

VISIT
SANTA BARBARA
THE AMERICAN RIVIERA™

TBID 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													

TBID Visit Santa Barbara Dedicated Custom Email														
Property Size	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
1-75 Rooms	\$1,500													
76-150 Rooms	\$2,000													
150+ Rooms	\$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):

TBID Pre-Sale orders will be accepted beginning May 24, 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.