

VISIT
SANTA BARBARA
THE AMERICAN RIVIERA®

Co-op Advertising Order Form
SantaBarbaraCA.com, Social Media & Email Opportunities
July 2021 - June 2022

SANTABARBARACA.COM

Native Advertising - Sitewide Placement		
Placement available starting July 1, 2021		
Impression Total	Cost*	X
37,000	\$555	
80,000	\$1,120	
200,000	\$2,600	
300,000	\$3,600	
600,000	\$6,600	
1,000,000	\$10,000	
*Custom Spend		
TOTAL		

Recommended Business Listings *			
Live continuously : July 1, 2021- June 30, 2022			
Category	Cost	Max # Partners	X
Arts & Culture	\$100	Unlimited	
Food & Drink	\$175	Unlimited	
Wine	\$450	Unlimited	
Outdoor Rec	\$450	Unlimited	
Shopping	\$450	Unlimited	
Neighborhood Inn	\$350	Unlimited	
Hotels & Motels	\$600	Unlimited	
TOTAL			

Timeframe Request: Beginning ___ / ___ / ___
(must begin on 1st of the month) Ending ___ / ___ / ___
* Cost is listed here as a reference and can be customized to your budget.

* Runs continuously throughout the fiscal year.
Purchased placement may not be shared with multiple businesses.

DIRECT COMMUNICATIONS

Visit Santa Barbara Monthly Leisure Email																
Placement	Cost	Jul 6	Aug 3	Aug 31	Sep 28	Oct 26	Nov 11	Dec 1	Jan 4	Feb 1	Mar 1	Mar 29	Apr 26	May 24	Jun 21	TOTAL
Sponsored Content	\$600															
Featured Partner	\$500															
More Experiences	\$300															

Visit Santa Barbara Dedicated Custom Email														
Placement	Cost	Jul 14	Aug 11	Sep 8	Oct 6	Nov 3	Dec 8	Jan 12	Feb 9	Mar 9	Apr 6	May 4	Jun 1	TOTAL
Custom Email	\$2,500													

GRAND TOTAL	
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To finalize your order, please complete page 2 before submitting it. -->

All fields below must be filled out completely in order for order form to be eligible.

Yes, I agree to all terms and conditions below.

Terms & Conditions

- All placements are based on a first come, first served basis, following which conditional approval is granted and upon which payment is due. All invoices are due upon receipt.
- Conditional approval is pending until artwork/assets are received and approved by Visit Santa Barbara. If artwork cannot be approved, VSB will communicate to the member and offer alternative placement.
- Visit Santa Barbara will send a contract with agreed placement(s). Payment is due upon receipt of a contract signed by the member and VSB.
- Placement is secure once payment is received. Placements will not go live without payment and refunds may not be given.
- Assets are due 15 business days in advance of agreed placement date. If artwork/assets are not received by the deadline, partners assets cannot be guaranteed to display, and refunds may not be given.

CONTACT INFORMATION	
Company:	
Contact Name:	
Contact Email:	
Full Billing Address:	
Creative Assets Contact Name (if different than contact):	
Creative Assets Contact Email (if different than contact):	

Orders will be accepted beginning June 10, 2021 at 10am.

Note: Placements will be assigned based upon availability and in the order received by Visit Santa Barbara.

Email agreements to Olivia@SantaBarbaraCA.com

Visit Santa Barbara's Co-op Advertising Policy: Only TBID lodging members and county-wide non-lodging VSB members can purchase Co-Op advertising offered from Visit Santa Barbara, including website and direct communication sponsorships, offline and online Co-Op advertising placements. Non-lodging VSB members include; Attractions, Museums, Tours, Entertainment, Professional Associations, Dining, Professional Services, Retail, Transportation, Wineries.