

VISIT
SANTA BARBARA
THE AMERICAN RIVIERA®

Co-op Advertising Order Form
SantaBarbaraCA.com, Social Media & Email Opportunities

July 2022- June 2023

SANTABARBARACA.COM

| Native Advertising - Sitewide Placement | | |
|---|----------|---|
| Placement available starting July 1, 2022 | | |
| 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, 2022- June 30, 2023 | | | |
| Category | Cost | Max # Partners | X |
| Arts & Culture | \$300 | Unlimited | |
| Food & Drink | \$250 | Unlimited | |
| Wine | \$650 | Unlimited | |
| Outdoor Rec | \$700 | Unlimited | |
| Shopping | \$400 | Unlimited | |
| Attractions & Entertainment | \$400 | Unlimited | |
| | | | |
| TOTAL | | | |

* Runs continuously throughout the fiscal year.

Purchased placement may not be shared with multiple businesses.

Timeframe Request: Begin ____/____/____
End ____/____/____

* Cost is listed here as a reference and can be customized to your budget.

| Sponsored Event | | | | | | | | | | | | | | |
|------------------------------------|-------|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
| 3 placements available each month. | | | | | | | | | | | | | | |
| Placement | Cost | Jul | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | TOTAL |
| Sponsored Event | \$250 | | | | | | | | | | | | | |

* Advertisers are limited to a 3-month buy.

DIRECT COMMUNICATIONS

| Visit Santa Barbara Monthly Leisure Email | | | | | | | | | | | | | | |
|---|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Placement | Cost | Jul 6 | Aug 2 | Sep 7 | Oct 5 | Nov 1 | Dec 1 | Jan 4 | Feb 1 | Mar 1 | Apr 5 | May 3 | Jun 1 | TOTAL |
| Sponsored Content | \$500 | | | | | | | | | | | | | |
| Featured Partner | \$400 | | | | | | | | | | | | | |
| More Experiences | \$300 | | | | | | | | | | | | | |

| Visit Santa Barbara Dedicated Custom Email | | | | | | | | | | | | | | |
|--|---------|--------|--------|--------|--------|-------|-------|--------|-------|-------|--------|--------|-------|-------|
| Placement | Cost | Jul 14 | Aug 10 | Sep 14 | Oct 12 | Nov 9 | Dec 8 | Jan 12 | Feb 9 | Mar 9 | Apr 13 | May 11 | Jun 7 | TOTAL |
| Custom Email | \$2,500 | | | | | | | | | | | | | |

GRAND TOTAL

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

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 1, 2022 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.