



FARGO

MOORHEAD | WEST FARGO

VISIT FARGO-MOORHEAD MEDIA KIT

2022-2023



ABOUT

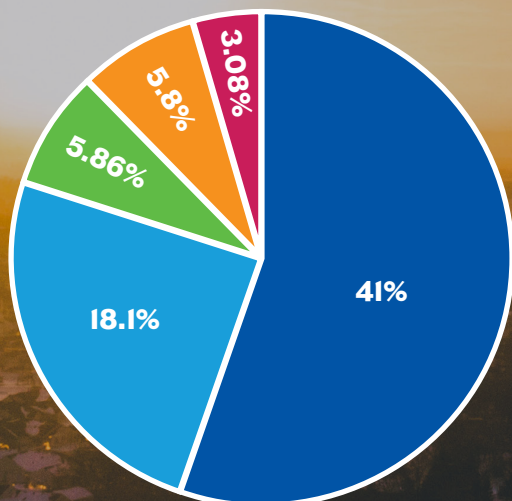
The Fargo-Moorhead-West Fargo CVB works to position our distinctive community as a desirable destination and gateway to the region and nation, resulting in a superior quality of life for its residents.

Get in front of highly-engaged website visitors looking for information on where to go, stay, and visit while in the area.



VISIT FARGO-MOORHEAD PAID MARKETING

<h2>REACH</h2>	<ul style="list-style-type: none"> • Website: 590k+ visitors per year • E-Newsletter: 20k+ total subscribers • Requests for information: 5k requests for more information per year
<h2>ENGAGEMENT (2021)</h2>	<ul style="list-style-type: none"> • 1.6 M pageviews • Average time on page: 2 minutes • 18.72% Open rate on leisure e-newsletter
<h2>SOCIAL MEDIA</h2>	<ul style="list-style-type: none"> • 268k+ reach in 2021 • 27k+ followers on Facebook • 14k+ followers on Instagram • Primarily local audience
<h2>DEMOGRAPHICS</h2>	<ul style="list-style-type: none"> • 18-24: 14% • 25-34: 27% • 35-44: 21% • 45-54: 16% • 55-64: 14% • 65+: 8% <p style="text-align: right;">57% Female 43% Male</p>



WEBSITE VISITATION TOP MARKETS



DIGITAL ADVERTISING



DIGITAL ADVERTISING



Featured Business Listing

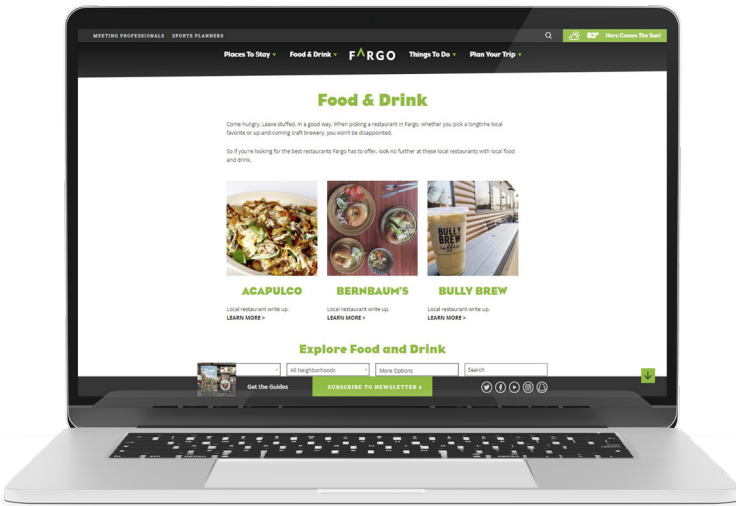
Get in front of an engaged audience looking for your business.

Inclusions:

- Update current listing upgrade to featured spot within applicable pages.
- 2 social posts in the featured month.

Cost:

Business Type	Per Month	Per Year
For-profit Business	\$200	\$1,800
Non-profit Business	\$100	\$800

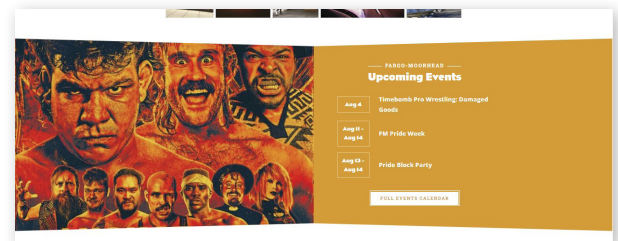


Featured Event Listing

Promote an upcoming event to a highly engaged audience. Featured event listings can be found on the fargomoorhead.org/events page, the homepage, and throughout wherever events are listed.

Inclusions:

- Update the event listing and upgrade to featured spot within applicable pages.
- Social post about the event leading up to event date(s)



Cost: \$100/week/event



DIGITAL ADVERTISING

Sponsored Article

Highlight your business, event, or activity to an engaged audience through a promoted blog article. Past article examples can be found at fargomoorhead.org/blog.

Inclusions:

- **Basic article:** 300 words with images, spotlight on the relevant landing page for 30 days or until the event has passed. Written in collaboration between the business and the CVB staff and shared out on all relevant social channels through paid and un-paid methods.
- **Upgraded article:** 750 words with images captured by CVB staff within 2 weeks of the publishing date, spotlight on the relevant landing page for 30 days or until the event has passed. CVB staff will tour & experience the business and write the article in collaboration with the business. Article to be shared on all relevant social channels through paid and un-paid methods.

Costs:

Article Type	For-profit	Non-profit
Basic Article	\$2,000	\$1,000
Upgraded Article	\$5,000	\$2,500

Newsletter Advertising

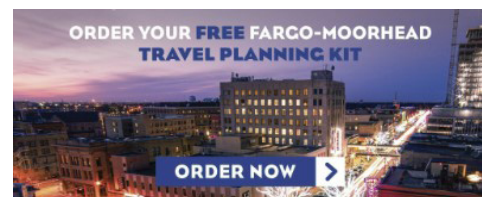
Promote your business, event, or activity to a highly engaged, owned, subscription list.

Inclusions:

- Showcase using a native or display ad format within segmented newsletters
- Responsive design that is viewable across all devices
- Ads to be designed by CVB staff and links will be straight to the advertiser's website with tracking code available to measure results

Costs:

Small block	\$500
Banner-style	\$900
Featured block	\$1,500



Banner-style Ad



Featured block at the top of the newsletter
(one available per newsletter)



PRINT ADVERTISING

PRINT ADVERTISING

Coupon Advertising in Official Fargo-Moorhead Visitors Guide PRINTED ANNUALLY

Purchase a space in the back of the annual Official Visitors Guide to advertise a coupon for a business, event, or activity to get in front of the visitors coming to the Fargo-Moorhead area and looking for deals and discounts.

Inclusions:

- Two sizes available for the coupon designed by CVB staff.
- Included in both the print and digital versions as well as on the business listing on the CVB's website.

Cost:

Coupon size	For-profit Business	Non-profit Business
1/5 page coupon	\$1,000	\$650
1/10 page coupon	\$500	\$325



\$1 OFF
EVERY ADMISSION
Offer expires 12/31/22.
Not valid for special events.

HISTORICAL & CULTURAL SOCIETY OF CLAY COUNTY

An art and history museum and home of the Hjemkomst Viking Ship, the Moorhead Stone Church, local and traveling exhibitions, festivals, and Heritage Gift Shop.

The Historical and Cultural Society of Clay County offers an immersive museum experience at the Hjemkomst Center for visitors eager to explore the history and culture of communities in the Red River Valley.

202 1st Ave N, Moorhead
218.299.5511 | www.hccsonline.org

1/5 PAGE COUPON



BUY 1, GET 1 WINE FLIGHT
Offer expires 10/30/22.

Located just outside of West Fargo, enjoy the prairie while you sip on some of their locally grown wines. Present this coupon to receive two wine flights for the price of one.

4e winery

Check website for current hours
3766 156th Ave SE, Mapleton, ND
701.936.9693 | www.4ewinery.com

1/10 PAGE COUPON

Featured Story in Official Fargo-Moorhead Visitors Guide PRINTED ANNUALLY

Feature your business, event, or activity in a full spread in a highly visible place within the Official Fargo-Moorhead Visitors Guide.

Inclusions:

- Full-spread advertorial to be written in collaboration with the CVB.
- Photoshoot at the business or event along with the content creator who will be writing the story.

Cost: \$12,000



PRINT ADVERTISING

Full-Page Ad in Official Fargo-Moorhead Visitors Guide

PRINTED ANNUALLY



Advertise your business, event, or activity on the inside back cover of the Official Fargo-Moorhead Visitors Guide.

Inclusions:

- Full page ad in a premiere spot in the visitors guide.
- Can be designed by the business or by the CVB staff.

Cost: \$5,000

Featured Restaurant in Official Fargo-Moorhead Dining Guide

PRINTED QUARTERLY

Feature your restaurant in the Official Dining Guide for Fargo-Moorhead-West Fargo by purchasing a full-page, native advertisement.

Inclusions:

- Full-page featured restaurant space within the dining guide written in collaboration with the CVB staff along with up to two updated photos of the space.

Cost: \$1,000/print

