



VISIT BROOKINGS MARKETING PARTNERSHIPS

2026





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

Laura Schoen Carbonneau
Destination Development Director
Laura@growthalliance.org
605.696.7555

REQUEST PLACEMENT

Request your placement by emailing Laura at Laura@growthalliance.org. The subject line should be VB Community Partnership Placement Request.

All ads are first-come, first-serve and placement will be confirmed.

*Preference may be given to tourism-related organizations and member businesses.

NEXT STEPS

Once confirmed, specific assets needed for the co-op will be shared, including deadlines, invoicing preferences and published dates.

Invoices will be sent after the date of publication or when advertising begins.

PARTNERSHIP GUIDELINES

Unfilled Partnerships: If a partnership placement is not filled by the deadline, you will not be invoiced and the partnership opportunity will be cancelled. Visit Brookings will notify partners and use the ad space for their own promotional purposes.

Asset Deadlines: Partners must submit all required materials by the specified deadline. Late submissions will be accommodated when possible. Reminder emails will be sent 2 weeks before the deadline. If materials are not received, the partner will not be included in the ad and will not be invoiced. Failure to submit assets on time may impact eligibility for future placements.

Eligibility: Partnerships are available to businesses, attractions and organizations within the merged entity's region. Preference may be given to tourism-related organizations and member businesses.

Outstanding Invoices: Eligibility for partners with unpaid invoices from prior partnerships will be reviewed on a case-by-case basis. Outstanding balances may impact your ability to reserve future placements.

SOUTH DAKOTA MAGAZINE

July/August 2026

Cost: \$350

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

Primary Audience: South Dakota residents 35-70+

Available Spots: 4

Registration Deadline: April 5 (unless filled prior)

Asset Deadline: April 10

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

Publication Date: June 22



SOUTH DAKOTA MAGAZINE

September/October 2026 - Festival of Books

Cost: \$350

Included in the one-page ad featuring fall activities

Primary Audience: South Dakota residents 35-70+

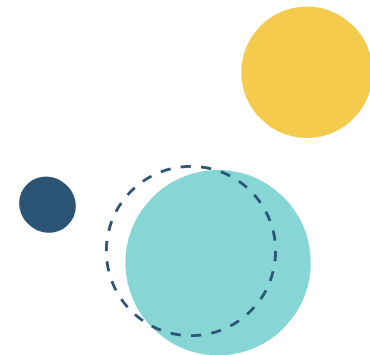
Available Spots: 4

Registration Deadline: June 1 (unless filled prior)

Asset Deadline: June 10

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

Publication Date: August 24



SOUTH DAKOTA MAGAZINE

November/December 2026 - Gift Guide Issue

Cost: \$350

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

Primary Audience: South Dakota residents 35-70+

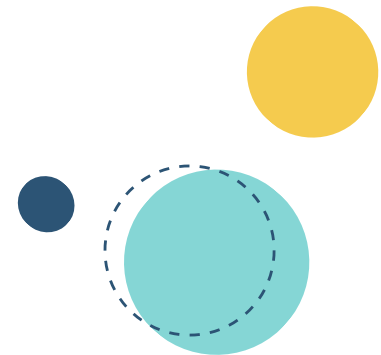
Available Spots: 4

Registration Deadline: August 7 (unless filled prior)

Asset Deadline: August 14

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

Publication Date: October 26



605 MAGAZINE

July 2026 - Outdoor Issue

Cost: \$275

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

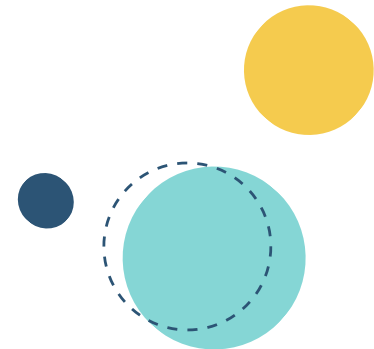
Available Spots: 8

Registration Deadline: May 15 (unless filled prior)

Asset Deadline: May 28

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

Publication Date: July 1



605 MAGAZINE

September 2026 - Home + Design Issue

Cost: \$275

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

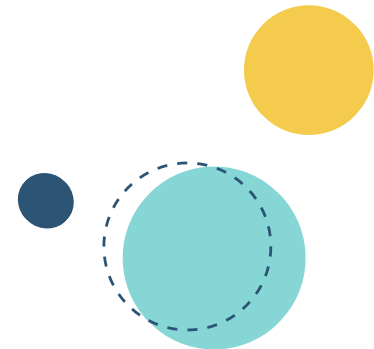
Available Spots: 8

Registration Deadline: July 10 (unless filled prior)

Asset Deadline: July 18

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

Publication Date: September 1



605 MAGAZINE

November 2026 - Holiday Issue

Cost: \$275

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

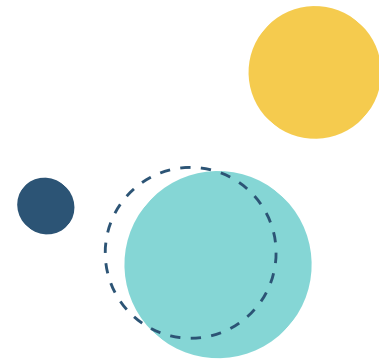
Available Spots: 8

Registration Deadline: September 11 (unless filled prior)

Asset Deadline: September 24

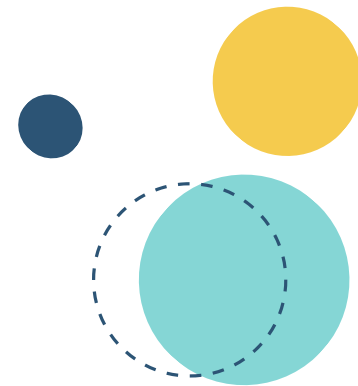
Assets Needed: Horizontal photo, 35 words of copy, website URL

Publication Date: November 1



WE'VE GOT SOME FUN OUT OF THE BOX PLANS IN THE WORKS!

More information coming soon...



FUTURE IDEAS?

WE WOULD LOVE TO HEAR THEM!

How can we help promote your organization through partnerships?

