

2023 COOPERATIVE MARKETING PROGRAM RESERVATION

NORTH DAKOTA DEPARTMENT OF COMMERCE TOURISM & MARKETING DIVISION

Business/Organization	Contact Name	
Name of Attraction/Community	Address	
City	State	ZIP Code
Telephone Number	Fax Number	
E-mail	Website	

Partnerships are available on a first-come, first-serve basis. Mail, e-mail or fax this form to:

Odney
Attention: Sarah Elder
PO Box 2035
Bismarck, ND 58502-2057
E-mail: selder@odney.com

Phone: 701-557-7562
Toll-Free: 888-500-8721
FAX: 701-222-8172

The following cooperative advertising opportunities need to be reserved with Sarah Elder, the account executive representing ND Tourism's cooperative plan with Odney.

Traditional Media

ND Living – Must have 3 partners per month

<input type="checkbox"/> January - \$300	<input type="checkbox"/> May - \$300	<input type="checkbox"/> September - \$300
<input type="checkbox"/> February - \$300	<input type="checkbox"/> June - \$300	<input type="checkbox"/> October - \$300
<input type="checkbox"/> March - \$300	<input type="checkbox"/> July - \$300	<input type="checkbox"/> November - \$300
<input type="checkbox"/> April - \$300	<input type="checkbox"/> August - \$300	<input type="checkbox"/> December - \$300

NDNA – maximum of 6 partners

☐ Statewide - \$500

Social Media – Maximum of 3 partners per month

<input type="checkbox"/> Level 1 - \$1,500	Month(s) _____
<input type="checkbox"/> Level 2 - \$2,500	Month(s) _____

Digital Media

Cross-device display

☐ \$2,500

Cross-device video & connected TV

☐ \$5,000
☐ \$10,000

Streaming audio & podcasts

☐ \$5,000

Google keyword marketing

☐ \$3,000

Although the following cooperative advertising opportunities need to be directly reserved through the vendors, North Dakota Tourism keeps record of participation. (Please check those that apply)

Traditional Media

AAA Living

☐ March / April / May
☐ June / July / August

Public Relations

Travel Influencer

☐ Gold level
☐ Silver level

Online Media

Website Advertising

☐ Run of site
☐ Targeted

E-Newsletter Advertising

☐ Monthly E-newsletter
☐ Custom Email Blast