

VISIT  
**SANTA BARBARA**  
THE AMERICAN RIVIERA™

**VSF TBID Advertising Order Form**  
**SantaBarbaraCA.com, Social Media & Email Opportunities**

**July 2023- June 2024**

**SANTABARBARACA.COM**

Native Advertising - Sitewide Placement		
<i>Placement available starting July 1, 2023</i>		
Impression Total	Cost*	X
38,000	\$475	
80,000	\$960	
200,000	\$2,300	
300,000	\$3,300	
600,000	\$6,300	
1,000,000	\$10,000	
<b>TOTAL</b>		

Recommended Business Listings *			
<i>Live continuously : July 1, 2023- June 30, 2024</i>			
Category	Cost	Max # Partners	X
Food & Drink	\$275	Unlimited	
Arts & Culture	\$425	Unlimited	
Shopping	\$525	Unlimited	
Wine	\$600	Unlimited	
Attractions & Entertainment	\$600	Unlimited	
Outdoor Rec.	\$675	Unlimited	
<b>TOTAL</b>			

*\* 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 Homepage Placement														
Placement	Cost	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	TOTAL
Large	\$900													
Medium	\$700													

*\* Advertisers are limited to three, non-consecutive placements per year.*

Sponsored Event Placement														
3 placements available each month.														
Placement	Cost	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	TOTAL
Sponsored Event	\$400													

*\* Advertisers are limited to a 3-month buy.*

**DIRECT COMMUNICATIONS**

Visit Santa Barbara Monthly Leisure Email														
Placement	Cost	Jul 5	Aug 1	Sep 7	Oct 3	Nov 1	Dec 5	Jan 3	Feb 1	Mar 5	Apr 3	May 1	Jun 4	TOTAL
Sponsored Content	\$350													
Featured Partner	\$300													
More Experiences	\$250													

*\*Advertisers are limited to a two month consecutive buy. Additional, non-consecutive placements are available for purchase.*

TBID Visit Santa Barbara Dedicated Custom Email														
Property Size	Cost	Jul 13	Aug 9	Sep 14	Oct 11	Nov 9	Dec 13	Jan 11	Feb 7	Mar 13	Apr 11	May 9	Jun 12	TOTAL
1-75 Rooms	\$1,875													
76-150 Rooms	\$2,125													
150+ Rooms	\$2,500													

*\*Advertisers are not able to purchase consecutive months. Additional, non-consecutive placements are available for purchase.*

<b>SUBTOTAL</b>	
-----------------	--

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

Visit Santa Barbara Retargeting Email														
Placement	Cost	Jul 19	Aug 15	Sep 20	Oct 17	Nov 15	Dec	Jan 17	Feb 13	Mar 19	Apr 17	May 15	Jun 18	TOTAL
Spotlight Placement	\$200													

\*Advertisers are limited to a two month consecutive buy. Additional, non-consecutive placements are available for purchase.

**SOCIAL MEDIA**

Facebook & Instagram Carousel Ad														
Placement	Cost	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	TOTAL
Dedicated	\$1,800													
Multi-Partner	\$900													

Instagram Reel														
Placement	Cost	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	TOTAL
Dedicated	\$1,900													

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
<b>Company:</b>
<b>Contact Name:</b>
<b>Contact Email:</b>
<b>Full Billing Address:</b>
<b>Creative Assets Contact Name (if different than contact):</b>
<b>Creative Assets Contact Email (if different than contact):</b>

**Orders will be accepted beginning June 6, 2023 at 10 a.m.**

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

Email agreements to [Olivia@SantaBarbaraCA.com](mailto: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.