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

## Reach
- Website: 590k+ visitors per year
- E-Newsletter: 20k+ total subscribers
- Requests for information: 5k requests for more information per year

## Engagement (2021)
- 1.6 M pageviews
- Average time on page: 2 minutes
- 18.72% Open rate on leisure e-newsletter

## Social Media
- 268k+ reach in 2021
- 27k+ followers on Facebook
- 14k+ followers on Instagram
- Primarily local audience

## Demographics
- 18-24: 14%
- 25-34: 27%
- 35-44: 21%
- 45-54: 16%
- 55-64: 14%
- 65+: 8%

### Website Visitation Top Markets
- Fargo-Valley City, ND: 41%
- Minneapolis-St. Paul, MN: 18.1%
- Chicago, IL: 5.86%
- Omaha, NE: 5.86%
- Minot-Bismarck-Dickinson (Williston), ND: 3.08%

### Gender Distribution
- Female: 57%
- Male: 43%
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:**

<table>
<thead>
<tr>
<th>Business Type</th>
<th>Per Month</th>
<th>Per Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>For-profit Business</td>
<td>$200</td>
<td>$1,800</td>
</tr>
<tr>
<td>Non-profit Business</td>
<td>$100</td>
<td>$800</td>
</tr>
</tbody>
</table>

**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
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:

<table>
<thead>
<tr>
<th>Article Type</th>
<th>For-profit</th>
<th>Non-profit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic Article</td>
<td>$2,000</td>
<td>$1,000</td>
</tr>
<tr>
<td>Upgraded Article</td>
<td>$5,000</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

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:

<table>
<thead>
<tr>
<th>Format</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small block</td>
<td>$500</td>
</tr>
<tr>
<td>Banner-style</td>
<td>$900</td>
</tr>
<tr>
<td>Featured block</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Coupon size</th>
<th>For-profit Business</th>
<th>Non-profit Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/5 page coupon</td>
<td>$1,000</td>
<td>$650</td>
</tr>
<tr>
<td>1/10 page coupon</td>
<td>$500</td>
<td>$325</td>
</tr>
</tbody>
</table>

**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**
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/printed