

# ONLINE, ELEVATED!

## Promote Your Business With Sioux Falls Digital Marketing Programs

Our mission is to 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).

### AD PACKAGES YIELD BIG RETURNS:

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



## EXPERIENCESIOUXFALLS.COM

### AVERAGE MONTHLY

USERS  
54,465

SESSIONS  
66,212

NON-LOCAL SESSIONS  
48,933

NEW USERS  
54,120

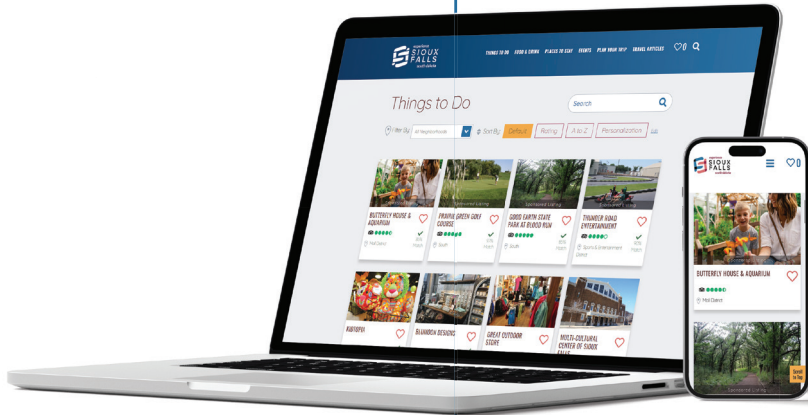
PAGE VIEWS  
124,959

## 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”.
- Limited space available.
- Upon program completion, each partner will receive a recap of actualized impressions and engagements.



# WEBSITE ADVERTISING OPTIONS



## COST VARIES

### 01. Sponsored Listing

4 SPOTS AVAILABLE PER MONTH

Your listing will be featured at the top of your designated category section. Mobile optimized with only 4 sold per month. Sponsored listing must be relevant to business type.

#### Monthly Cost:

- Things to Do\* **\$100**
- Food & Drink\* **\$50**
- Places to Stay\*\* **\$20**

#### Assets Required:

- New Image - (1,352 x 872 pixels)
- Or default to current
- Link (GA accepted)

**\$470**

### 02. Homepage Banner Ads

2 SPOTS AVAILABLE PER MONTH

Your banner ad will appear on the homepage of experiencesiouxfalls.com, influencing users as they seek information during travel planning.

#### Monthly Cost:

Homepage\* **\$470**

#### Assets Required:

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



## COST VARIES

### 03. Category Banner Ads

2 SPOTS AVAILABLE PER MONTH

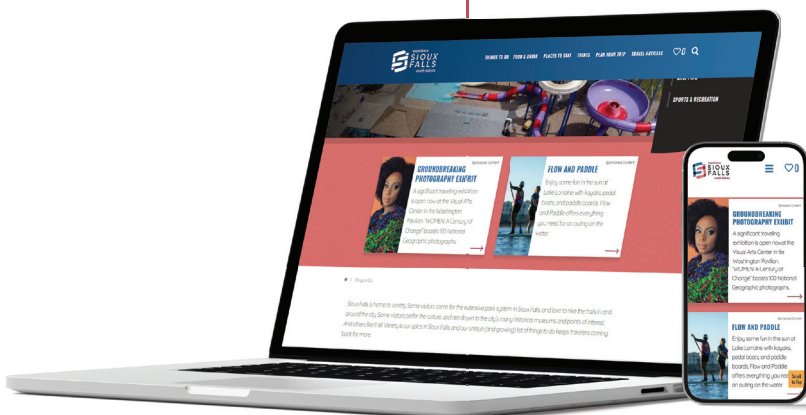
Your banner ad will appear on the relevant pages on experiencesiouxfalls.com, influencing users as they plan their visit.

#### Monthly Cost:

- Things to Do\* **\$270**
- Food & Drink\* **\$135**
- Places to Stay\*\* **\$50**

#### Assets Required:

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



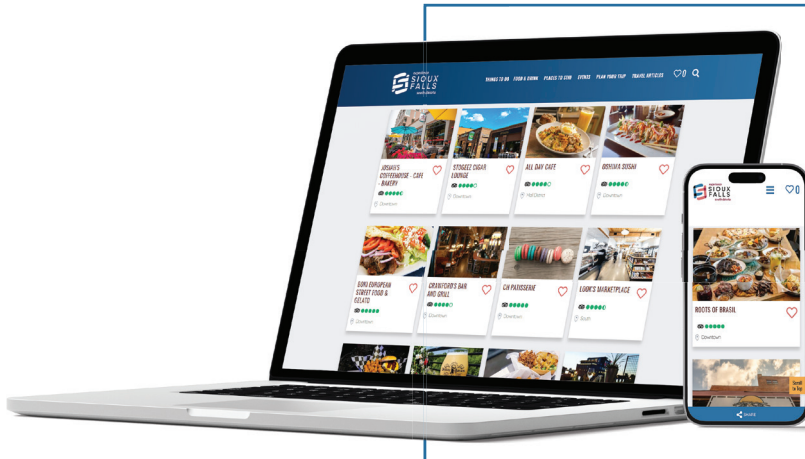
Pricing is based on website and site visitation.

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

† Average monthly events include all pages under the primary category for banner ads.

‡ Average monthly events include the primary category page and the top-performing secondary page.

# WEBSITE ADVERTISING OPTIONS



**FREE**

## 04. Web Directory Listing

This option is automatically included for partners advertising in the Official Sioux Falls Visitor Guide.

**\$2,000**

## 05. All-Inclusive Content Package

- Experience Sioux Falls will write one content article for placement within the appropriate Travel Articles section on experiencesiouxfalls.com
- In-content ad on experiencesiouxfalls.com homepage
- Promotion in one leisure email send (550 words and 4 images)
- Boosted Facebook post (\$200 value!)

SEO benefits are considered a value add.

Estimated Impressions: **125,903**

### Stats:

- Website: **58,216** events
- Email: **59,000** subscribers
- Facebook: **14K-26K** avg. reach

### Assets Required:

- Title: 5–10 words
- Up to 4 images - (1352 x 872 pixels)
- Copy: Up to 550 words
- Links (tracking links accepted)



### 4 THINGS TO DO AT THE WASHINGTON PAVILION

The Washington Pavilion is an entertainment hub with activities up and down the four-story building that people of all ages will enjoy. Here are just a few of the many things to do at the Washington Pavilion.

Email



Experience Sioux Falls  
May 29

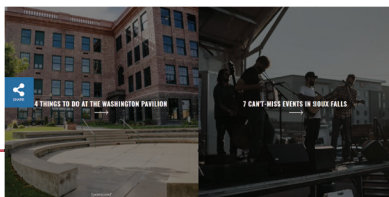
The Washington Pavilion is an entertainment hub with activities up and down the four-story building that people of all ages will enjoy. Here are just a few of the many things to do at the Washington Pavilion.



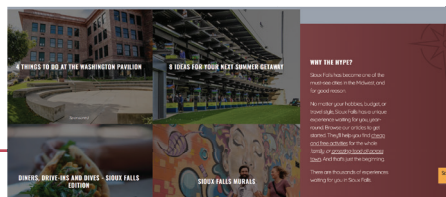
EXPERIENCESIOUXFALLS.COM  
**4 Things to Do at the Washington Pavilion**  
The Washington Pavilion is an entertainment hub

Like Comment Share

Facebook



Website Content Article



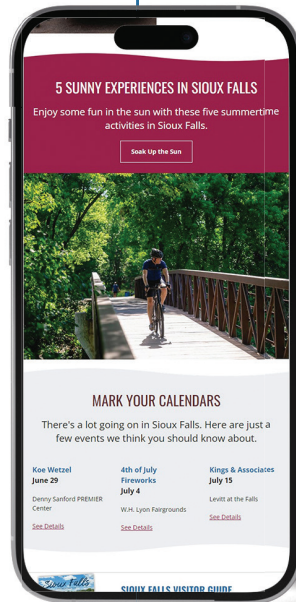
Homepage Article Ad

# DIGITAL ADVERTISING OPTIONS



PRIMARY →

SECONDARY →



**\$550**

## 01. Email Newsletter

ONLY 1 OF EACH AVAILABLE MONTHLY

Instantly deliver with Experience Sioux Falls Email Newsletter.

Featured content in one monthly leisure email on the 4th Thursday of every month.

**Stats:**

Subscribers: **59,000**

Average Open Rate: **39.6%**

Average CTR: **5.86%**

Estimated Impressions: **53,687**

**Assets**

**Primary:**

- Image
- Title: 4-5 words
- Copy: 40-45 words
- Link (GA accepted)

**Secondary:**

- Image
- Title: 4-5 words
- Copy: 30-35 words
- Link (GA accepted)

**\$500**

## 02. Social

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

**Stats:**

Average Views: **9,000-18,000**

**Includes:**

- Facebook
- Instagram
- TikTok
- Pinterest

Your business will be appropriately tagged, and content will be boosted on one channel of your choice (\$200 value!).

