



VISIT BROOKINGS COMMUNITY PARTNERSHIP

2025



Each year, Brookings proudly welcomes visitors, prospective students and potential residents to our vibrant community.

To further extend our reach and showcase the best of Brookings, we've developed a co-op marketing program tailored to meet your unique needs. This program leverages the collective strength of our community's efforts across a variety of marketing channels.

As a Visit Brookings partner, you'll gain advertising access to premier media partners, advanced marketing technology and precise audience targeting strategies — all designed to highlight what makes Brookings special. Our team handles creative development and production, ensuring your marketing investment delivers exceptional results.

If you have any questions or other advertising ideas, do not hesitate to reach out.

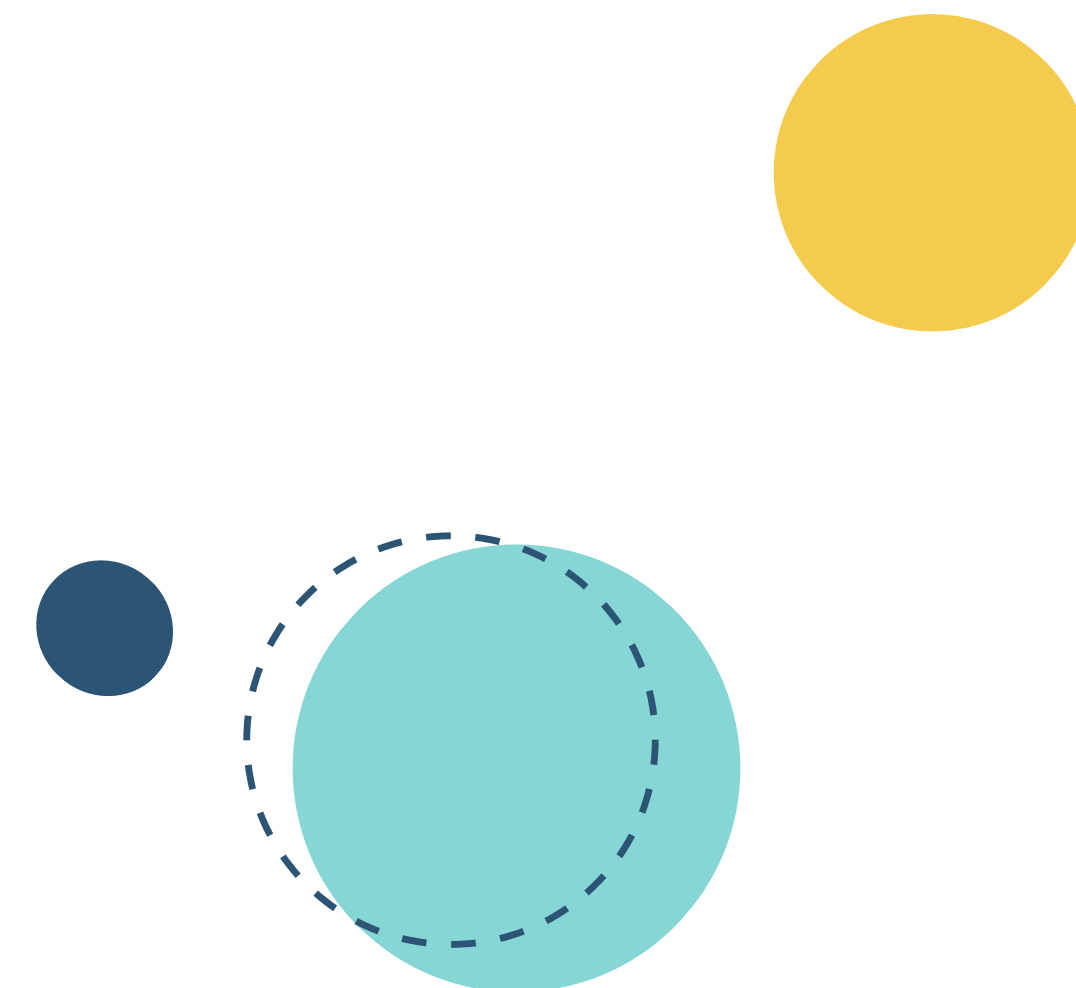
CONTACT

Kate Solberg
Director of Marketing
Kate@VisitBrookingsSD.com
605.696.7557

REQUEST PLACEMENT

Request your placement by completing the [form linked here](#).

All ads are first-come, first-serve and placement will be confirmed. Any additional information needed for the co-op will be shared at that time along with specific dates regarding deadlines, invoicing, publishing, etc.



SOUTH DAKOTA MAGAZINE



May/June 2025

Cost: \$300

Included in the one-page ad focusing on summer road trips to Brookings

Primary Audience: South Dakota residents 35-70+

Available Spots: 6

Registration Deadline: January 31 (or until filled)

Asset Deadline: February 21

Assets Needed: Horizontal photo, 30 words of copy, website URL

10th ANNUAL FROST FEST
FEBRUARY 16-18, 2024 • BROOKINGS, SOUTH DAKOTA

Grab your gloves and bundle up because Brookings has a weekend filled with fun! Attractions throughout Brookings have planned activities to cure even the worst cases of cabin fever.

<p>Children's Museum of South Dakota</p> <p>Don't climb the walls, climb the clouds! It may be chilly outside, but we have 40,000 square feet of cozy indoor space to play along in. From the hustle and bustle of KidStreet to the 2-story Cloud Climber, there's something for everyone. Even Tyrannosaurus rexes!</p>	<p>McCrary Gardens</p> <p>Brrring on the lights of Garden Glow! Visit McCrary Gardens on Friday and Saturday from 10 am to 5 pm to frolic the Gardens or from 5 pm to 8:30 pm stroll under the lights. Want to linger a little longer? Rent the igloo. Dogs are welcome for a fee. Learn additional details at McCraryGardens.com</p>
<p>South Dakota Art Museum</p> <p>Friends, throughout the South Dakota winter, we invite you to come in for a little warmth, inner comfort, and memory making! Envelope yourself in <i>Heated: Art to Keep you Warm</i> and <i>Signe Stuart: Events in Time & Space</i> and enjoy activities for all</p>	<p>South Dakota Agricultural Heritage Museum</p> <p>Stop by the Frost Fest Farmers Market on Saturday, February 17 from 10 am to 2 pm. Shop for locally grown fresh produce, baked goods, crafts and more! Learn more about the market at AgMuseum.com</p>

SOUTH DAKOTA MAGAZINE



November/December 2025 - Gift Guide Issue

Cost: \$300

Included in the one-page ad focusing on holidays and gifts in Brookings

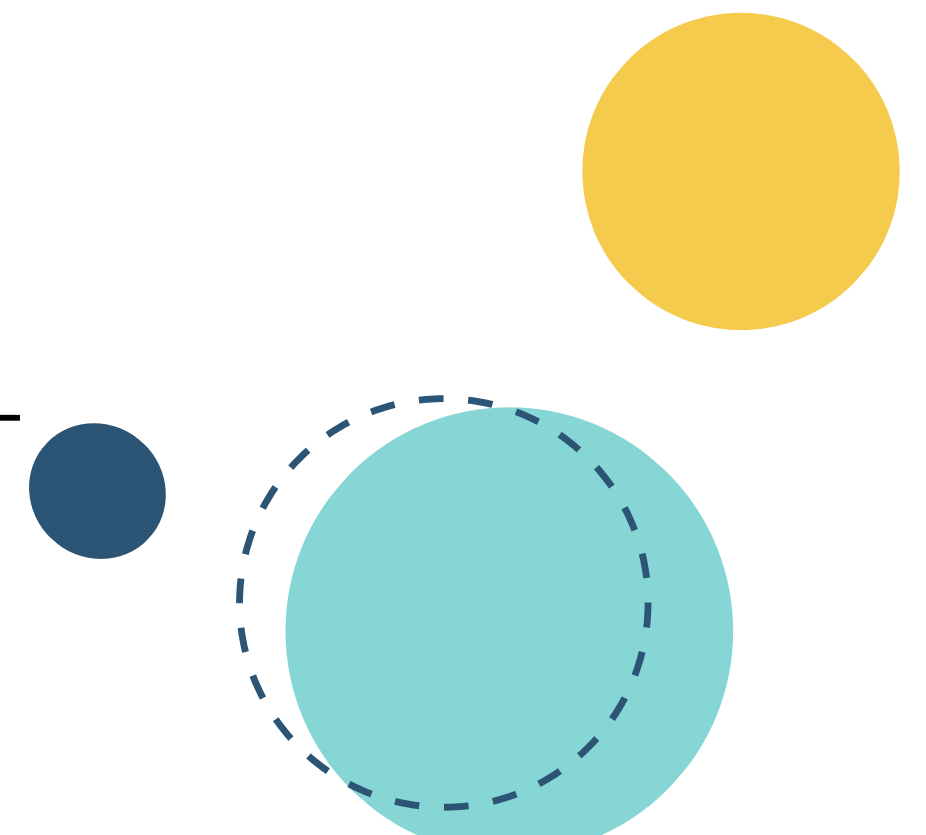
Primary Audience: South Dakota residents 35-70+

Available Spots: 6

Registration Deadline: August 4 (or until filled)

Asset Deadline: August 22

Assets Needed: Horizontal photo, 30 words of copy, website URL



605 MAGAZINE

March 2025: Bar + Restaurant Issue
Cost: \$250

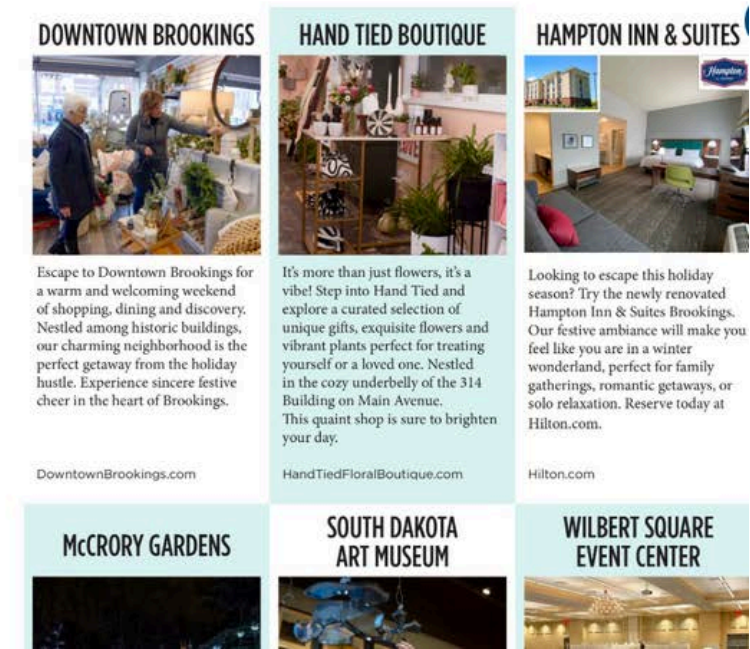
Highlighting the restaurants and bars within Brookings - Not limited to only bars and restaurants.

Primary Audience: 27-45 year olds, enjoy traveling, tend to have kids

Available Spots: 8

Registration/Asset Deadline: January 27

Assets Needed: photo, 35 words of copy, website URL



605 MAGAZINE



July 2025 - Outdoor Issue

Cost: \$250

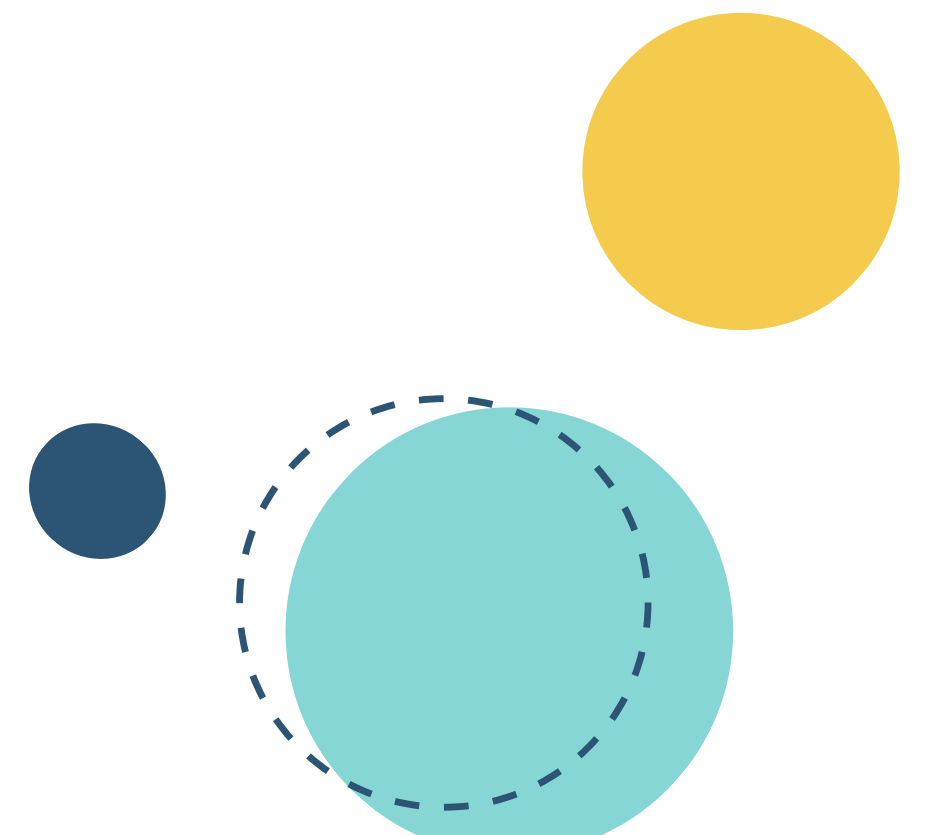
Highlighting the different ways to get outside in Brookings during the summer

Primary Audience: 27-45 year olds, enjoy traveling, tend to have kids

Available Spots: 8

Registration/Asset Deadline: May 23

Assets Needed: photo, 35 words of copy, website URL



605 MAGAZINE



September 2025 - Home + Design Issue

Cost: \$250

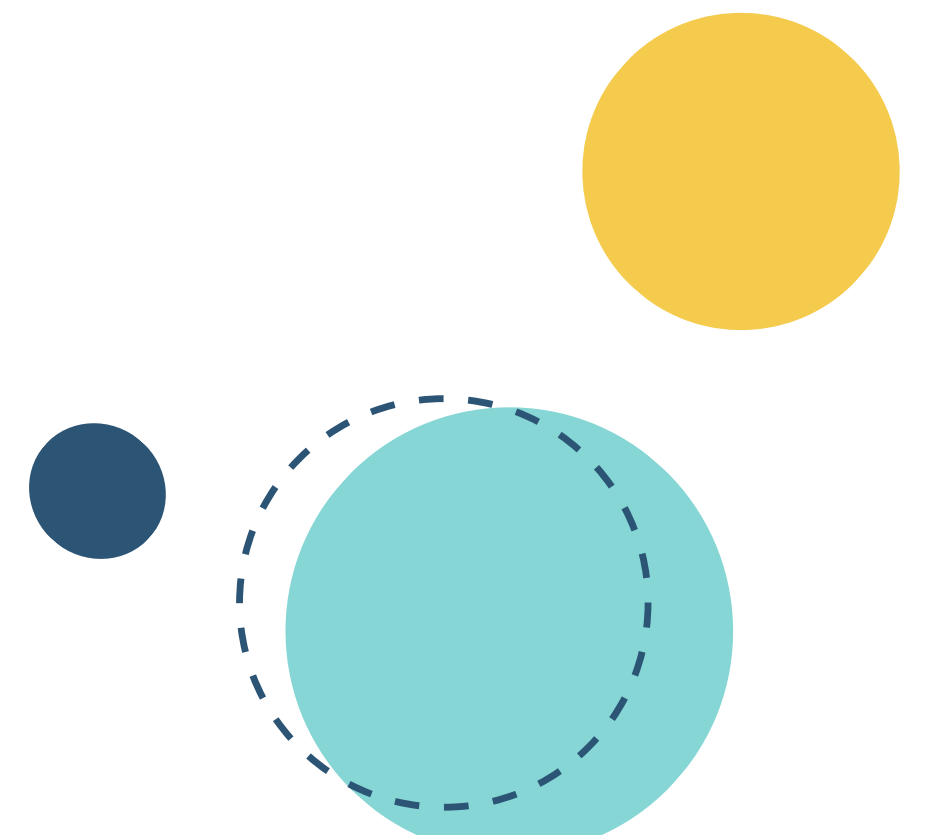
Highlighting the different ways to fall in love within Brookings during the fall season

Primary Audience: 27-45 year olds, enjoy traveling, tend to have kids

Available Spots: 8

Registration/Asset Deadline: July 25

Assets Needed: photo, 35 words of copy, website URL



EMPIRE MALL PANELS

Cost: \$300

3 digital panels will be purchased for four weeks at the Empire Mall in Sioux Falls. The buy will include 15 sec of ad time per minute shared amongst partners. Your ad will rotate once every 10 minutes.

Primary Audience: Families in the Sioux Falls area

Timing: May 2025

Available Spots: 9

Registration/Asset Deadline: March 28

Assets Needed: Photo, Website URL

