

2020-2021

WEBSITE & EMAIL CO-OP MARKETING OPPORTUNITIES

CONNECT
WITH TRAVELERS

HARNESS
THE POWER OF A DMO

REACH
A QUALIFIED AUDIENCE

OFFICIAL WEBSITE

SantaBarbaraCA.com



reaches
1.5
million
visitors

via



Desktop: 30%, Tablet: 5%, Mobile: 65%

Online visitors **OVERVIEW**

approximately **1.3 million VISITS**

3.6 million PAGE VIEWS

average **TIME ON SITE**
1:48 minutes

270K+ REFERRALS to partner
businesses

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 designed 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



VISITOR AGE

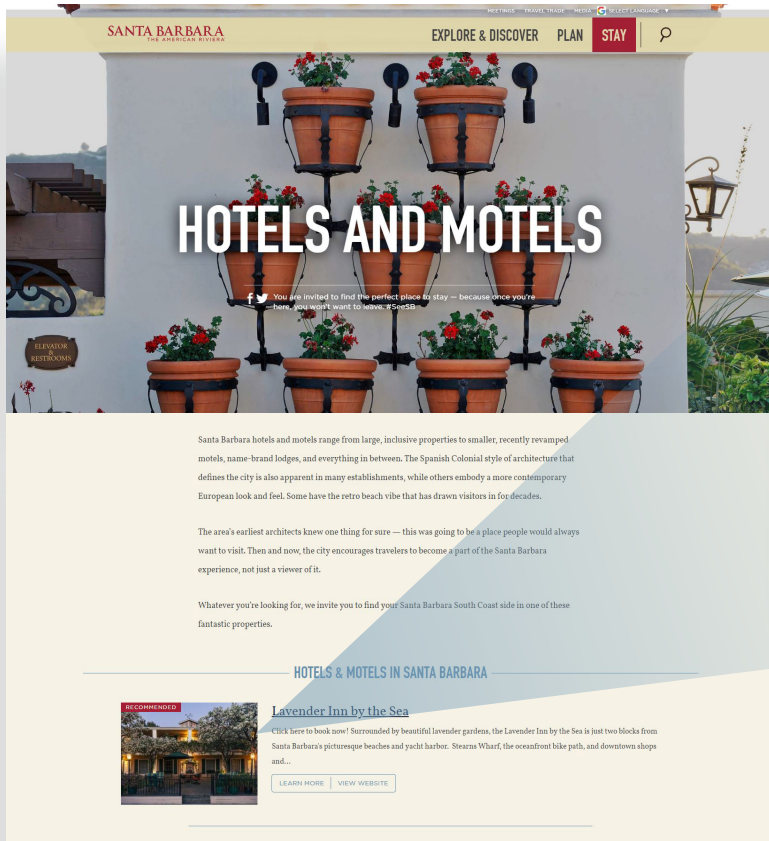
25-34	25%
35-44	18%
45-54	16%
55-64	16%
65+	14%
18-24	8%

*As of FY 19-20. At this time, Google Analytics only reports demographic information categorized by Male and Female.

RECOMMENDED BUSINESS LISTINGS

BY CATEGORY

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



RATES:

Page	Rate
Food & Drink	\$175
Arts & Culture	\$175
Wine	\$400
Outdoor Rec	\$400
Shopping	\$400
Neighborhood Inns	\$350
Hotels & Motels	\$450

**This is a one-time purchase, running from October 1, 2020 through June 30, 2021.*

PRIORITY SORTING:

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

UNLIMITED OPPORTUNITY:


Don't miss out on your opportunity to be sorted at the top of the list!

NATIVE ADVERTISING

Forget traditional digital banner advertising! Reach potential customers with ad placements that don't look like ads at all. With native advertising, your images and messaging will rotate through numerous placements that are seamlessly integrated into content across SantaBarbaraCA.com. Simply supply a photo(s), marketing tag line and description, and your message will flow through numerous 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



WELLNESS-CENTRIC TRIP IDEAS
Healthy Escapes in Santa Barbara


Curving a fit trip to get your mind, body and spirit in ship shape? These 5 Santa Barbara wellness experiences can take you there.



FATHER JOHN MISTY
JASON ISBELL = 400 UNIT

JUNE 7, 2019
Father John Misty

Goldenoice presents, Father John Misty + Jason Isbell and the 400 Unit with special guest Jade Bird at the Santa Barbara Bowl.



MOST AWARDED HOTEL IN AMERICA
San Ysidro Ranch

A seamless blend of natural beauty, romantic heritage and classic luxury.

Ask about geo-targeting either inside or outside of the 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).

1.5M
ANNUAL VISITS

3.6M
PAGEVIEWS*

*As of FY 19-20.

LASTLY, DON'T MISS




SPA RETREAT

Four Seasons Resort The Biltmore

Experience The Spa and take advantage of all the pampering amenities.

[LEARN MORE](#)

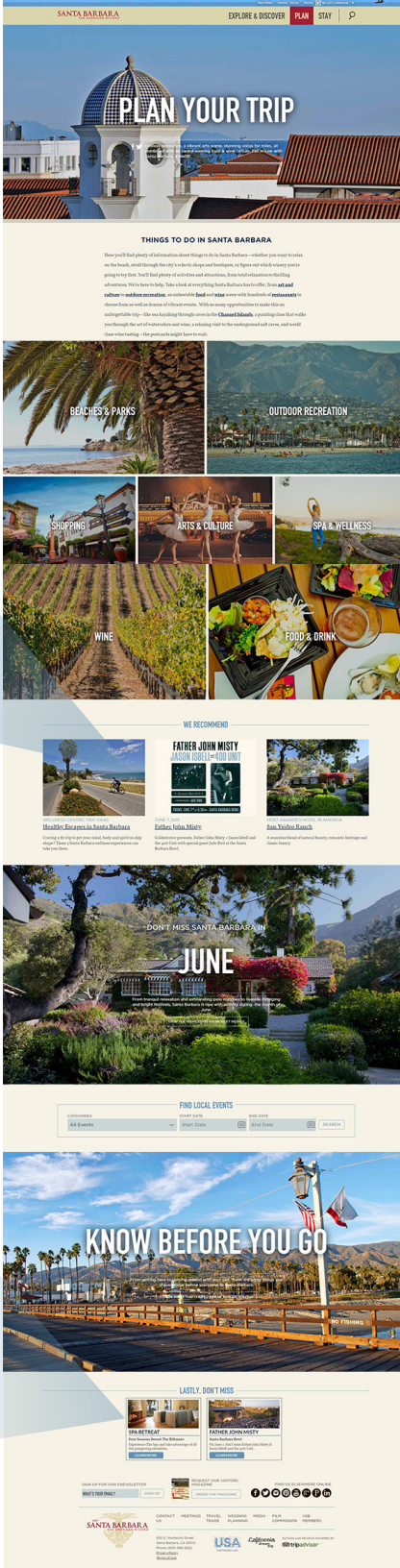


FATHER JOHN MISTY

Santa Barbara Bowl

On June 7, don't miss Father John Misty & Jason Isbell and the 400 Unit.

[LEARN MORE](#)



The screenshot shows the SantaBarbaraCA.com website with several native ad placements integrated into the content. At the top, there's a 'PLAN YOUR TRIP' section. Below it, a 'THINGS TO DO IN SANTA BARBARA' section features a grid of categories: BEACHES & PARKS, OUTDOOR RECREATION, SHOPPING, ARTS & CULTURE, SPA & WELLNESS, WINE, and FOOD & DRINK. A 'WE RECOMMEND' section is also present, featuring the same three ad units seen in the previous image. Further down, there's a 'DON'T MISS SANTA BARBARA IN JUNE' section with a search bar for local events. At the bottom, a 'KNOW BEFORE YOU GO' section features another 'LASTLY, DON'T MISS' ad unit.

NATIVE ADVERTISING

More native advertising placements below.

“ADDITIONAL EXPERIENCES”



TREK TRAVEL
A Multi-Day Bike Tour
 See Santa Barbara through a new lens with a guided bike tour.
[LEARN MORE](#)

“NEIGHBORHOOD RECOMMENDATIONS”




RECOMMENDED
San Ysidro Ranch
 A seamless blend of natural beauty, romantic heritage and classic luxury.
[Learn More](#)

ADDITIONAL EXPERIENCES




POPULAR IN MONTECITO



RECOMMENDED
San Ysidro Ranch
 A seamless blend of natural beauty, romantic heritage and classic luxury.
[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.

**Based on availability, advertisers can match up to double their paid impressions as added value.

REWARDS

Advertisers who purchase native ads qualify to receive **BONUS IMPRESSIONS** from available inventory.

Your **BONUS IMPRESSIONS** will run until your end date and may reach up to your paid amount of impressions.

MONTHLY LEISURE EMAIL

31K+
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 A 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.

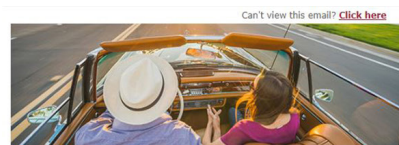
PACKAGES:

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

One email per month, launching October 2020.
*VSB continually performs engagement campaigns among subscribers to ensure we're reaching a highly qualified and engaged subscriber list.



SANTA BARBARA
**SANTA BARBARA'S
ULTRA-LUXURIOUS HIDEAWAYS**

If you're looking to live the luxe life in Santa Barbara, it all starts with the hotel you choose to call "home." These six luxury accommodations have mastered the art of hospitality and are always ready to roll out the red carpet to make you feel like a VIP.

[LEARN MORE](#)

- BOOK YOUR STAY
- THINGS TO DO
- SPECIAL OFFERS
- CALENDAR OF EVENTS

SPONSORED CONTENT



1


SANTA BARBARA INTERNATIONAL FILM FESTIVAL

January 30 - February 9, 2019

Santa Barbara Kicks off the 2019 award season with a glamorous, star-studded performance.

[LEARN MORE](#)

FEATURED PARTNERS



2

FEATURED PARTNER TITLE GOES HERE

This is the body copy for the featured partners. Keep copy concise to improve readability and to keep the reader engaged. Recommended description character count of 500 characters or less. This passage is currently 451 characters including spaces. Arma virumque cano troiae qui primus ab oris italia, fato profugus, lavinique venit litora. multum ille teris et lactatus alto vi superum saevae memorem lunonis ob iram; multum quoque et bello passus.


[DETAILS](#)

MORE EXPERIENCES

EXPERIENCE TITLE GOES HERE

Jan 20th - 30th

This is the body copy for the featured partners. Keep copy short and concise to improve readability. Recommended description character count of 200 characters or less.




[DETAILS](#)

EXPERIENCE TITLE GOES HERE

Jan 20th - 30th

This is the body copy for the featured partners. Keep copy short and concise to improve readability. Recommended description character count of 200 characters or less.




3

[DETAILS](#)

EXPERIENCE TITLE GOES HERE

Jan 20th - 30th

This is the body copy for the featured partners. Keep copy short and concise to improve readability. Recommended description character count of 200 characters or less.




[DETAILS](#)

CUSTOM EMAIL

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


Can't view this email? [Click here](#)



SANTA BARBARA
FOUR SEASONS RESORT
THE BILTMORE SANTA BARBARA
Sponsored Content

Overlooking the Pacific Ocean, just steps away from Butterfly Beach in the exclusive enclave of Montecito, Four Seasons Resort The Biltmore Santa Barbara offers the perfect Southern California winter beach escape. Guests of all ages delight in exciting holiday experiences and special touches designed to celebrate the holiday season. Create lasting memories with the ones you love most during your very merry getaway.


LEARN MORE



SECTION TITLE NUMBER ONE

This is the body copy for this section. Keep copy short and concise to improve readability and maintain interest.


DETAILS



SECTION TITLE NUMBER TWO

This is the body copy for this section. Keep copy short and concise to improve readability and maintain interest.


DETAILS



SECTION TITLE NUMBER THREE

This is the body copy for this section. Keep copy short and concise to improve readability and maintain interest.


DETAILS




Request our Visitors Magazine

ORDER NOW








500 E. Montecito Street,
 Santa Barbara, CA 93103
 (805) 966-9222



SANTA BARBARA



[Forward to a Friend](#) | [SantaBarbaraCA.com](#)
[Contact Us](#) | [Unsubscribe](#) | [Privacy Policy](#)

CUSTOM EMAIL FOR LEISURE AUDIENCE

Limited availability; first-come, first-served.

31K+
 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	Available Units	Cost
Custom Email	12	\$2,250*

**Cost is for the distribution of one newsletter within the desired month purchased.*

VSBC continually performs engagement campaigns among subscribers to ensure we're reaching a highly qualified and engaged subscriber list.

PROGRAM 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.

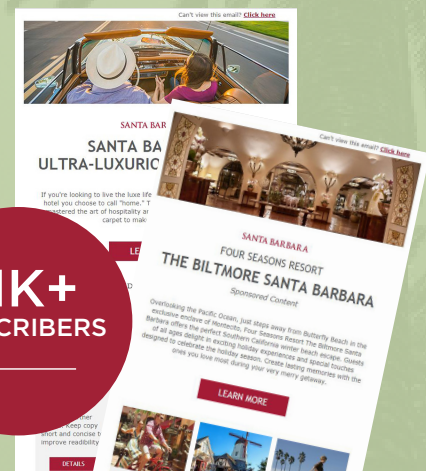
WEBSITE

1.5M
VISITORS



EMAIL PROGRAMS

31K+
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 its **1.5 MILLION UNIQUE SITE VISITORS** to drive visitors to your business.

3

The **2020 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 PROGRAMS, CONTACT:

JESSYLYNN PERKINS

DIRECTOR OF DIGITAL MARKETING

Phone: (805) 966-9222 x103

Email: JessyLynn@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.

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.

VSB and DMO Visit Santa Barbara (VSB), the official destination marketing organization (DMO) for the city of Santa Barbara, South Coast and surrounding communities.

RESPONSIVE DESIGN A template layout that allows for a seamless experience across desktop, mobile and tablet devices.

NATIVE ADVERTISING Paid digital advisements that match the look, feel and function of surrounding website content. Unlike display ads or banner ads, native ads don’t really look like ads. They look like part of the editorial flow of the page. The key to native advertising is that it is non-disruptive - it exposes the reader to advertising content without sticking out like a sore thumb.