

2021-2022

WEBSITE & EMAIL CO-OP MARKETING OPPORTUNITIES

CONNECT
WITH TRAVELERS

HARNESS
THE POWER OF A DMO

REACH
A QUALIFIED AUDIENCE

OFFICIAL WEBSITE

SantaBarbaraCA.com

reaches
 **2.5**
million
visitors

via



Mobile: 75%, Desktop: 22%, Tablet: 3%

Online visitors

OVERVIEW

approx. **3.1 million SESSIONS**

5.1 million PAGE VIEWS

average **TIME ON SITE**
1:35 minutes

500K+ 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 \$2.4 million 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:** Based on availability, receive added value digital placements.

DEMOGRAPHIC PROFILE

62%
FEMALE*

VISITOR AGE

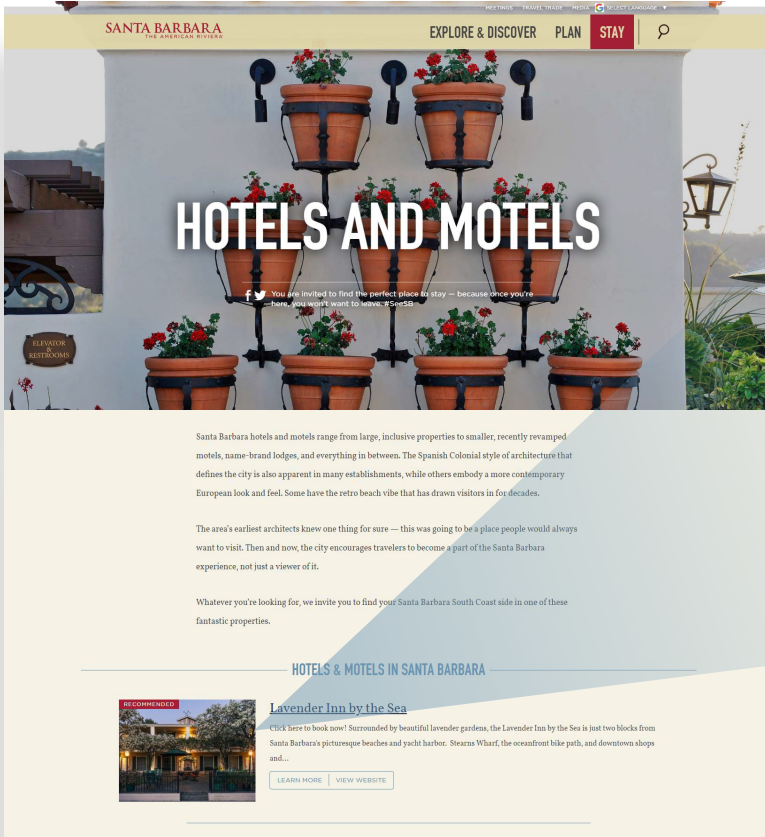
25-34	25%
35-44	19%
45-54	18%
55-64	16%
65+	12%
18-24	10%

*As of FY 20-21. 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
Arts & Culture	\$100
Food & Drink	\$175
Wine	\$450
Outdoor Rec	\$450
Shopping	\$450
Neighborhood Inns	\$350
Hotels & Motels	\$600

**This is a one-time purchase, running from July 1, 2021 through June 30, 2022.*

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



Healthy Escapes in Santa Barbara


Craving 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

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



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).



*As of FY 20-21.

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. At the top, there's a 'PLAN YOUR TRIP' banner. 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. Below that, there's a 'DON'T MISS SANTA BARBARA IN JUNE' banner. At the bottom, there's a 'KNOW BEFORE YOU GO' banner and a 'LASTLY, DON'T MISS' section with the same two ad units. The footer includes the SantaBarbaraCA.com logo, contact information, and social media links.

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




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



FATHER JOHN MISTY
JASON ISBELL - 400 UNIT
JUNE 7, 2019
 Goldenvoice Presents
 Father John Misty + Jason Isbell and the 400 Unit
 with special guest Jake Bird.
[LEARN MORE](#)

POPULAR IN MONTECITO

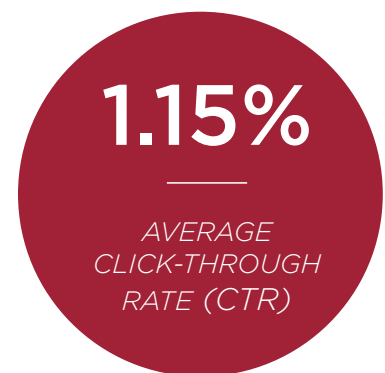


RECOMMENDED
San Ysidro Ranch
 A seamless blend of natural beauty, romantic heritage and classic luxury.
[Learn More](#)

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	CPM
37,000	\$555	\$15
80,000	\$1,120	\$14
200,000	\$2,600	\$13
300,000	\$3,600	\$12
600,000	\$6,600	\$11
1,000,000	\$10,000	\$10



*Ads must qualify for placement within homepage units.

MONTHLY LEISURE EMAIL

36K+
SUBSCRIBERS*

18%
AVERAGE
OPEN RATE

2.51%
AVERAGE CTR

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	\$600
Featured Partner	2	\$500
More Experiences	3	\$300

One email per month, launching July 2021. Additional newsletters may be added based on partner participation.
*VSB continually performs engagement campaigns among subscribers to ensure we're reaching a highly qualified and engaged subscriber list.



SANTA BARBARA

19 MUST-VISIT MUSEUMS AND ATTRACTIONS

We are delighted to welcome back Santa Barbara's distinctive collection of area attractions. From iconic landmarks to memorable museums, these must-visit attractions should be on every traveler's to-do list when visiting the Santa Barbara South Coast.

Use this curated guide for maximum fun and all the essential need-to-knows when it comes to information on what's open and when, how to book reservations, and other important business details.

[LEARN MORE](#)

— SPONSORED CONTENT —

1

STAY SAVVY WITH HILTON SANTA BARBARA BEACHFRONT RESORT

Stay Three Nights and Your Third Night is Free

Stay and save with Hilton Santa Barbara Beachfront Resort. For a limited time, book three nights and your third night is free!

[BOOK HERE](#)

— FEATURED PARTNERS —

2

SANTA BARBARA AIRBUS MAKES LAX TRAVEL EASY AND SAFE

Santa Barbara Airbus's LAX service is safely open with 10 trips between Santa Barbara and LAX daily. Airbus is taking COVID-19 safety protocols seriously and following all CDC guidelines including mask wearing, limited passenger volume and intensive cleaning procedures. Enhanced cleaning procedures include the use of a sanitizing fogging spray on board after each trip and continuous air filtration while in route. Airbus looks forward to helping make your travel plans easy!

[LEARN MORE](#)

— MORE EXPERIENCES —

3

THE KIMPTON GOODLAND

California Residents Save Up to 20%

Experience Postup restaurant, now serving breakfast daily, weekend brunch, and dinner Wednesday through Sunday. Lounge by the heated pool and sip on a cocktail at this boutique retreat.

[DETAILS](#)

CHANNEL ISLANDS ADVENTURE

Plan Your Itinerary

From kayaking and hiking to sailing and whale watching, here's everything you need to know for your next visit to the Channel Islands National Park.

[DETAILS](#)

CUSTOM EMAIL

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



VISIT
SANTA BARBARA

WHERE SANTA BARBARA COMES TOGETHER

SANTA BARBARA PUBLIC MARKET

— SPONSORED CONTENT —

Join us at Santa Barbara's premier food hall, featuring the best in local food and drink. A visit to the Public Market is a chance to enjoy food produced by some of the best chefs in Santa Barbara in a single location, with a focus on local and regional ingredients used to their greatest advantage! With breezy, distanced seating available inside and out, a meal at the Public Market is bound to be the highlight of your trip.

LEARN MORE



CORAZON COCINA

Serving Mexican street food inspired by ingredients from the local markets, Corazon's delicious menu features tacos, ceviche, salads, and more.

DETAILS



EMPTY BOWL GOURMET NOODLE

Feast on authentic regional noodle bowls, specialty small plates and handmade dumplings inspired by the cuisines of Thailand and Taiwan.

DETAILS



CA'DARIO PIZZERIA VELOCE

Enjoy authentic, homemade pizzas, Grandma's meatballs, hearty lasagna, fresh, seasonal salads and other highlights of Italian cuisine.

DETAILS

CUSTOM EMAIL FOR LEISURE AUDIENCE

Limited availability; first-come, first-served.

36K+
SUBSCRIBERS*

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

24%
AVERAGE OPEN RATE

2.46%
AVERAGE CTR

100%
SHARE OF
VOICE

Multiple call-to-action buttons to drive clicks

RATE:

Package	Available Units	Cost
Custom Email	12	\$2,500*

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

VSB 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

2.5M
VISITORS



EMAIL PROGRAMS

36K+
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 **2.5 MILLION UNIQUE SITE VISITORS** to drive visitors to your business.

3

The **2021 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:

OLIVIA BARROCA
MARKETING ASSOCIATE

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Email: Olivia@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.