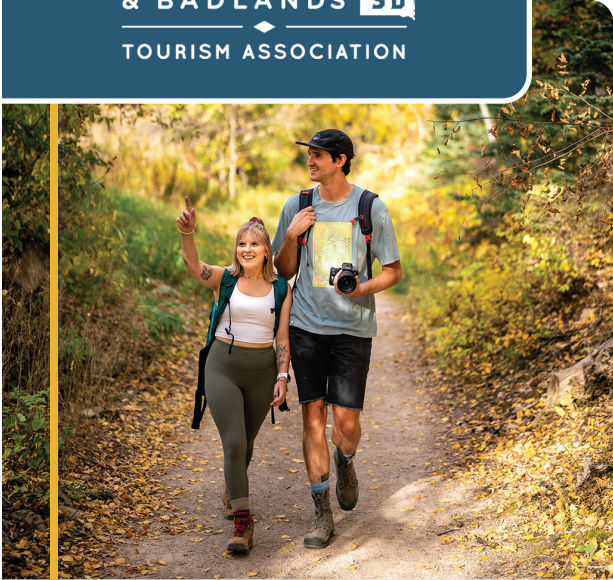




BLACK HILLS
& BADLANDS **SD**
— ◆ —
TOURISM ASSOCIATION

MARKETING OPPORTUNITIES 2023

PRINT • DIGITAL • SOCIAL • CO-OPS



PARTNER WITH US

In the world of destination marketing, increased collaboration means increased visitation. That's why, for 83 years, BH&B has promoted the Black Hills and Badlands region – for the benefit of the communities we serve, our members and visitors.

Partnering with BH&B strengthens and unifies our voice while solidifying the tourism industry as a vital economic force for the region and the state of South Dakota as a whole.

Your membership dollars help fund our board-approved strategic marketing plans that contribute to generating over \$1.8 billion in regional visitor spending at businesses like your own.

This marketing opportunities guide outlines what we can do together to promote your business to travelers. We are passionate about sharing your stories through our publications, co-ops, advertising campaigns, website and social media.

Whether you are a large organization or a one-person business, let's work together to help you reach your goals.

Michelle Thomson
President & CEO

MISSION

As a private, nonprofit organization, our mission is to serve as a unifying force to increase visitor numbers, trip duration and visitor sales for the economic benefit of our members and the communities we serve.



BE PART OF SOMETHING BIGGER

As a member of BH&B, you are part of something bigger. Your membership with BH&B is an investment in the Black Hills and Badlands region, our nonprofit association and the visitor industry.



AMPLIFY YOUR VOICE

Grow relationships in the visitor industry and learn more about BH&B while directly contributing your expertise and insight on specific topics.

- Attend a board or marketing committee meeting
- Become a community liaison on the board of directors
- Volunteer to serve on a committee or task force



ECONOMIC IMPACT OF TRAVEL

Contribute to the visitor industry's economic impact on the region and the state.

Visitors To and Within SD	SD Visitor Spending
13.5M	\$4.4B
SD Jobs Supported	SD Tax Revenue Generated
54,200	\$345M

**Statistics from 2021, SDVisit.com*



TELL YOUR STORY

Grow your business with BH&B's proven-successful marketing programs.

- Publications & Maps
- Co-op Programs
- Sponsorships
- BlackHillsBadlands.com
- Lead Generation
- Digital
- Email Marketing
- Social
- Mobile
- Out-of-Home



ON YOUR BEHALF

BH&B promotes the Black Hills and Badlands as a premier travel destination through the following mediums:

- South Dakota Vacation Guide and Black Hills & Badlands Vacation Guide
- Maps and Calendars
- BlackHillsBadlands.com
 - Social Media
 - Email Marketing
 - Group Tour Marketing
- Domestic and international consumer and trade shows
- Co-op Marketing with South Dakota Department of Tourism (SDT)
- Public Relations and Press Releases
- Literature Distribution
- International Marketing
- Tourism Industry Advocacy
- Promotion through the Black Hills Visitor Information Center



GET CONNECTED

Get to know your industry partners through programs and events.

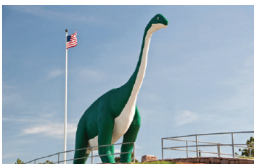
- VIP Card Program
- Literature Swap and Mingle & Mix
- Annual Meeting & Tourism Summit
- Travel Rally Day

SOUTH DAKOTA VACATION GUIDE

PLANNING RESOURCE FOR POTENTIAL VISITORS



Connect with millions of potential South Dakota visitors. Be a part of the premier vacation planning resource by including your business in the Official South Dakota Vacation Guide Print & Digital Program. This program reaches curious travelers through a coordinated combination of visitor requests, online views and regional partner websites, and travel show distribution in major metropolitan areas. Plus, you'll be included in local, regional and national distribution programs along major travel routes across the country.



DINOSAUR PARK
605-343-8687
940 Skyline Dr, Rapid City, SD
follow Quincy St W from Hwy 16
blackhillsbadlands.com/dinosaurpark
Free family fun at one of the Black Hills' original attractions since 1936! Experience towering, life-sized dinosaur replicas. Located on beautiful Skyline Drive w/ spectacular 100-mile views. Listed in the National Register of Historic Places. Trailhead for the Skyline Wilderness Area, gift shop & eatery. Only blocks from downtown. See our display ad on page 108.

BUSINESS LISTING OPTIONS

50-WORD BUSINESS LISTING included with membership

ENHANCED BUSINESS LISTING highlighted background & color photo, \$360

CROSS-REFERENCE include the page number for your display ad, \$75

ADDITIONAL WORDS OVER 50 \$5 per word

GAMING LISTING \$250

CROSS-LISTING reference your business listing in a different category, \$150 per category, two categories max

AD SPECS & RATES

SIZE	SPECS	RATES
Full Page	6.875" W x 9" H	\$8,838
Half Page	6.875" W x 4.437" H	\$4,999
1/4 Page	3.313" W x 4.437" H	\$2,903

DIGITAL IMPACT

107K VIEWS

1.7M PAGEVIEWS

Visitors viewed an average of 16.15 pages and spent an average time of 14 minutes, 42 seconds reading the guide.

RELEASED Annually in January

CIRCULATION 285K print copies

DIGITAL REACH eVacation Guide

DISTRIBUTION Mailed directly to all visitor inquiries • Travel agents, motor clubs & travel professionals • Travel shows attended by BH&B and SDT • Distributed by SD's four regional partners, DMOs, regional chambers, national and state parks and local tourism businesses • All SD Welcome Centers and display racks along major travel routes

SALES DEADLINE October 3, 2022

*Statistics from July 2021 to June 2022

BLACK HILLS & BADLANDS VACATION GUIDE

DESIGNED TO EXTEND VISITORS' STAY

Drive visitors to your business by positioning yourself in the official guide to the Black Hills and Badlands. The guide has travel information for visitors to use during their vacation, encouraging them to extend their stay. The regional maps, tasting trail map, dining guide and coupons help visitors maximize their time here. The guide is also our winter fulfillment piece, supporting year-round travel. The winter cover and expanded winter section highlight the many seasonal activities and events available to travelers.



DIGITAL IMPACT

12K+ READS

1,000+ PARTNER CLICKS

Visitors spent an average time of 5 minutes, 28 seconds reading the guide.

RELEASED Annually in May

CIRCULATION 200K print copies

DIGITAL REACH Available on BlackHillsBadlands.com

DISTRIBUTION Distributed by Certified Folder Display and BH&B to 1,000+ regional organizations, including SD Welcome Centers along I-90 and I-29 • DMOs and regional chambers • National and state parks • Travel shows attended by BH&B

SALES DEADLINE March 13, 2023

**Statistics from July 2021 to June 2022*

BUSINESS LISTING OPTIONS

50-WORD BUSINESS LISTING \$235

ENHANCED BUSINESS LISTING highlighted background & color photo, \$360

CROSS-REFERENCE include the page number for your display ad, \$75

ADDITIONAL WORDS OVER 50 \$5 per word

COUPONS \$350



OGLALA LAKOTA LIVING HISTORY VILLAGE
605-455-2685
pracc@gwtc.net
oglalalakotahistoryvillage.com

The Pine Ridge Area Chamber of Commerce proudly introduces the creation of the Oglala Lakota Living History Village, an entry point to the beautiful landscape and the past and present culture of the region. Your learning begins soon!

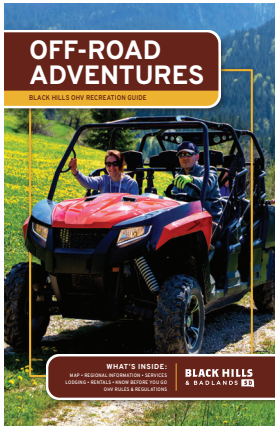


BLACK HILLS' NO. 1 BISON-SAFARI-TOURS!
Tour ALL of Custer State Park Wildlife Loop • Iron Mtn Road Needles Highway Sylvan Lakes • Mt. Coolidge (6 hour tour)
10% OFF BISON SAFARI TOURS PER GROUP BOOKING
605-791-0268 • BLACKHILLSOPENTOURS.COM

AD SPECS & RATES

SIZE	SPECS	RATES
Full Page	6.875" W x 9" H	\$6,999
Half Page	6.875" W x 4.437" H	\$3,858
1/4 Page	3.313" W x 4.437" H	\$2,197
Premium Pages	Full Page with Bleed	Call For Rates

OFF-ROAD ADVENTURES GUIDE



DIGITAL IMPACT

10.5K READS | 31K IMPRESSIONS | 759 PARTNER CLICKS

*Statistics from July 2021 to June 2022

SALES BEGIN
October 1, 2023

This digest-sized publication provides detailed information on exploring Black Hills National Forest with off-highway vehicles. It has information on buying motorized trail permits, instructions for downloading trail maps, a services map, trail etiquette and more.

RELEASED Every two years in January **CIRCULATION** 25K print copies

DIGITAL REACH Available on BlackHillsBadlands.com

DISTRIBUTION Consumer travel shows attended by BH&B • Online purchases of Motorized Trail Permit • Black Hills Visitor Information Center

BH&B MEMBER RATES

OFFICIAL SPONSOR Outside back cover, business listing, and banner ad on the OHV Permit Order page on BlackHillsBadlands.com **COST** \$3,000

CENTERFOLD Full page ad next to the Black Hills Map. Includes business listing. **COST** \$2,500

PREMIUM PAGES Inside front cover or inside back cover. Includes business listing. **COST** \$2,000

FULL PAGE AD Includes business listing **COST** \$1,500

BUSINESS LISTING Includes a photo or logo, business name, address, phone number, URL and 25 words. **COST** \$950

** Prices and specifications subject to change*

TRAVEL PROFESSIONALS GUIDE



SALES DEADLINE
July 14, 2023

Secure your spot in the region's official trade publication for travel professionals. The comprehensive guide makes it easier for tour operators, travel agents and group planners to sell the Black Hills and Badlands to their clients.

RELEASED Every two years in September **CIRCULATION** 700 print copies

DIGITAL REACH Available to view or download on SeeTheBlackHills.com, with your web listing displayed (members only)

DISTRIBUTION Travel professional trade shows, including American Bus Association, National Tour Association, Go West Summit, Rocky Mountain International Roundup and IPW • Mailed to qualified travel professionals, including domestic and international tour operators, receptive operators and travel agents

AD SPECS & RATES

SIZE	SPECS	RATES
Full Page	7.5" W x 9.875" H	\$1,275
Half Page	7.5" W x 4.875" H	\$715
1/4 Page	3.625" W x 4.875" H	\$400

MAPS

ATTRACTION MAP

The Attraction Map provides visitors with easy-to-navigate, popular driving routes and a list of regional attractions on the back of the map.

RELEASED Annually in April

CIRCULATION 1M+ print copies
• Included in the BHBVG and the SDVG

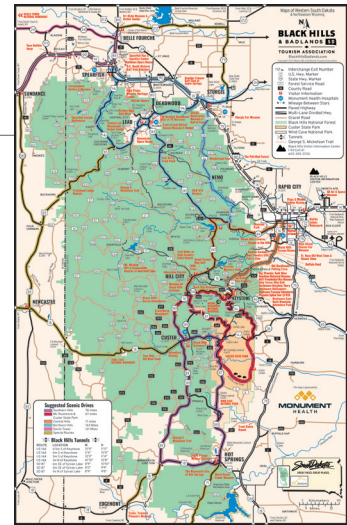
DIGITAL REACH Available on BlackHillsBadlands.com, with your web listing displayed

DISTRIBUTION Members & regional businesses that serve visitors • South Dakota Welcome Centers along I-90 and I-29

COST \$575, only available to BH&B attraction members

OFFICIAL SPONSOR \$12,500

SALES DEADLINE October 3, 2022



SOLD

MOTORCYCLE MAP

The Motorcycle Map provides riders of all ability levels riding routes and skill ratings throughout the Black Hills and Badlands.

RELEASED Annually in May

CIRCULATION 175K print copies

DIGITAL REACH Available on BlackHillsBadlands.com with your web listing displayed (members only)

DISTRIBUTION Members & regional businesses that serve visitors

COST \$325 Member, \$650 Non-member

OFFICIAL SPONSOR \$5,000 Member, \$8,000 Non-member

Includes many added value benefits. Contact your sales director for details.

SALES DEADLINE March 13, 2023

SOLD

TASTING TRAIL MAP

The Tasting Trail Map features local wineries, breweries, distilleries and tasting rooms, allowing visitors to experience handcrafted alcoholic beverages in the region.

RELEASED Annually in May

CIRCULATION

Included in 200K BHBVGs

DISTRIBUTION Distributed by Certified Folder Display and BH&B to 1,000+ regional organizations, including SD Welcome Centers along I-90 and I-29 • DMOs and regional chambers • National and state parks • Travel shows attended by BH&B

DIGITAL REACH Available on BlackHillsBadlands.com with your web listing displayed (members only)

COST \$300 Member, \$500 Non-member

SALES DEADLINE March 13, 2023

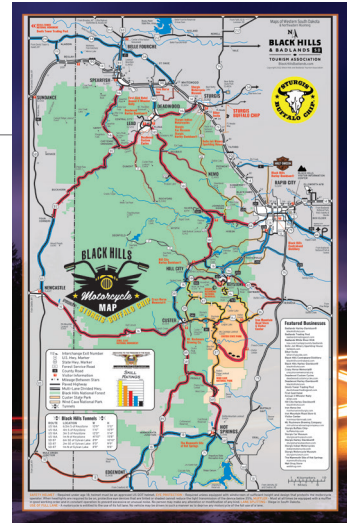
DIGITAL IMPACT

35.7K

READS

47K

IMPRESSIONS



AD SPECS & RATES

SIZE	SPECS	MEMBER	NONMEMBER
Quad Block	3.187" W x 4" H	\$2,300	\$3,650
Double Block	6.437" W x 4" H	\$1,250	\$1,985
Single Block	3.187" W x 2" H	\$725	\$1,150





CONSUMER TRAVEL SHOWS

We're hitting the road in 2023. Let us promote your business to people actively seeking information on the region by distributing your rack cards at one or all of these travel shows.

COST All 8 Shows, \$1,550 • Single Show, \$275 • Utah, \$325 *Prices for 4 x 9 Brochures/Rack Cards +\$50 for larger pieces **SPONSORSHIP** \$10,500

SALES DEADLINE November 11, 2022



2023 TRAVEL SHOW LINEUP

*Show lineup subject to change

Minnesota Sportsmen's Boat, Camping & Vacation Show
• Jan. 12-15 • St. Paul, MN

La Crosse Boat, Sports, Travel, RV & Hunting Show • Feb. 9-12
• La Crosse, WI

Utah Sportsman's Vacation & RV Show • Feb. 16-19 • Sandy, UT

Omaha Boat, Sports & Travel Show • Feb. 23-26 • Omaha, NE

Cedar Rapids Sportshow • Feb 24-26 • Cedar Rapids, IA

Red River Valley Sportsmen's Show • March 2-5 • Fargo, ND

Minneapolis Northwest Sportshow • March 9-12

• Minneapolis, MN

Sioux Empire Sportsmen's Show • March 9-12 • Sioux Falls, SD

SEASONAL DIRECT MAILING

Advertise in successful direct-mail campaigns that are sent in the spring and fall.

RELEASED SPRING April/May • FALL August/September

DIGITAL REACH eBlast sent to 98K+ contacts

DISTRIBUTION Households in our direct drive market

COST \$950 per market



GROUP TOUR MAGAZINES

Reserve a space on a shared full page ad in group tour publications dedicated to connecting decision makers within the group travel industry.

SALES DEADLINE Varies with publication. Spaces are limited. **COST** \$595 per magazine

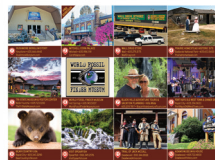
GROUP TOUR PROFILE SHEET

Highlight your business on the Group Tour Profile Sheet. The sheet is used during appointments with nearly 100 domestic tour operators and as a follow-up to trade shows.

DISTRIBUTION Domestic tour operators at American Bus Association (ABA) and the National Tour Association (NTA) • Domestic leads provided by BH&B

COST Starting at \$300

SALES DEADLINE October 23, 2022



DIGITAL POSTCARD BLITZ

BH&B sends a targeted eBlast featuring your business to 200+ qualified travel professionals. The eBlast includes your custom message and link to your website.

RELEASED Annually in October **COST** \$150

SALES DEADLINE September 2, 2023



INTERNATIONAL PROFILE SHEET

The International Profile Sheet is used during appointments with international tour operators and media, and as a follow-up to 200+ leads.

DISTRIBUTION International tour operators and media at Go West Summit, Rocky Mountain International Roundup and IPW • International leads provided by SDT and BH&B

COST Starting at \$300

SALES DEADLINE February 4, 2023

BLACKHILLSBADLANDS.COM

DIGITAL IMPACT

1.3M SESSIONS | 2.2M PAGEVIEWS | 2:30 AVG TIME ON SITE

WEB LISTINGS

As a member of BH&B you receive a web listing that includes your business information and encourages conversions to your website.

TOTAL MEMBER LISTING VIEWS 351K

COST Included with membership

EXTRA WEB CATEGORY

Your listing appears under multiple categories, increasing your web listing exposure.

COST \$250 per category, per year

RELATED CONTENT LISTING

Reach niche audiences by featuring your web listing on three related-content pages that do not have traditional business listings, like blogs or itineraries.

COST \$175 per year

LANDING PAGE WEB LISTING DISPLAY

Feature your business on the landing page designed to receive and convert traffic from our active digital marketing campaigns.

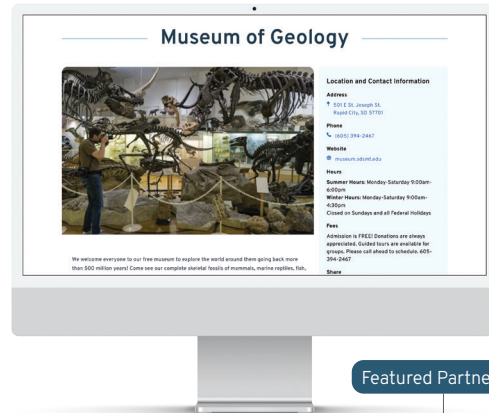
ESTIMATED IMPRESSIONS 10K

COST \$250 per three months, limited to five spots

DIGITAL COUPONS

Offer a digital coupon on the Coupons page – one of the top 10 most visited pages. The coupon is also available to download from your web listing.

CLICKS TO COUPONS 7.7K **COST** \$200 per year



FEATURED PARTNER

Upgrade your listing to receive premium placement on your business's corresponding category page. Your web listing will also include a "featured partner" icon.

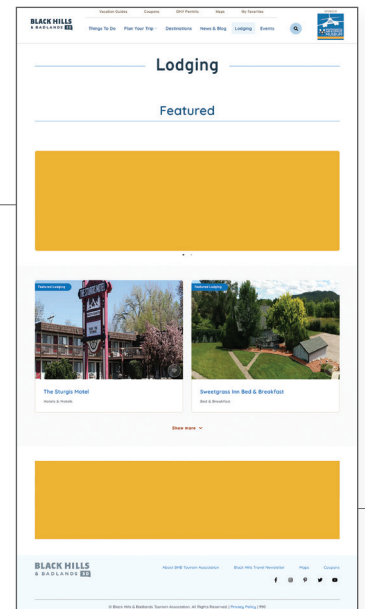
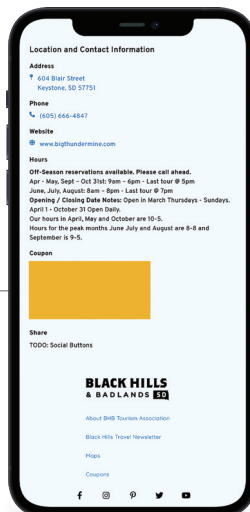
COST \$100 per listing, per year

STAY LOCKDOWN

Secure one of three positions for the year at the top of the Stay page.

COST Limited opportunities available for premium placement. Contact your sales director for details.

Featured Partner



DIGITAL DISPLAY ADS

PEAK April through August

SHOULDER September through March

NAVIGATION SPONSOR

Premium website placement that lives on the navigation bar throughout the website.

ESTIMATED IMPRESSIONS 450K per year

COST \$1,200 per year, limited to six spots

HOMEPAGE, LOCKED

Secure a non-rotating position on the homepage and increase your impressions.

ESTIMATED IMPRESSIONS 175K+ per year

COST \$4,500 per year, one spot available

HOMEPAGE, ROTATING

Receive shared rotation on the most visited page, the homepage.

ESTIMATED IMPRESSIONS 45K per year

COST \$1,500 per year, limited to five spots

RUN-OF-SITE

Place your ad on information pages across the site, like parks pages, related content pages, informational pages and blogs.

ESTIMATED IMPRESSIONS 240K+ per year

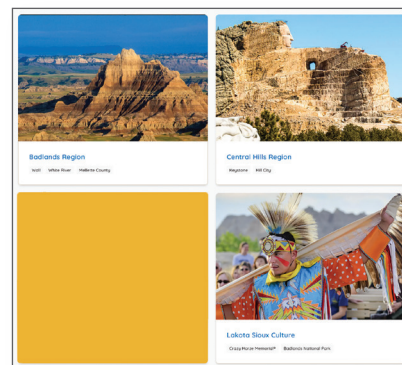
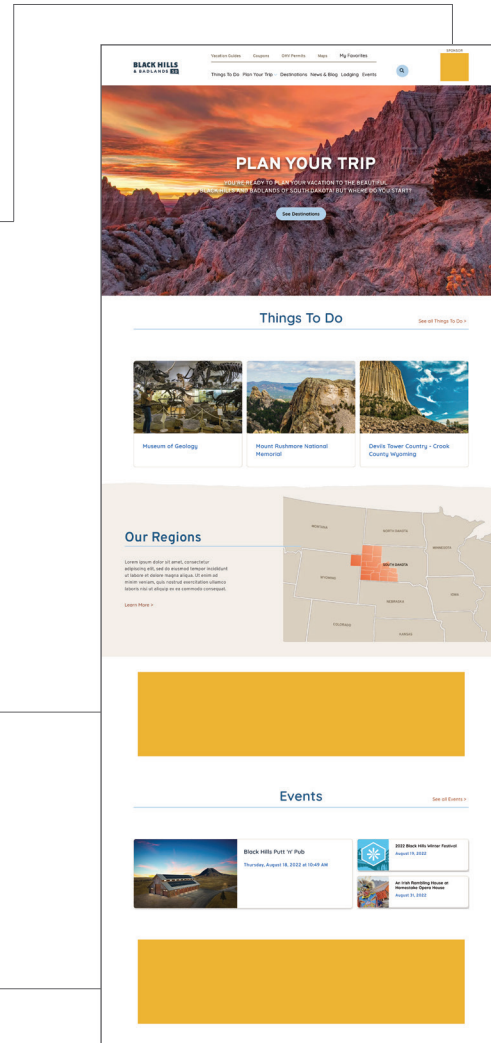
COST YEAR-ROUND \$3,270 • **PEAK** Starting at \$350 per month • **SHOULDER** Starting at \$260 per month

STAY OR EVENTS PAGE

Receive shared rotation on the Stay or Events page to make an impression on one or both of these popular pages.

ESTIMATED IMPRESSIONS STAY 35K per year
EVENTS 15K per year

COST \$1,000, limited to six spots per page



CASCADE PAGES

Rotate your ad through six highly visual cascade pages that act as a portal to more information – Visit, Attractions, Parks, Outdoor Recreation, Explore and Plan.

ESTIMATED IMPRESSIONS 70K per year

COST YEAR-ROUND \$4,370
PEAK Starting at \$450 per month
SHOULDER Starting at \$360 per month

FEATURED EVENT

Make your event stand out in an eye-catching box on the Events page. Receive shared rotation based on the date of the event. Featured events are also promoted in a corresponding eBlast.

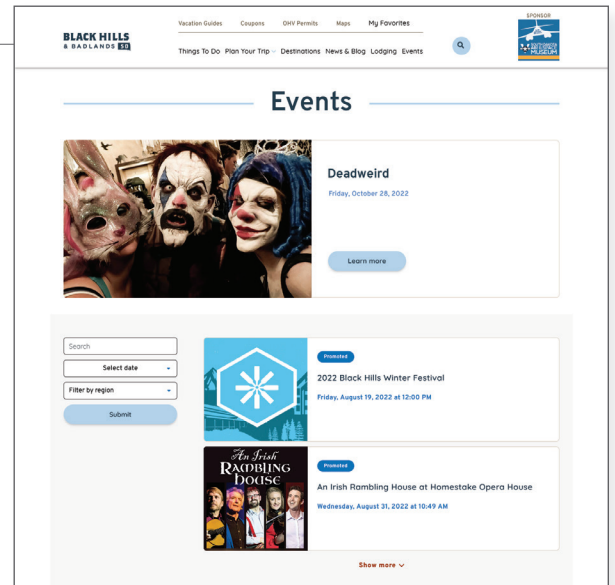
COST \$6.50, per day, 45-day minimum

ADD ON: SOCIAL POST PROMOTION

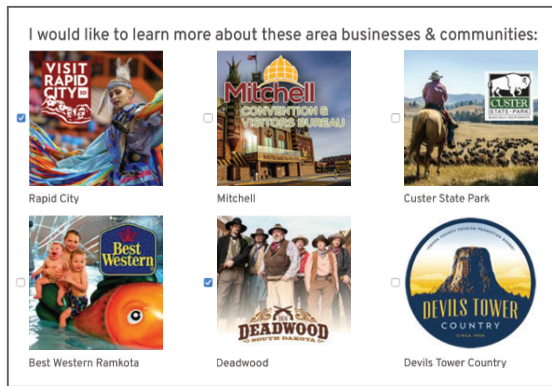
Promote your event listing on BlackHillsBadlands.com with a sponsored post or story on BH&B's Instagram and Facebook.

ESTIMATED REACH PER SOCIAL POST 35K

COST \$500



LEAD GENERATION



VACATION GUIDE REQUEST LEADS

List your business on BH&B's SDVG request page, where visitors can request more information about your business. Generate leads and follow up with these potential new customers.

AVERAGE LEADS GENERATED 8K in 2022

COST \$1,500 per year OR \$1 per lead (minimum of 100 leads), limited to nine partners

ONLINE GIVEAWAY PACKAGE LEADS

Develop a custom promotion that builds leads for your business. Your package must be good for two to four people and include one to two nights of lodging, dining and an activity.

When the contest is complete, we will give you the winner's contact information. We will also give you the leads, which you can use to build your email list.

The online giveaway includes an entry form landing page on our website, four Facebook posts, four Twitter posts, and an eBlast spot.

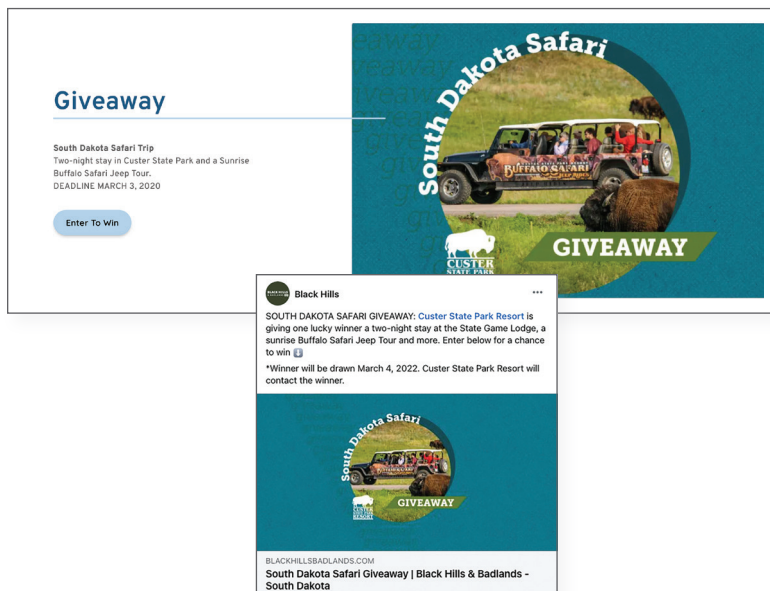
ESTIMATED LEADS 6K-7K

COST \$1,500 + the cost of the package

NEW ADD ON: CO-OP PROMOTION

Further promote your giveaway through our lead generation co-op with SDT.

COST \$500



DIGITAL ADVERTISING

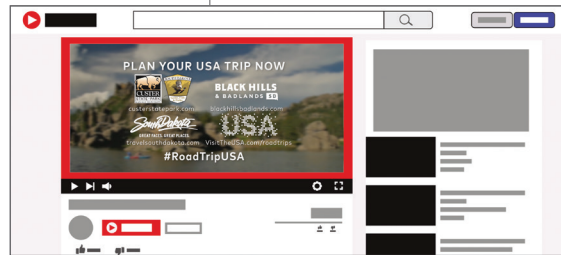
ONLINE COMMERCIAL

With over 1 billion unique users visiting YouTube each month, video ads are an extraordinary opportunity to reach large audiences. Include YouTube in your marketing mix by purchasing an online commercial, a 7 to 15 second ad.

AVG IMPRESSIONS 80K+ per \$1,000 spend

COST Starting at \$500. BH&B matches the first \$500. \$100 setup fee.

SALES DEADLINE Offered year-round. Co-op dollars are limited. First-come, first-served.

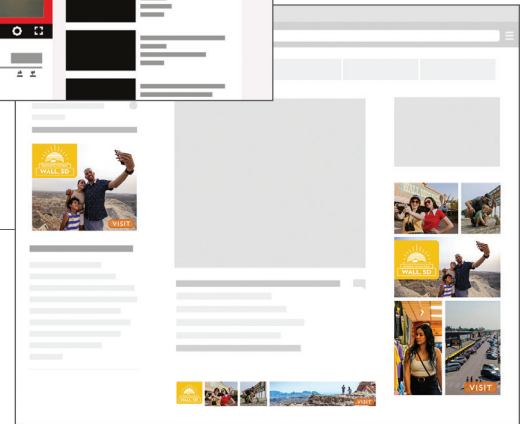


TARGETED DISPLAY ADS

Reach a qualified audience with strategically targeted display banner ads. Your ad is placed on high traffic websites, reaching specific locations and audiences with distinct online behavioral interests. Geofencing included, if applicable.

AVG IMPRESSIONS 50K+ per \$1,000 spend

COST \$100 one-time setup fee • **STARTING AT \$500** Drives traffic to your business listing on BlackHillsBadlands.com • **STARTING AT \$1,125** Drives direct traffic to your website • Three months recommended



CUSTOM CONTENT

Tell your story with custom content on BlackHillsBadlands.com. Your article is promoted on Facebook, Twitter, Instagram and in an eBlast. All blogs include five outbound links and are published for one year.

TIER 1 BLOG

You provide a blog and photos to run on our website. We provide blog editing and a year of visibility. **COST** \$1,000

TIER 2 BLOG

Fill out the webform, provide photos, and BH&B will write a blog based on your answers. **COST** \$1,500

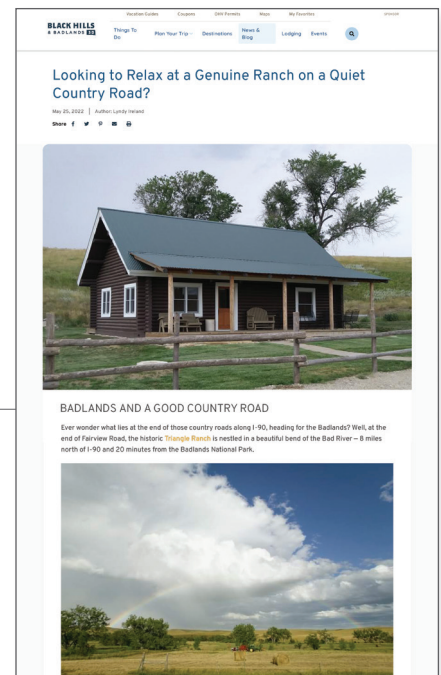
EVERGREEN BLOG

To keep your content published after a year, you must evergreen your blogs annually. Evergreen content includes one round of content and photo updates. **COST** \$1,000 per year

ITINERARY LINK

Link your business or community on an existing related itinerary.

COST \$100 per link to website, per year or \$50 per link to your web listing, per year



DIGITAL IMPACT

TOTAL ARTICLE VIEWS 240K

AVG TIME ON ARTICLE 3 minutes 48 seconds

ESTIMATED SOCIAL REACH PER ARTICLE 30K

*Statistics from July 2021 to June 2022

EMAIL MARKETING

EBLAST FEATURED BUSINESS

Reach an engaged and active, travel-planning audience. Promote your business directly to our audience with a photo or logo, 40-50 words of copy and a URL.

TIMING Sent once a month

SUBSCRIBERS 98K+

OPEN RATE 26.75% **CTOR** 6.38%

COST Starting at \$500, limited to four partners per eBlast

ADD-ON: CUSTOM RETARGETING EMAIL

We'll send an exclusive email to all eBlast subscribers that interacted with your Featured Business spot. The email includes a main photo, 50-150 words of copy, logo and URL.

COST Starting at \$250



MICROBYTES FEATURED FLYER

Reach an engaged and active audience of BH&B members, potential members and industry partners.

TIMING Sent twice a month

SUBSCRIBERS 870+ **OPEN RATE** 31% **CTOR** 10.18%

COST \$50, limited to four partners per email

NEW DIRECT EMAIL

Get 100% share of voice with a dedicated email sent to our eBlast audience. Your email includes up to four content sections with photo, call to action and two to three sentences of copy per content section.

COST \$1,000, limited to two partners a month

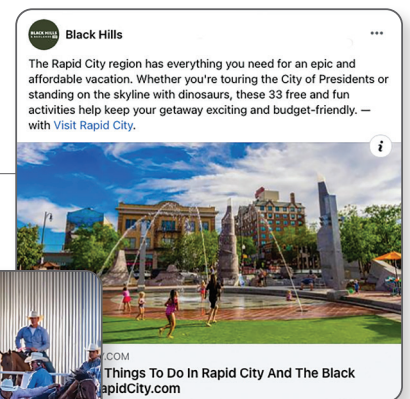
SOCIAL MEDIA

SPONSORED POSTS & STORIES

Reach our followers by purchasing a sponsored Facebook post or Instagram story on BH&B's page. You provide the copy, image, and/or up to a 60-second video, and the post can link directly to your business listing on BlackHillsBadlands.com.

COST \$1,000 per post/story, limited to one sponsored post a week, +\$300 to link the post/story to your website

Note: We reserve the right to edit copy and approve/decline posts to ensure success, consistency of voice and best practices.



DIGITAL IMPACT

500K+

LIKES

4.4M

REACH



79K

FOLLOWERS

1.4M

REACH





BLACK HILLS VISITOR INFORMATION CENTER

Put your business in front of the 30K+ visitors that are actively seeking information on our region at the Black Hills Visitor Information Center. Our dedicated Information Hosts use your brochures and displays when helping guests make decisions to maximize their vacation time.



CUSTOM DISPLAY PANELS

The biggest – literally – and best way to make an impression is with a custom display panel, seamlessly integrated within our existing displays. Work with our creative team to design your space.

COST Starting at \$349

BACKLIT DISPLAY AD

Beautiful wood frames your ad on a backlit display hung on the Gift Shop walls. Cost includes design and production.

SIZE 24" W x 24" H **COST** \$500



MAGAZINE SLOTS

Place your publication in a regionally-specific section of our magazine slots, with open-face exposure.

COST \$225

REGIONAL BROCHURE SLOTS

Display your rack card in a regionally-specific Traveler Services rack. Clear holders give your brochure full exposure.

CIRCULATION 500 to 1,000 brochures

SIZE 4" W x 9" H **COST** \$175

SIZE 5" W x 7" H **COST** \$200



DIGITAL INFORMATION DISPLAY AD

Showcase your business on the VIC's Digital Display with a photo, business name and logo, address, phone number and website. *Limited Space

COST \$150 or \$300 with a brochure slot



RESTROOM DISPLAY AD

People spend 30 seconds to four minutes in a public restroom! Reach this captive audience with a display in the bathrooms.

SIZE 24" W x 17" H **COST** \$245

SIZE 24" W x 36" H **COST** \$450

LOBBY POSTER DISPLAY AD

Highlight your business with nearly six square feet of ad space, for eye-catching, easy viewing in the lobby.

SIZE 24" W x 36" H **COST** \$150

VIDEO DISPLAY AD

Run a video display ad on the lobby TV that welcomes visitors as they walk in. Cost includes design for one spot.

*Limited Space

COST \$500

BH&B SALES TEAM



LEIRA JANKLOW

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605-209-5363

CINDY MILLETT

Regional Sales Director

Northern and Southern Black Hills & Eastern Wyoming

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HAYLI HULL

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WE LOOK FORWARD TO PARTNERING WITH YOU

1851 Discovery Circle, Rapid City, SD 57701
605-355-3600 // BlackHillsBadlands.com



MEMBER REFERRAL PROGRAM

Refer a new member, support BH&B and get a \$50 credit toward advertising. Simply accompany us when we meet a prospective member OR have the prospective member let us know you referred them when they call us. You'll receive a \$50 credit toward new advertising with BH&B for each referral that joins.

GET INVOLVED



LITERATURE SWAP

SPONSORSHIP COST Starting at \$250
Contact ara@blackhillsbadlands.com



ANNUAL MEETING

SPONSORSHIP COST Starting at \$100
Contact ara@blackhillsbadlands.com