

2018-2019

Website, Email & Social Co-op Marketing Opportunities

CONNECT
WITH
TRAVELERS

HARNESS
THE POWER
OF A DMO

REACH
A QUALIFIED
AUDIENCE

VISIT
SANTA BARBARA
THE AMERICAN RIVIERA

Travel Industry Insights

Tourism is big business in Santa Barbara!



ANNUAL VISITORS
7.2 MILLION



SPENDING
\$1.9 BILLION

Tourism-supported jobs: **13,482**

Tax revenue: **\$56 million**

Source: 2016-17 Visitor Profile Study

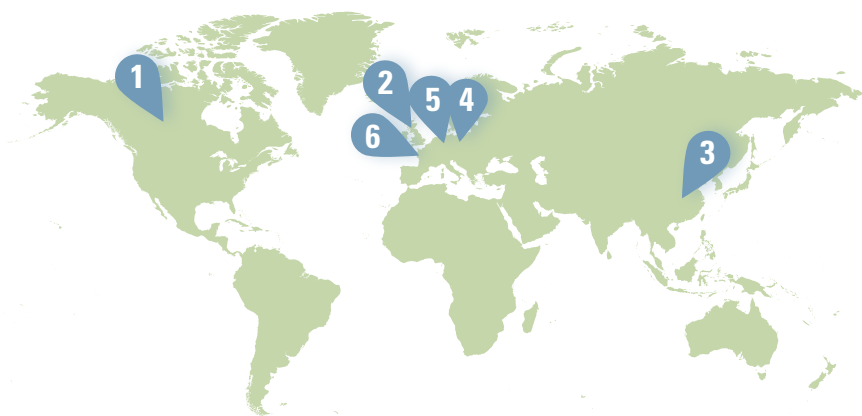
Daily average visitor spending: **\$520.78**
Annual visitor lodging spend: **\$850 million**



Top Domestic Travelers

based on 2016-17 Visitor Profile Study

- 1 Los Angeles - 41.8%
- 2 Ventura - 15.7%
- 3 San Diego - 4.1%
- 4 San Luis Obispo - 3.8%
- 5 San Francisco/Oakland - 2.8%
- 6 San Jose - 1.8%



Top International Travelers

based on 2016-17 Visitor Profile Study

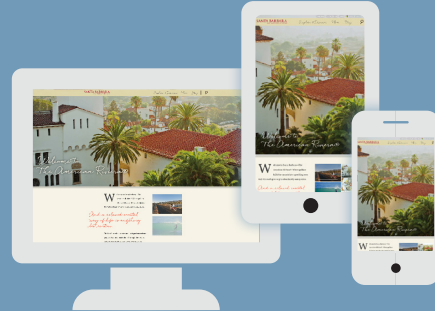
- 1 Canada - 4.6%
- 2 United Kingdom - 2.6%
- 3 China - 2.3%
- 4 Germany - 1.4%
- 5 Netherlands - 1.1%
- 6 France - 1%

Official Website SantaBarbaraCA.com

reaches
1
million
visitors



via



Desktop: 41%, Mobile: 50%, Tablet: 9%

Online visitors OVERVIEW

approximately 1 million VISITS

2.4 million PAGE VIEWS

average TIME ON SITE
2:15 minutes

TOP 5

REASONS TO PARTNER WITH VISIT SANTA BARBARA ON SANTABARBARACA.COM

1. **Reach an Incredibly Qualified Audience (across all devices):** Leverage VSB's \$1M targeted ad spend to drive visitors to your business.
2. **Benefit from a Tailored Campaign Strategy:** We'll craft a customized campaign recommendation tailored to exceed your goals.
3. **Laser-Target your Customer:** Reach your exact audience through our focused ad targeting.
4. **Increase ROI:** We will provide you campaign optimization suggestions and will help you to understand how to measure conversions.
5. **Free Exposure:** Receive FREE Advertising in our online REWARDS program.

DEMOGRAPHIC PROFILE

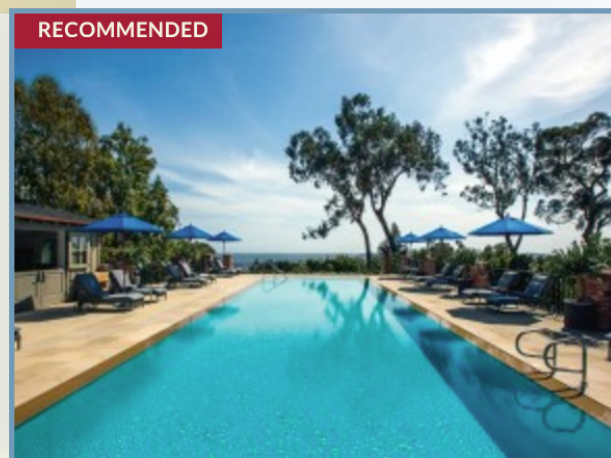
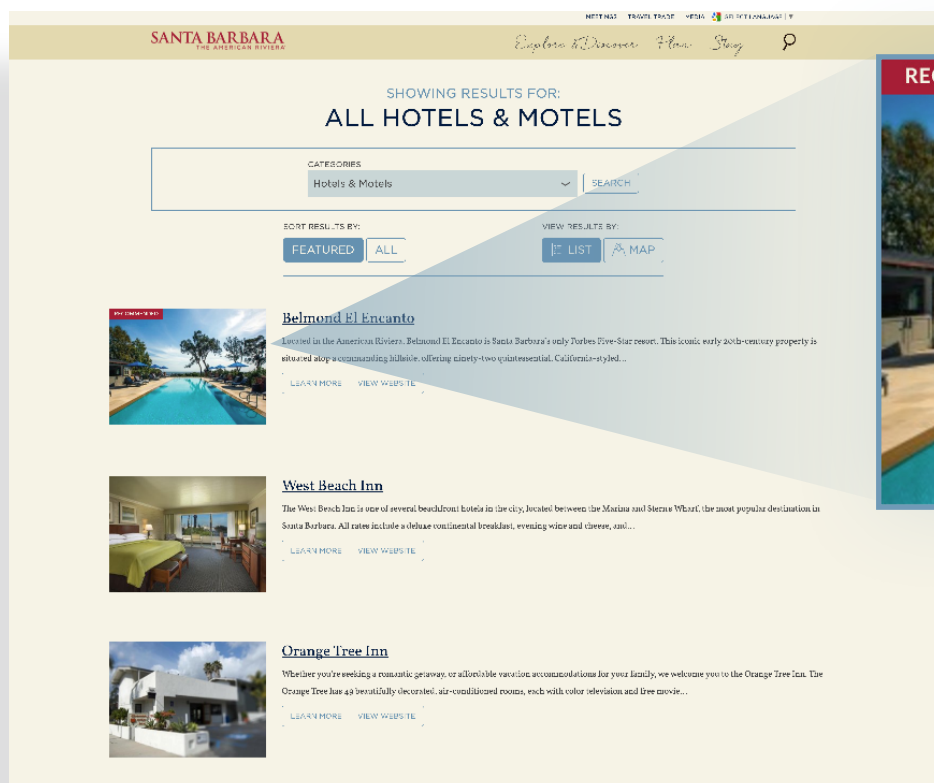
61%
FEMALE

47%
AGE 25-44

Recommended Business Listings

BY CATEGORY

Recommended business listings allow you to reach an incredibly qualified audience who are looking to convert.



25K
AVG. ANNUAL
LISTING
PAGEVIEWS

RATES:

Page	Units Available	Rate
Food & Drink	3	\$1,700
Outdoor Rec	3	\$1,700
Wine	3	\$1,700
Arts & Culture	3	\$1,500
Shopping	3	\$1,500
Hotels & Motels	5	\$1,450
Neighborhood Inns	5	\$1,000
Resorts & Spas	1	\$700

*This is a one-time annual purchase.

PRIORITY SORTING:

Featured partners always display in a top-tier random sort, affording you premium positioning.

LIMITED OPPORTUNITY:


First-come, first-served!

Native Advertising


Your message will rotate through numerous placements that are seamlessly integrated into content across the VSB site. Simply supply a photo(s), marketing tag line and description and your message will flow through these various formats.

- Sold on an impression-over-time basis, the native advertising program offers guaranteed flexible and controlled exposure.
- Sophisticated targeting allows you to reach your target audience with relevant messaging.
- Provide one set of assets and your placement will automatically format to match each of the different page templates.


We Recommend



ANYTHING BUT ORDINARY
12 Ways to Wine
Elevate your sniff, swirl and sip experience to a new standard of memorable.



SO MANY RESTAURANTS, SO LITTLE TIME
10 Must-Try Restaurants
Designed for the time-strapped foodie, our sampling of must-try Santa Barbara restaurants.



BRING THE KIDDOS
Family Adventure of a Lifetime
Your 5-day guide to family fun along Santa Barbara's Waterfront.


Ask about geo-targeting either inside or outside of Santa Barbara South Coast.

SITEWIDE PLACEMENTS


These formatted, native units are integrated into the content of the page and drive a high CTR (click-through rate).

1M
VISITS
2.4M
PAGEVIEWS

Lastly, Don't Miss



WHY GOLETA?
Craft beer and killer cuisine.
A guys' getaway that's equal parts adventure, entertainment and refreshment.
[LEARN MORE](#)



WHERE TO EAT?
Top 10 Must-Try Restaurants
From icons and new classics to local darlings and award-winning establishments.
[LEARN MORE](#)

SANTA BARBARA

Plan Your Trip

THINGS TO DO IN SANTA BARBARA

Here you'll find plenty of information about things to do in Santa Barbara—whether you want to relax on the beach, stroll through the city's historic streets and bridges, or enjoy an exciting water sport. You'll find plenty of activities and ideas to make your visit to Santa Barbara a truly memorable one. You'll also find a lot of information about the city's history, culture, and more. You'll find a lot of information about the city's history, culture, and more. You'll find a lot of information about the city's history, culture, and more.

Food Things to See & Do

10 Must-Try Restaurants
Designed for the time-strapped foodie, our sampling of must-try Santa Barbara restaurants.

Family Adventure of a Lifetime
Your 5-day guide to family fun along Santa Barbara's Waterfront.

Don't Miss Santa Barbara in June

Food, Wine & More

WHY GOLETA?
Craft beer and killer cuisine.
A guys' getaway that's equal parts adventure, entertainment and refreshment.
[LEARN MORE](#)

WHERE TO EAT?
Top 10 Must-Try Restaurants
From icons and new classics to local darlings and award-winning establishments.
[LEARN MORE](#)

SANTA BARBARA

CONTACT | WHERE TO GO | TRAVEL | HISTORY | MEDIA | POLICE | COMMUNITY | SUSTAINABILITY

USA | California | Santa Barbara

Native Advertising


More native advertising placements below.

"ADDITIONAL EXPERIENCES"



HORTICULTURAL NIRVANA
Lotusland
 Find your nirvana at this breathtaking 37-acre estate and botanic garden.
[LEARN MORE](#)

"NEIGHBORHOOD RECOMMENDATIONS"



RECOMMENDED
Unique Boutiques in Santa Barbara
 Get lost in the fantastical worlds created by Santa Barbara's one-of-a-kind retail galleries.
[Learn More](#)

Additional Experiences



THE BLUE DOOR
SB's Unique Boutiques
 A Funk Zone favorite, treasure hunters are wild about The Blue Door.
[LEARN MORE](#)



HORTICULTURAL NIRVANA
Lotusland
 Find your nirvana at this breathtaking 37-acre estate and botanic garden.
[LEARN MORE](#)

Popular in Presidio Neighborhood



RECOMMENDED
Unique Boutiques in Santa Barbara
 Get lost in the fantastical worlds created by Santa Barbara's one-of-a-kind retail galleries.
[Learn More](#)

RATES:

You can buy any level of impressions—simply select your desired impression package and receive ad units that run across the site.*

Impression total	Cost	Total potential Impressions with REWARDS**	Possible eCPM
18,500	\$555	37,000	\$15
40,000	\$1,120	80,000	\$14
100,000	\$2,600	200,000	\$13
150,000	\$3,600	300,000	\$12
300,000	\$6,600	600,000	\$11
500,000	\$10,000	1,000,000	\$10

*Ads must qualify for placement within homepage units.

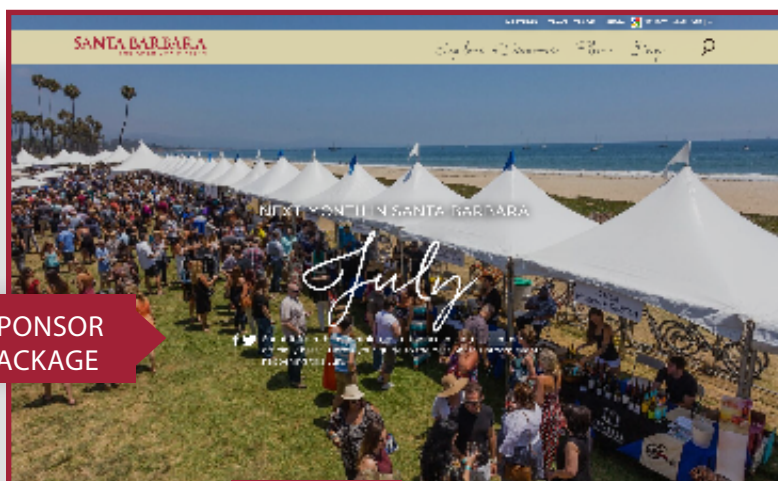
**You can up-to-match your paid impressions, not guaranteed.

Rewards

Advertisers who qualify for the Rewards Program will receive an additional run-of-site web campaign from available inventory.

Your FREE CAMPAIGN will run until your end date and may equal up to your paid amount of impressions.

Next Month in Santa Barbara



SPONSOR PACKAGE

SPONSOR PACKAGE

For One Month Highlight

This Month's Highlights

Headline image
Photo credit
Website link
"This Month's Highlights" call out in sidebar
Advertorial copy placement in the body of the page

FOURTH OF JULY 2017

The Fourth of July celebration in Santa Barbara is a time of joy and patriotism. The city of Santa Barbara is proud to host this annual event, which is one of the largest and most popular in the county. The celebration is held on the beach, and it is a great opportunity for families and friends to enjoy the sun, sand, and sea. The event is free and open to the public, and it is a great way to spend the day with loved ones. The celebration is a time of joy and patriotism, and it is a great opportunity for families and friends to enjoy the sun, sand, and sea. The event is free and open to the public, and it is a great way to spend the day with loved ones.

SILMONO FENCANTO

Silmono Fencanto is a traditional dance from the Philippines. It is a type of folk dance that is performed by a group of people. The dance is characterized by its fast and rhythmic movements, and it is often performed at festivals and other celebrations. The dance is a beautiful and entertaining way to experience the culture of the Philippines.



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CALIFORNIA WINE FESTIVAL

The California Wine Festival is a celebration of the state's wine industry. It is a time when wine lovers from all over the state gather to enjoy the best wines and food. The festival is held in a beautiful setting, and it is a great opportunity to taste some of the best wines in the state. The festival is a celebration of the state's wine industry, and it is a time when wine lovers from all over the state gather to enjoy the best wines and food. The festival is held in a beautiful setting, and it is a great opportunity to taste some of the best wines in the state.

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Next Month in Santa Barbara

SPONSOR PACKAGE:

Maximize your brand messaging on this highly popular page. Includes:

- Header image on landing page and homepage
- Photo credit beneath image
- Website link
- "This Month's Highlights" call out in sidebar
- Advertorial copy placement in the body of the page describing event or offer

HIGHLIGHT PACKAGE:

Leverage this highly popular page at a lower buy-in to highlight a specific event or offering. Includes:

- "This Month's Highlights" call out in sidebar
- Advertorial copy placement in the body of the page

RATES:

Package	Cost per month
NMISB Sponsor	\$1,000
NMISB Highlight	\$750

One sponsored and three highlight partners per month.

Custom Social Itinerary

Having quality content on your website is the number one way to drive organic traffic directly to your site. Leverage the expertise of our editorial team, which will write an article featuring your experience. Your content will be featured on SantaBarbaraCA.com for one year. These ad placements allow you the ability to communicate relevant and timely messaging.

f 232K
FANS

t 35K
FOLLOWERS

p 69K
AVG MONTHLY
VIEWS

INCLUDES:

- Experiential article on SantaBarbaraCA.com. Our editorial team will craft an experiential article, conducting keyword research to ensure you get the most lift.
- 1 promoted Facebook post
- 2-3 website click ads to drive traffic
- 3 tweets on Twitter
- 1 pin on Pinterest
- \$250 in media support, matched by VSB. Member has the opportunity to increase media value if desired.

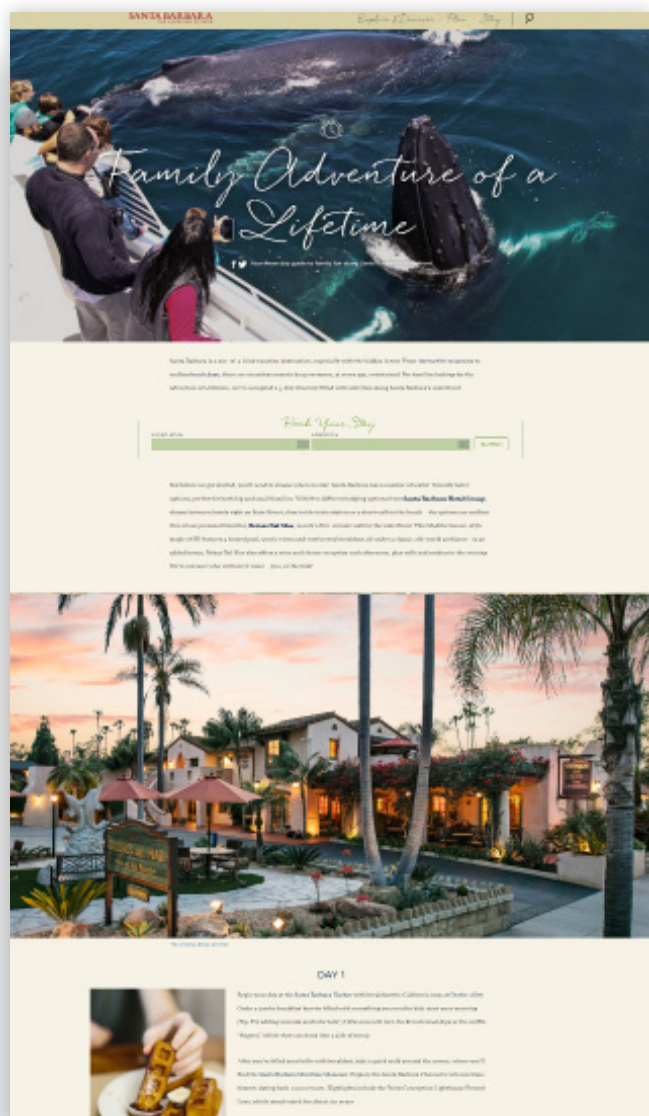
MEMBERS CAN CHOOSE FROM:

1. An exclusive itinerary that only links to their property and mentions no other partner in category.
2. A shared itinerary will feature up to 3 co-op partners with a lower buy-in per member.

RATES:

Package	Cost
Single Partner Itinerary	\$3,750

Month	Theme (Up to three partners)	Cost
August	Outdoor Recreation	\$1,300
October	Wine	\$1,300
January	Wellness	\$1,300
March	Food & Drink	\$1,300
May	Arts & Culture	\$1,300



Facebook Promotion

Leverage Visit Santa Barbara's robust social media platforms and guarantee placements on Facebook and Twitter. We'll work with you to create high-quality content to increase awareness and brand engagement.

INCLUDES:

- 1 promoted Facebook post
- 2 website click ads to drive traffic
- 1 tweet on Twitter
- \$150 in media support, matched by VSB. Member has the opportunity to increase media value as desired.

f 232K
FANS

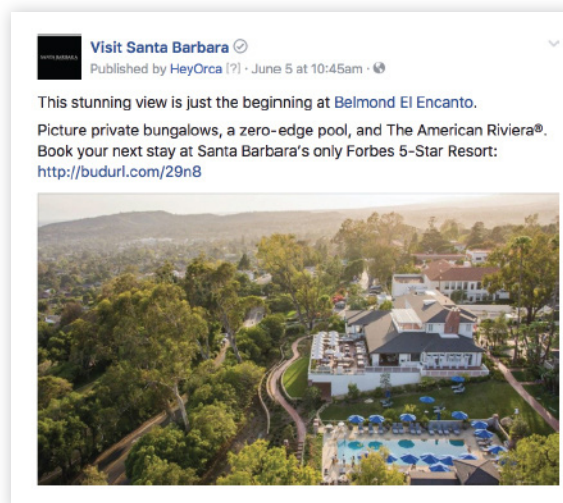
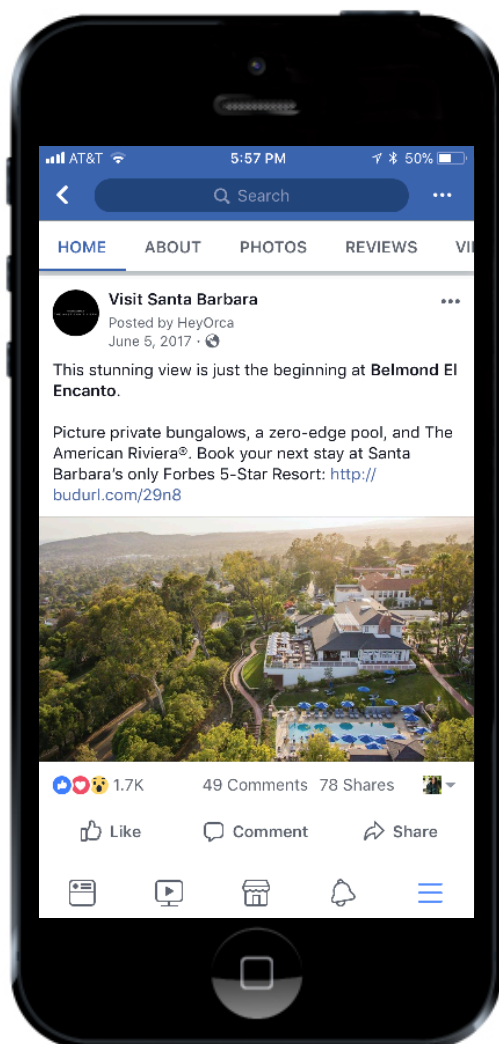
t 35K
FOLLOWERS

As of 5.2.18

RATES:

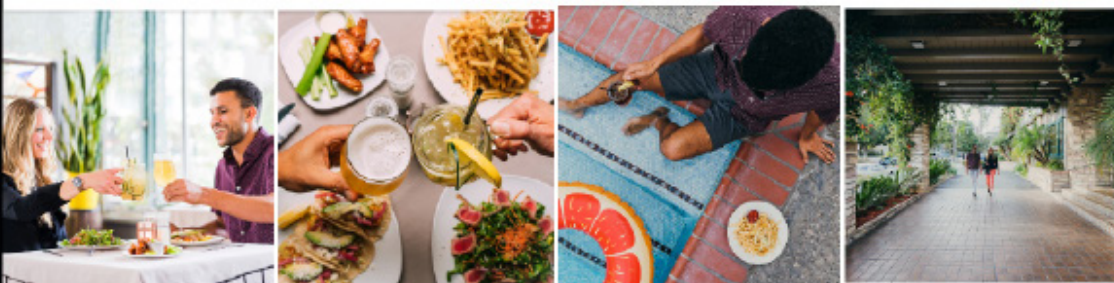
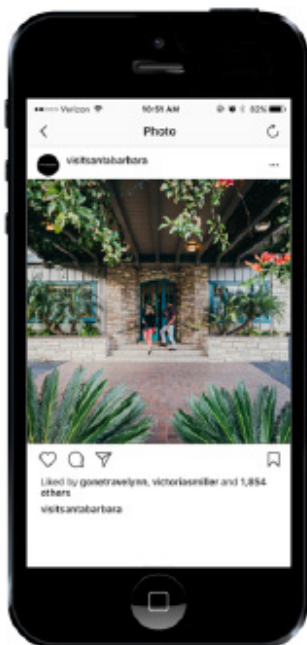
Package	Cost
Facebook Promotion	\$750

Two placements available per month.



Instagram Lookbook

Leverage Visit Santa Barbara's highly curated Instagram audience to visually highlight your business to potential travelers and Santa Barbara locals. Custom photography will be created and featured in Instagram galleries as a "Lookbook" to tell a stylized story of your business to align with VSB brand campaigns.



Arrive at any of the five @sbhotelgroup properties for an unforgettable stay, perfect for the whole family. At Best Western Plus Encina Inn & Suites, experience farm-to-table meals and local beverages at the on-site Live Oak Café before relaxing poolside and exploring the city. With one and two bedroom suites available, there's room for the entire family at this Santa Barbara home-away-from-home.



70K
FOLLOWERS

As of 5.2.18

INCLUDES:

- Visit Santa Barbara will work with member to craft messaging and storyboard for placement
- Custom photo shoot with a VSB photographer will take place to capture original photography
- 4-5 photos within a Lookbook shared on VSB Instagram page reaching over 70K followers
- Member receives full rights to photos
- Placement supported with \$150 in paid media to boost exposure
- Lookbook will remain live on the VSB Instagram platform for 1 year

MEMBER COMMITMENT:

- Photo shoot amenities (food, location, etc)
- If talent is desired and partner cannot provide, additional fees may incur to pay for talent
- Placement includes up to 4 hours of shooting. If location requires more time, additional fees may incur.

RATES:

Package	Cost
Instagram Lookbook	\$2,000

One placement available per month.

Monthly Leisure Email

75,000
SUBSCRIBERS*

Reach an engaged and active leisure travel planning audience. Every month, subscribers are inspired with rich stories showcasing what to see and do in Santa Barbara.

DRIVE THIS QUALIFIED AUDIENCE TO YOUR SITE

- Partners are showcased in a native format, integrated into the content.
- Clicks are driven directly to your website.
- Responsive design allows for seamless access across digital platforms: mobile, tablet and desktop.

CREATIVE BEST PRACTICES:

Use your most compelling image, create a tagline that attracts attention and bring the user into the experience through your copy.

PACKAGES:

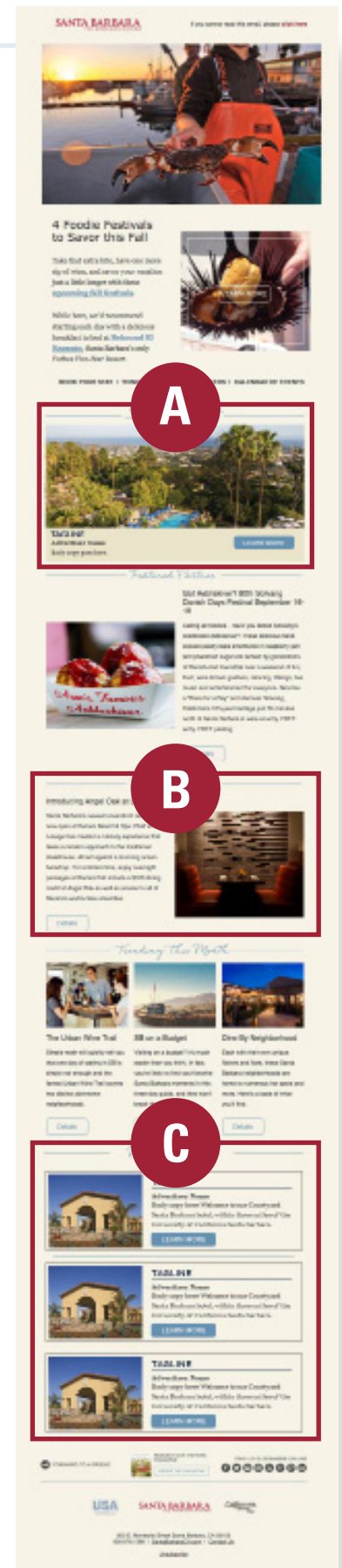
- 1 SPONSORED CONTENT**
Capture the readers' attention with this highly visual native unit, and receive priority placement within the template.
- 2 FEATURED PARTNER**
Tell a greater story with this native unit's larger character count, in addition to your image and link.
- 3 MORE EXPERIENCES**
Showcase your offering at a lower price-point through this native unit.

RATES:

Package	Units	Cost per month
Sponsored Content	1	\$550
Featured Partner	2	\$450
More Experiences	3	\$250

One email per month.

*VSB will be conducting a campaign to ensure that this list reaches a highly qualified and engaged subscriber list.




Custom Partner Email

Reach our highly engaged leisure database with 100% share of voice, driving all clicks to your site.

SANTA BARBARA
THE AMERICAN RIVIERA


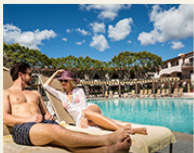

If you cannot read this email, please [click here](#)



- SPONSORED CONTENT -

Discover Authentic Santa Barbara Leisure—Hilton-style!

The Hilton Santa Barbara Beachfront Resort, adjacent to the Pacific Ocean with stunning views of the Santa Ynez Mountains, is a short walking distance to historic downtown Santa Barbara encompassing world-class shopping and award-winning eateries. At the resort, dine al fresco with an ocean view, stroll around our rose garden or simply enjoy resort inclusions such as bicycling, golf put and shuffle board. Relax and enjoy authentic Santa Barbara leisure! [Learn More](#)

Make a Memorable Entrance on the Sand

Hilton Santa Barbara offers more than 45,000 square feet of indoor/outdoor function space and is the only hotel in the region that caters to private events on the beach.

[Details](#)

Coastal Chic and Santa Barbara Leisure

Relax and enjoy Hilton's newest West Coast resort featuring ocean views, resort inclusions and unparalleled service. Steps away from historic downtown.

[Details](#)

Make Coastal Chic Your New Business Attire

A plethora of venue options for large and small group meetings, company retreats, team building adventures, and social or networking events.

[Details](#)

[FORWARD TO A FRIEND](#)

[REQUEST OUR VISITORS MAGAZINE](#)
[ORDER THE MAGAZINE](#)

[FIND US ELSEWHERE ONLINE](#)
f t y p i s g p in

USA
WEST COAST

SANTA BARBARA
THE AMERICAN RIVIERA

California
dreadbig

500 E. Montecito Street Santa Barbara, CA 93103
800.676.1266 | [SantaBarbaraCA.com](#) | [Contact Us](#)

[Unsubscribe](#)

CUSTOM EMAIL FOR LEISURE AUDIENCE

Limited availability; first-come, first-served.

75,000
SUBSCRIBERS*

- Dedicated email about your business to our audience
- Compelling customized message that will maximize your return

100%
SHARE OF
VOICE

Multiple call-to-action buttons to drive clicks

RATE:

Package	Units	Cost
Custom Email	12	\$2,250

*VSB will be conducting a campaign to ensure that this list reaches a highly qualified and engaged subscriber list.

Programs at a Glance

Reach qualified leisure visitors through web, email and social programming. Both the website and email templates are responsive, ensuring all placements are easily viewable no matter what device the viewer is using.

WEBSITE

1M
VISITORS



SOCIAL



232K
FANS



35K
FOLLOWERS



70K
FOLLOWERS

As of 5.2.18

EMAIL PROGRAMS

75,000
SUBSCRIBERS



What you need to know:

1

Visit Santa Barbara welcomes **7.2 MILLION** visitors, spending **\$1.9 BILLION** annually.

2

Visit Santa Barbara leverages **\$1M TARGETED AD SPEND** to drive visitors to your business.

3

The **2018 US TRAVELER** is more informed and uses more media and sources of information than ever before.

4

With such a complex planning landscape, **FULLY INTEGRATED** marketing and advertising is critical.

5

Not all clicks are created equal; **MEASURE QUALITY, OVER QUANTITY.** We'll show you how!

TO PARTICIPATE IN THE PROGRAM, CONTACT:

ELSKE FREE

INDUSTRY RELATIONS MANAGER

Phone: (805) 966-9222 x114

Email: elske@santabarbaraca.com

Address: 500 E. Montecito Street, Santa Barbara, CA 93103

Glossary of Terms

CPM	Cost per thousand impressions, or cost per media is used to denote the price of 1,000 ad impressions on one webpage. If a partner charges \$2.00CPM, that means an advertiser must pay \$2.00 for every 1,000 impressions of its ad. The "M" in CPM represents the Roman numeral for 1,000.
CTR	Click-through rate (CTR) is used to convey the ratio of users who click on a specific link to the number of total users who view a page, email, or ad.
IMPRESSIONS	Impressions are when an advertisement or any other form of digital media renders on a user's screen. Impressions are not action-based and are merely defined by a user potentially seeing the advertisement.
NMISB	Next Month in Santa Barbara, an article on visitsantabarbaraca.com that highlight's next month's activities and attractions in Santa Barbara.
SHARE OF VOICE	Share of voice (SOV) focuses on weight or percentage among other advertisers. SOV represents the relative portion of ad inventory available to a single advertiser within a defined market over a specified time period.
VSF	Visit Santa Barbara, the official destination marketing organization for the city of Santa Barbara, South Coast and surrounding communities.