

Inspire Visitors to Explore

SIoux FALLS

IN THE 2025 OFFICIAL SIOUX FALLS VISITOR GUIDE



ADVERTISING RATES & INFORMATION

ENGAGE WITH POTENTIAL VISITORS

The Official Sioux Falls Visitor Guide delivers the best of Sioux Falls to potential visitors. The guide is the foremost source of information for finding where to stay, where to go, and what to do while planning and visiting.



SHOWCASE YOUR SHOP, HOTEL, RESTAURANT OR ATTRACTION IN THE 2025 GUIDE THAT'S AVAILABLE IN 125,000 PRINTED COPIES AND UNLIMITED DIGITAL DOWNLOADS!

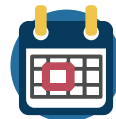
IMPORTANT DEADLINES



AD CLOSE
AUGUST 30, 2024
Invoiced upon signed agreement.



ADVERTORIAL MATERIALS DUE
SEPTEMBER 6, 2024



DISPLAY MATERIALS DUE
SEPTEMBER 13, 2024



DELIVERY
JANUARY 2025

DELIVERABLES



CIRCULATION:
125,000
PRINTED COPIES



MOBILE-FRIENDLY
DIGITAL EDITION



AD SALES AND INQUIRIES

TRICIA WISBROCK
DESTINATION DEVELOPMENT SPECIALIST
314-914-7916
twisbrock@maddenmedia.com

“We’re excited about the new Visitor Guide and want YOU to be part of it!”



TERI SCHMIDT
CEO
EXPERIENCE SIOUX FALLS



ADVERTORIAL RATES & SPECS

Available in full, half and quarter page sizes, advertorial ads combine your imagery with inspirational copy about your business. You will provide images and copy, and our team will edit and lay out the ad to ensure that it looks fantastic.

According to a study conducted by Outbrain, advertorial ads have a more significant effect on a reader's behavior. Advertorial ads match the look, feel and function of the Visitor Guide. This design encourages readers to engage with the content while planning their visit.

COST & INFORMATION

2 PAGE SPREAD \$6,120
TWO 7.0" X 9.75" PAGES ON A SPREAD
UP TO 375 WORDS
5 IMAGES

FULL PAGE LAYOUT A \$3,600
7.0" X 9.75"
UP TO 160 WORDS
2 IMAGES

FULL PAGE LAYOUT B \$3,600
7.0" X 9.75"
UP TO 185 WORDS
3 IMAGES

HALF HORIZONTAL \$2,100
7.0" X 4.80"
UP TO 125 WORDS
1 IMAGE

QUARTER VERTICAL \$1,425
3.40" X 4.80"
UP TO 75 WORDS
1 IMAGE

REQUIREMENTS

- Image resolution: 300 dpi
- JPG, TIFF and PDF formats accepted
- Please provide 3-5 extra images for possible use with each ad submission.

2 PAGE SPREAD

SPECIAL PARTNER SECTION

LOREM IPSUM

When your vacation includes so many childhood favorites, everyone in the family gets to be a kid.





TASAN PRATEMP
ORIENTEM QUI
CONSEQUE DISQUE
DE HOLECIE

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TASAN PRATEMP
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800-123-4567 1234 Address Way Lane, Sunnyvale CA 95004
Your Logo Here

FULL PAGE A

SPECIAL PARTNER SECTION

LOREM IPSUM

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FULL PAGE B

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Your Logo Here

1/2 HORIZONTAL

SPECIAL PARTNER SECTION

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Your Logo Here

1/4 VERTICAL

SPECIAL PARTNER SECTION

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800-123-4567 1234 Address Way Lane, Sunnyvale CA 95004
Your Logo Here

PROGRAM RATES, SPECS & DEADLINES

DISTRIBUTION INFORMATION

The Official Sioux Falls Visitor Guide reaches prospective visitors. Guides are mailed throughout the United States, serving as the primary fulfillment piece for individuals who respond to marketing programs and request information in advance of their visit.

The Experience Sioux Falls (ESF) team delivers the Visitor Guide to 175 locations throughout the city. The guide is available at hotels, attractions, restaurants, shops, city and state information centers, universities, medical facilities and various other businesses. The digital edition of this guide can be found online and will be available 24/7 on the Experience Sioux Falls website.

**ALL PRINT ADVERTISING PARTNERS RECEIVE
A FREE WEBSITE DIRECTORY LISTING.**

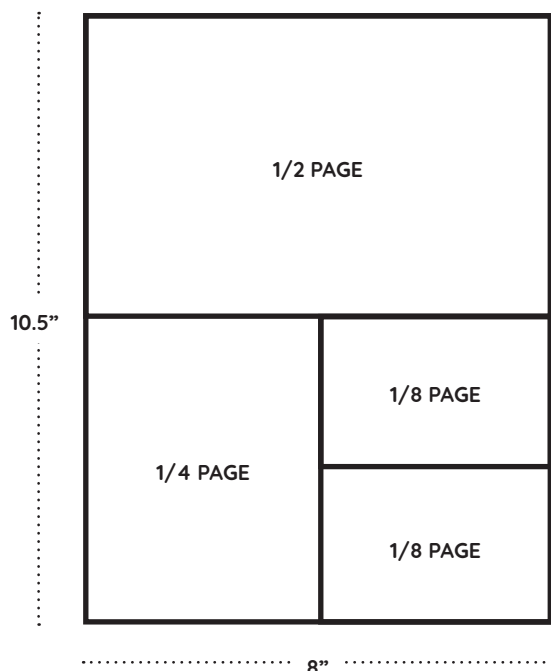
REQUIREMENTS

- Image resolution: 300 dpi
- JPG, TIFF and PDF formats accepted
- Please provide 3-5 extra images for possible use with each ad submission.

PREMIUM POSITION	NET
BACK COVER 7.0" x 9.75"	\$4,450
INSIDE FRONT COVER 7.0" x 9.75"	\$3,725
INSIDE BACK COVER 7.0" x 9.75"	\$3,725
OPPOSITE TABLE OF CONTENTS, RIGHT-HAND READ 7.0" x 9.75"	\$3,725
OPPOSITE TABLE OF CONTENTS, LEFT-HAND READ 7.0" x 9.75"	\$3,725
OPPOSITE WELCOME & MASTHEAD, 1 PAGE 7.0" x 9.75"	\$3,725

STANDARD POSITION	NET
HALF VERTICAL OR HORIZONTAL DISPLAY, HOTEL ADS ONLY 7.0" x 4.80"	\$2,100
QUARTER DISPLAY, HOTEL ADS ONLY 3.40" x 4.80"	\$1,425
EIGHTH DISPLAY, HOTEL ADS ONLY 3.40" x 2.40"	\$785

Display Advertisement options will only be available for hotels and premiums.
Experience Sioux Falls has final decision on all ad placements and production total.



CO-OP ADS

Specialty co-op pages are available at these rates and will be arranged together based on business type or location.

Available to all relevant businesses throughout Sioux Falls.

DISCOVER IT downtown!

It's the pulse-pumping place for ENTERTAINMENT, SHOPPING, and DINING all in one. This is a great place to promote all of downtown's hot spots, just they are located in one area to make things super easy. Find out more at dtdad.com.

Hammerspoon
Locally Chef owned and operated, experienced multi-course menu, housing, and a variety of historic, historic and contemporary. Owner: www.hammerspoon.com
194 E. 4th St.
505.271.2015

Jostia's
The only Sioux Falls highest rated coffeehouse and cafe, located in historic downtown. Jostia's is a coffeehouse and cafe, located in historic downtown. Jostia's is a coffeehouse and cafe, located in historic downtown. Jostia's is a coffeehouse and cafe, located in historic downtown.
101 W. 2nd St.
505.759.8255

Lewis
Specialty food and beverage, you need it here or it's not worth it. We offer a wide selection of name brands and specialty items, direct all affordable prices. Offering all of your everyday necessities including home & beauty products, pet and go needs, groceries, and more!
138 S. Phillips Ave., Ste. 102
505.847.0000

ODE
Offering vibrant, colorful, and delicious food and drink, served in all central areas. Our menu is a mix of traditional and contemporary, offering the best quality of pricing, and service available in the city.
300 N. Chicago Pl.
505.271.6332

SARPENTER BAR
When class & craft meet, it's at the Sarpenter Bar. Located in the heart of downtown Sioux Falls, Sarpenter Bar is a unique space featuring local craft beer, live music, and more.
215 S. Phillips Ave.
505.271.9993

Example only, does not represent the 2025 design and layout.

THE CRAFT BEER CRAZE continues!

The craft beer scene is hopping in and around Sioux Falls... just intended. Enjoy a wide variety of amazing brews and tasting rooms for gathering with friends to celebrate or just hangout. Each local brewery serves a unique experience infused with Midwestern hospitality.

102 W. Main Ave., Sanford
505.336.2728
buffalobrewing.com

500 E. 59th St.
505.336.3564
hokanbrewery.com

701 N. Phillips Ave., Ste. 103
505.271.5463
www.brewery.com

201 W. 4th St., Ste. 25
505.271.5288
theapocrypha.com

401 E. 8th St., Ste. 100
505.271.8913
www.tribeca.com

33 S. Phillips Ave.
505.336.9002
www.brewery.com

Example only, does not represent the 2025 design and layout.

DOWNTOWN CO-OP ADS

Businesses located downtown are the only entities that qualify for this option.

SIZE
1/9

PRICE
\$395

WHAT YOU GET:
Logo
45-Word Description
Business Name
Address
Phone
URL

SPECIALTY CO-OP ADS

Categorization of business type will determine placement of advertisement.

SIZE
1/9

PRICE
\$300

WHAT YOU GET:
Photo
Business Name
Address
Phone
URL

Final Co-Op ad page counts and placements will be finalized after Ad Close, based on total participation by relevant businesses.



AD SALES AND INQUIRIES

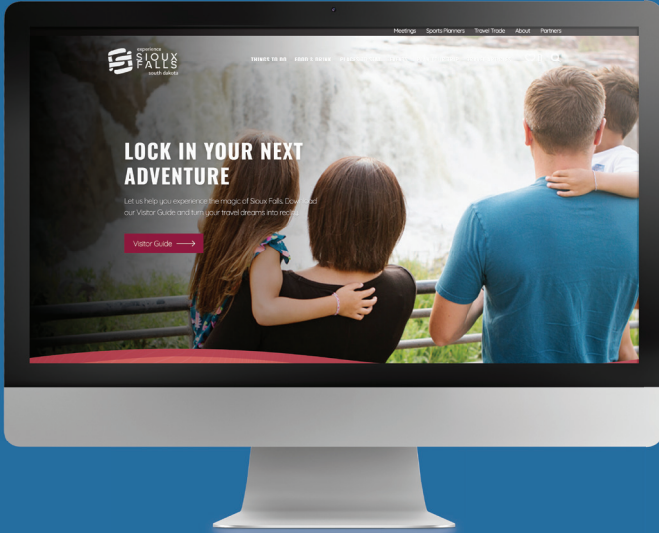
TRICIA WISBROCK
DESTINATION DEVELOPMENT SPECIALIST
314-914-7916
twisbrock@maddenmedia.com



MATERIAL SPECS & SUBMISSIONS

SARAH CALDAROLA
ACCOUNT SPECIALIST
781-812-6868
scaldarola@maddenmedia.com





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

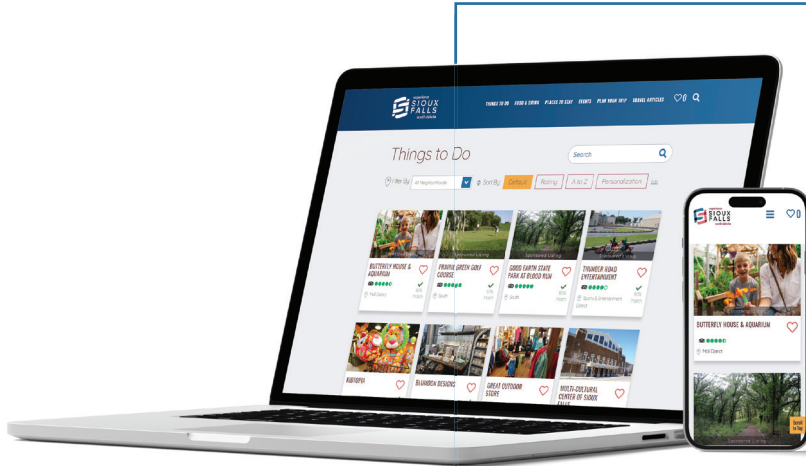
PAGE VIEWS
124,959

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

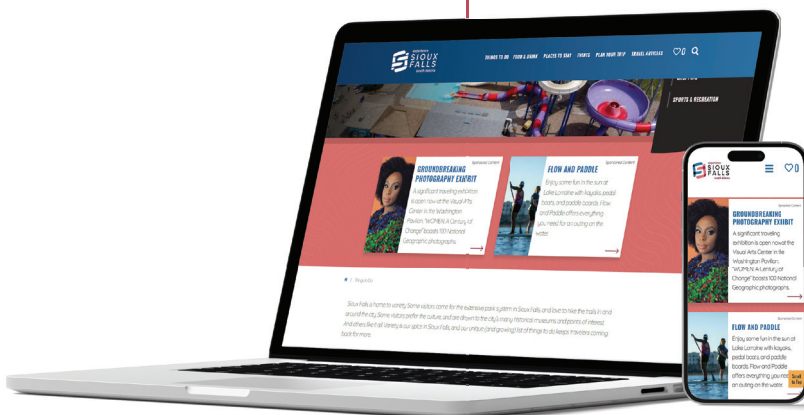
Your banner ad will appear on the relevant pages on experiencesiouxfalls.com, influencing users as they plan their visit.

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)



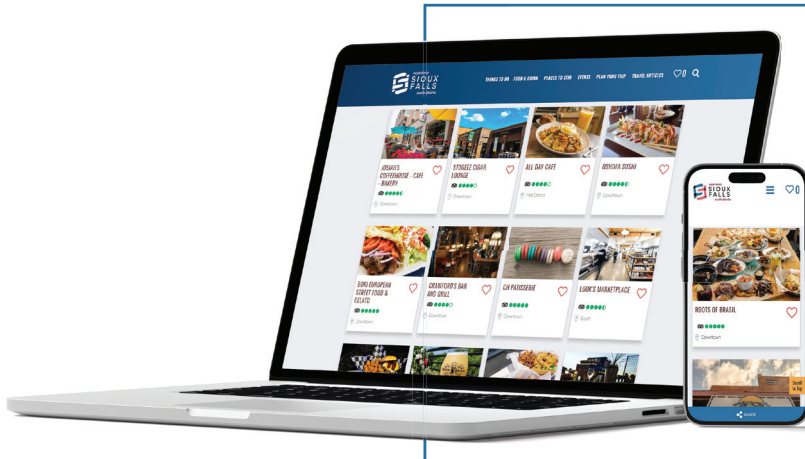
Pricing is based on website and site visitation.

*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

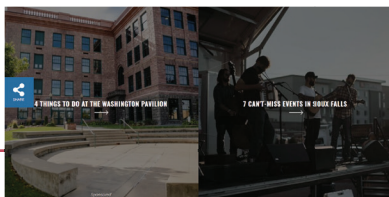
The Washington Pavilion is an entertainment hub with activities up and down the four-story building that people of all ages will enjoy. Here are just a few of the many things to do at the Washington Pavilion.



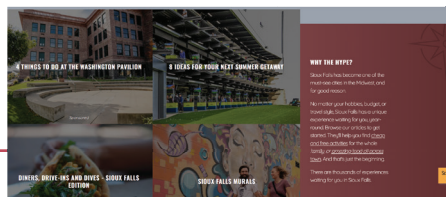
EXPERIENCESIOUXFALLS.COM
4 Things to Do at the Washington Pavilion
The Washington Pavilion is an entertainment hub

Like Comment Share

Facebook



Website Content Article



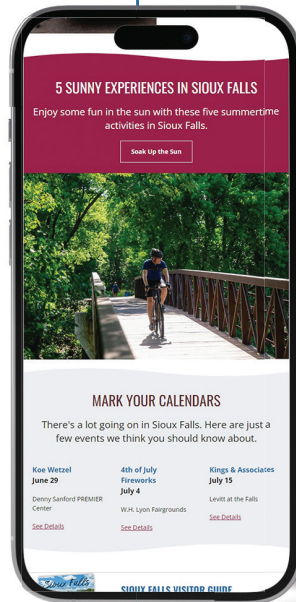
Homepage Article Ad

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!).

