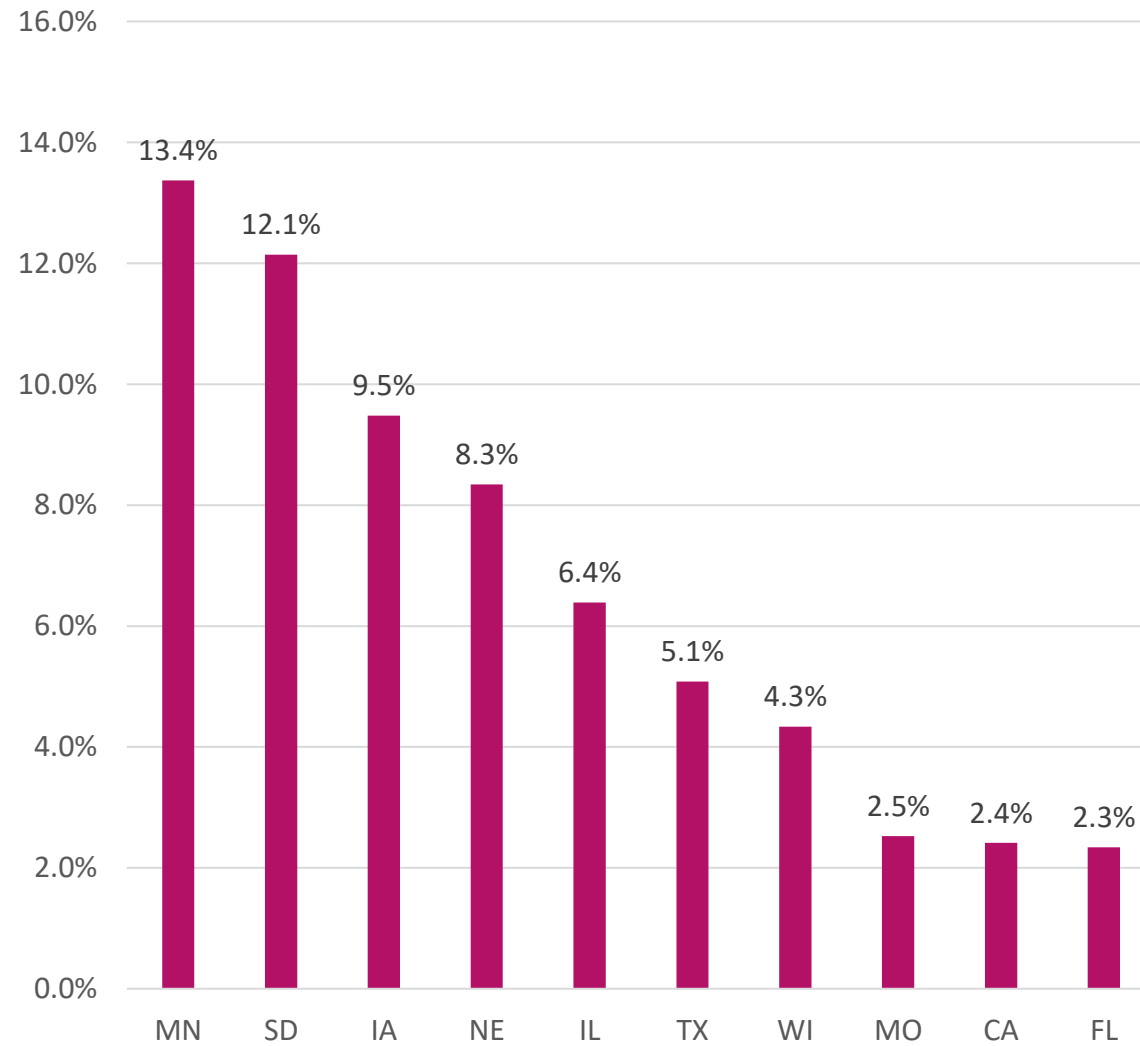
Mobile

EMAIL MARKETING

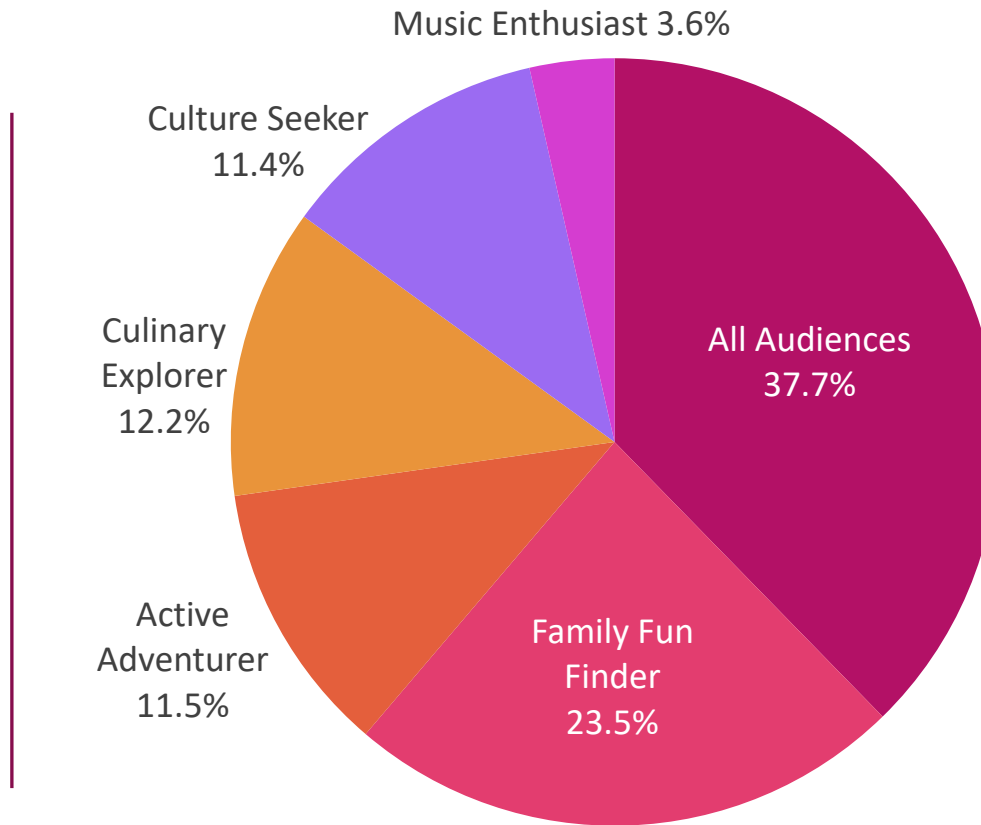
Average Recipients: 49,371

Average Open Rate: 33.3%

Average CTR: 2.63%



EMAIL SEGMENTS



Average of records that can be counted.

EMAIL CONTENT

\$445

Featured content in one leisure email send.

- Image
- Title: 4-5 words
- Primary region: 40-45 words
- Secondary region: 30-35 words
- Link (GA accepted)

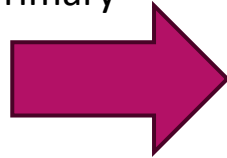
Estimated Impressions: 49,250

CPM: \$9

**ESF Reserves the right to suggest changes to drive engagement.*

CONTENT REGIONS

Primary




SANFORD INTERNATIONAL

The PGA TOUR Champions comes to Sioux Falls for the annual Sanford International, September 14-17 at Minnehaha Country Club. Don't miss this chance to see golfers John Daly, Ernie Els, Fred Couples, Steve Stricker, and many more.

Plus, country music star, Jake Owen, will be performing for Sanford International Live!

[More Information](#)



SEASON 3: FAMILY ACTIVITIES

Season 3 of the Experience Sioux Falls video series kicked off with a bang! Hear from the Eisenhower family on what they enjoy doing in Sioux Falls.

[Watch Video](#)



Secondary



SIOUX FALLS CAR SHOWS

Are you a car enthusiast? If so, mark your calendar for these upcoming car shows that you won't want to miss.

[Learn More](#)



SOCIAL CONTENT

Experience Sioux Falls will create a custom video for placement on @ExperienceSFSD social media channels.

Place of business will be appropriately tagged, and content will be boosted on one channel of choice.

Social Channels	Average Views	Cost
Instagram Reel	9,000-18,000	\$300
FB + Instagram Story		
TikTok		

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