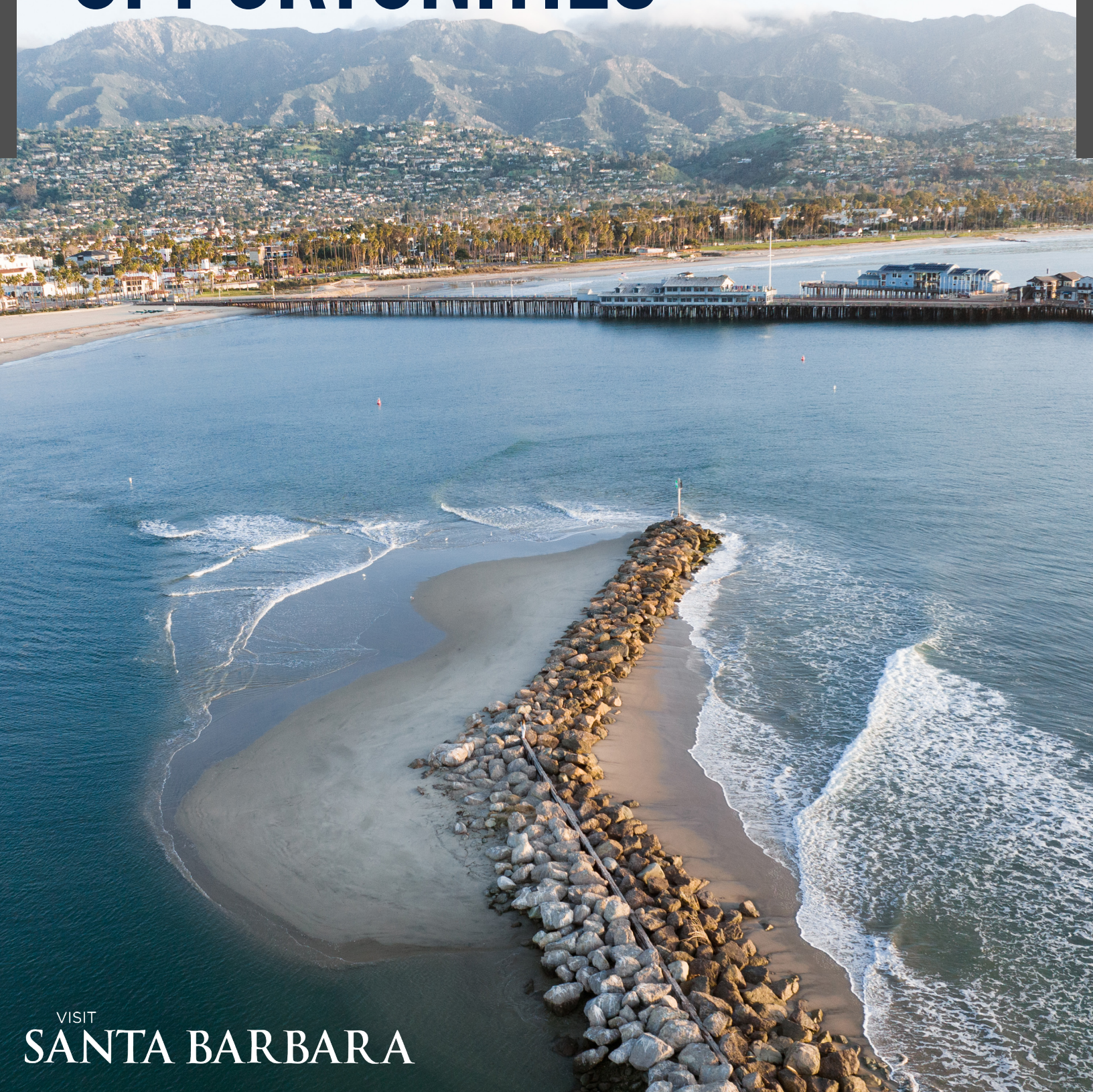


GOLETA :: SANTA BARBARA :: MONTECITO :: SUMMERLAND

2023-2024

MEMBER ADVERTISING OPPORTUNITIES



VISIT
SANTA BARBARA

OFFICIAL WEBSITE

SantaBarbaraCA.com



reaches
4.1
million
visitors

via



Mobile: 75%, Desktop: 20%, Tablet: 5%

Online visitors **OVERVIEW**

approx. **5.07 million SESSIONS**

8.3 million PAGE VIEWS

average **TIME ON SITE**
1:30 minutes

1.5M+ 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 consumer-focused ad targeting.
4. **Increase ROI**: Advertisers will receive personalized campaign optimization suggestions and better understand how to measure conversions.
5. **Proven Placements**: Each placement has been tested and proven successful for budgets of all sizes.

DEMOGRAPHIC PROFILE

59%
FEMALE*

VISITOR AGE

35-44	22%
45-54	20%
25-34	19%
55-64	16%
65+	12%
18-24	11%

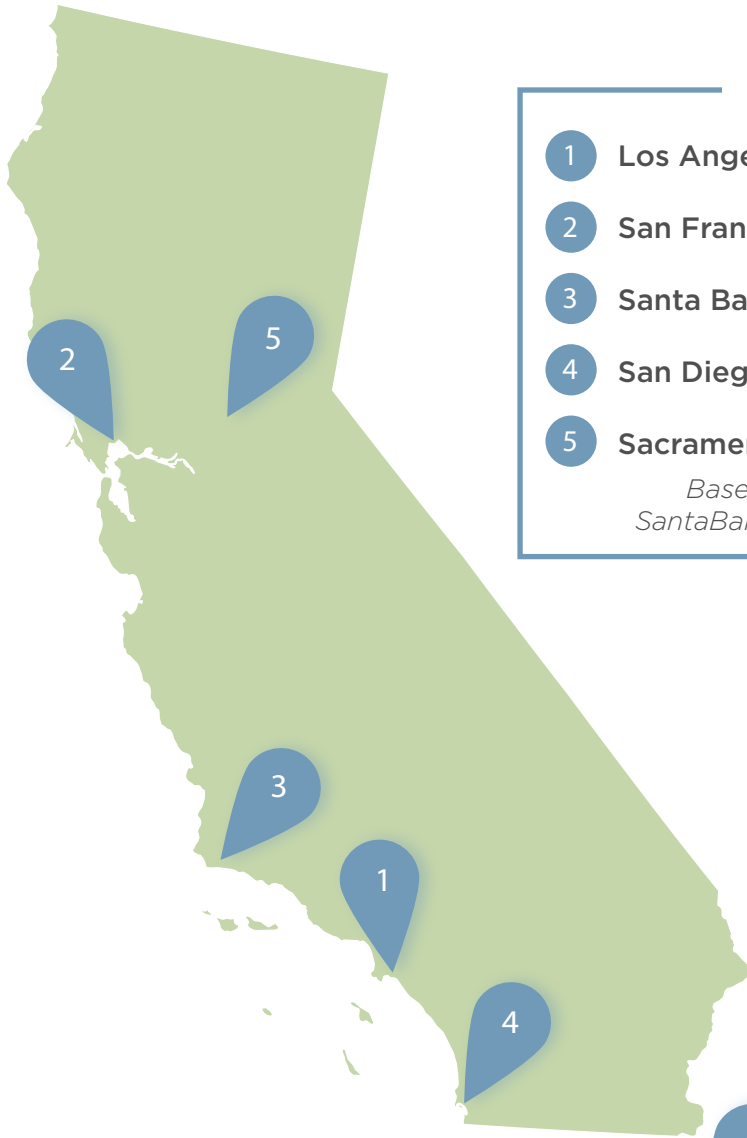
*All numbers calculated based on the trailing 12 months; May 1, 2022 - April 30, 2023. At this time, Google Analytics only reports demographic information categorized by Male and Female.

GEOGRAPHIC INSIGHTS

TOP CALIFORNIA METRO MARKETS

- 1 Los Angeles - 39%
- 2 San Francisco - Oakland - San Jose - 11%
- 3 Santa Barbara - Santa Maria - San Luis Obispo - 6%
- 4 San Diego - 4%
- 5 Sacramento - Stockton - Modesto - 4%

Based on Trailing 12 Months Web Traffic to SantaBarbaraCA.com; May 1, 2022 - April 30, 2023

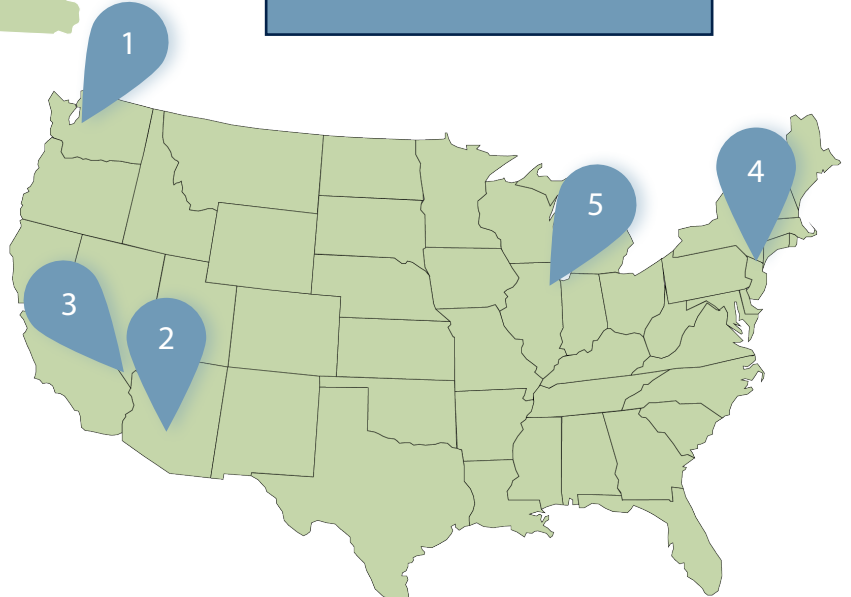


IN-STATE VISITORS
70%
OUT-OF-STATE VISITORS
30%

TOP OUT-OF-STATE METRO MARKETS

Based on Trailing 12 Months Web Traffic to SantaBarbaraCA.com; May 1, 2022 - April 30, 2023

- 1 Seattle-Tacoma - 3%
- 2 Phoenix - 2%
- 3 Las Vegas - 2%
- 4 New York - 1%
- 5 Chicago - 1%



RECOMMENDED BUSINESS LISTINGS

BY CATEGORY

Recommended business listings allow you to reach an incredibly qualified audience who are looking to convert.



Paddle Sports Center

Kayak and SUP Rentals and Tours - Ocean Fun Since '91 Santa Barbara's Only 90 minute rental and best "All-Day" rates! Explore the Santa Barbara Waterfront and get to paddle with Sea Lions and Dolphins! Paddle Sports Center is your gateway to ocean...

[LEARN MORE](#) | [VIEW WEBSITE](#)

RATES:

Page	Rate
Food & Drink	\$275
Arts & Culture	\$425
Shopping	\$525
Wine	\$600
Attractions & Entertainment	\$600
Outdoor Rec	\$675

**This is a one-time purchase, running from July 1, 2023 through June 30, 2024.*

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 photos, 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



Visit & Learn
Impacts of climate change as seen through art, history, science, and nature.



SB Museum of Art
SB Museum of Art presents Through Vincent's Eyes: Van Gogh and His Sources



Beachfront Escape
Stay longer and save on your beachfront getaway.


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).




LASTLY, DON'T MISS



SB MUSEUM OF ART
Through Vincent's Eyes
On view February 27 - May 22. SBMA Members see it for free. Join today!

[LEARN MORE](#)



NEXT MONTH IN SB
Plan out your Itinerary
Discover events, activities an festivals happening in this coming month.

[LEARN MORE](#)

The screenshot shows the SantaBarbaraCA.com website with several native advertising placements. At the top, there's a navigation bar with 'SANTA BARBARA' and links for 'THINGS TO DO', 'PLACES TO STAY', 'FOOD & DRINK', and 'PLANNING RESOURCES'. The main content area features a large 'PLAN YOUR TRIP' section with a scenic background image. Below this, there's a 'WE RECOMMEND' section with three cards: 'Visit & Learn', 'SB Museum of Art', and 'Beachfront Escape'. Further down, there's a 'NEXT MONTH IN SANTA BARBARA MAY' section with a search bar for local events. At the bottom, there's a 'KNOW BEFORE YOU GO' section with more 'LASTLY, DON'T MISS' cards. The footer includes contact information, social media links, and logos for SantaBarbara, USA, California, and TripAdvisor.

*All numbers calculated based on the trailing 12 months; May 1, 2022 - April 30, 2023

NATIVE ADVERTISING


More native advertising placements below.

“ADDITIONAL EXPERIENCES”




SANTA BARBARA ZOO
Wild and Beautiful
 Hop on over to the Australian Walkabout for an unforgettable experience.
[LEARN MORE](#)

“NEIGHBORHOOD RECOMMENDATIONS”




RECOMMENDED
Get Your Tickets!
 Santa Barbara's signature food and wine celebration returns May 15 - 21
[Learn More](#)

ADDITIONAL EXPERIENCES




UNFORGETTABLE VIEWS
 Hilton Santa Barbara Resort
 Make sure your next trip or getaway includes unforgettable views like this!
[LEARN MORE](#)




SANTA BARBARA ZOO
Wild and Beautiful
 Hop on over to the Australian Walkabout for an unforgettable experience.
[LEARN MORE](#)

POPULAR IN SANTA BARBARA WATERFRONT



RECOMMENDED
Get Your Tickets!
 Santa Barbara's signature food and wine celebration returns May 15 - 21
[Learn More](#)

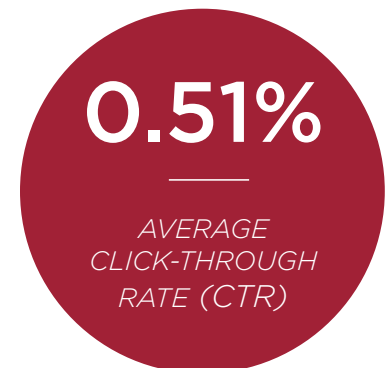


RECOMMENDED
Santa Barbara Zoo
 Experience more than 400 animals and connect with the natural world
[Learn More](#)

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
38,000	\$475	\$12.50
80,000	\$960	\$12
200,000	\$2,300	\$11.50
300,000	\$3,300	\$11
600,000	\$6,300	\$10.50
1,000,000	\$10,000	\$10



*Ads must qualify for placement within homepage units.

SPONSORED EVENT PLACEMENT

Does your business have a special event you'd like visitors and locals to know about? Sponsored Event Placements will boost the conversation around your event and increase ticket sales with this affordable and highly visible opportunity. Sponsored events will run for 30 days. Please note that events must be unique and not general business offerings.

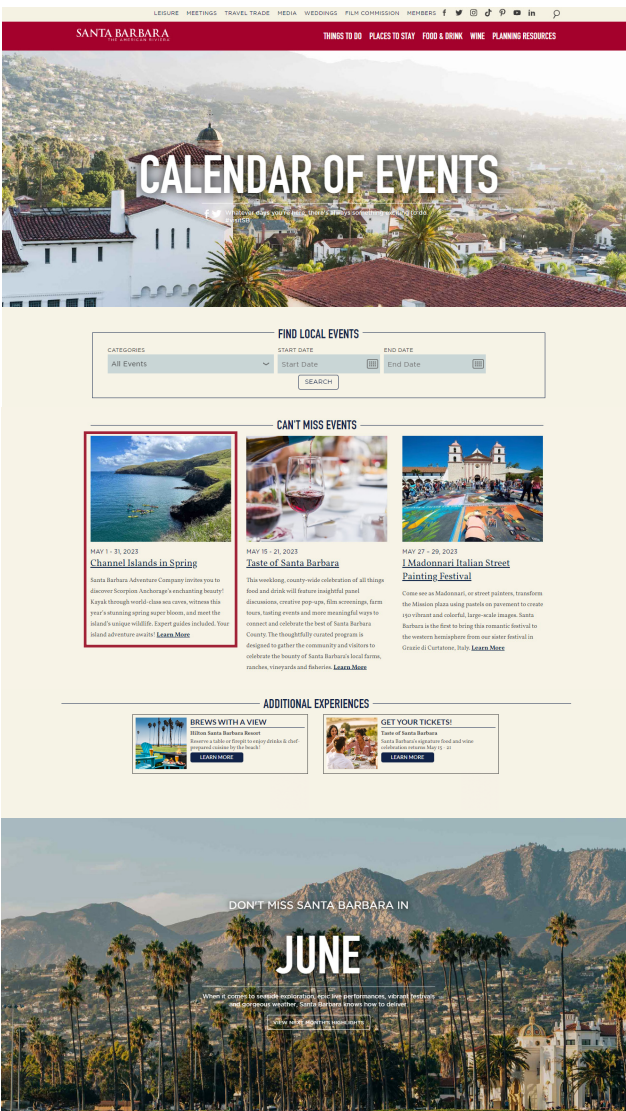


RATE:

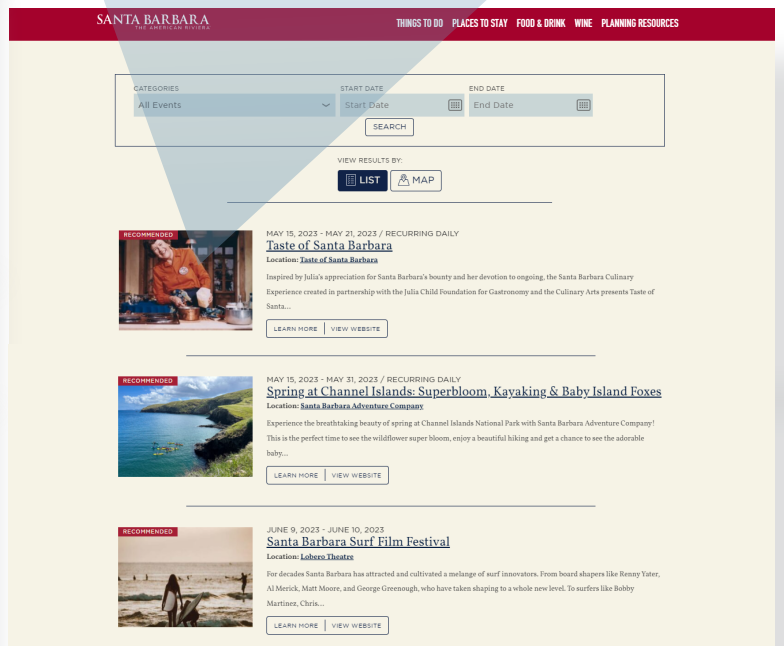
Package	Available Units	Cost per month
Event Listing	36 (3/month)*	\$400

*Advertisers are limited to a three-month buy.

CALENDAR OF EVENTS HOMEPAGE



CALENDAR OF EVENTS SEARCH PAGE #1



MONTHLY LEISURE EMAIL

48K+
SUBSCRIBERS*

48%
AVERAGE
OPEN RATE*

2.56%
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	\$350
Featured Partner	2	\$300
More Experiences	3	\$250

One email per month, launching July 2023. Advertisers are limited to a two-month consecutive buy. Additional, non-consecutive placements are available for purchase.

*VSB continually performs engagement campaigns among subscribers to ensure we're reaching a highly qualified subscriber list. Please note that open rates depict an inflated metric due to Apple's September 2021 privacy policy update.



SANTA BARBARA

A SANTA BARBARA SPRING BREAK

There's no need to choose between exhilarating outdoor adventures, delectable culinary escapades and moving cultural attractions, because you can experience all of the above during an unforgettable vacation to The American Riviera. Whether you're travelling solo, with a partner or with the entire family in tow, this guide showcases some of the best ways to plan a spring break for the books in the Santa Barbara South Coast.

[LEARN MORE](#)

SPONSORED CONTENT



1

GET YOUR THIRD NIGHT FREE AT HOTEL MILO

Your Beachfront Hacienda Awaits

Your dream of a laid-back California oasis starts at Hotel Milo. Book two nights, and get the third night free.

[BOOK NOW](#)

FEATURED PARTNERS



2

ROAR & POUR IS BACK AT SANTA BARBARA ZOO

The Zoo's signature wine event returns May 6! Enjoy unlimited wine tastings in a souvenir glass (yours to keep), train rides, giraffe feeding and much more. Upgrade to a VIP ticket for early entry and appetizers. Libations are donated by local wineries so all proceeds benefit the animals at the Zoo.

[LEARN MORE](#)



THE FUNK ZONE'S BEST PIZZA

Hot, Fresh and Wood-Fired

Lucky Penny is home to some of the best pizza in the city. Whether you're in the mood for a quick bite or a leisurely meal with beer or wine, Lucky Penny's wood-fired pizza is the perfect choice.

[DETAILS](#)

3



THE FUNK ZONE'S WINE TRAIL

Sip, Swirl and Savor

Start your wine-tasting adventure at the Santa Barbara Wine Collective and discover new local family-owned wine in The Funk Zone. From crisp whites to bold reds, there's something for every palate.

[DETAILS](#)

CUSTOM EMAIL

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



VISIT **SANTA BARBARA**

ESCAPE THE ORDINARY

DAY TRIPS FROM SANTA BARBARA

— SPONSORED CONTENT —

Channel Islands Expeditions offers action-packed excursions to explore the stunning Channel Islands National Park. Visitors will experience the natural wonders of the islands up close, including the deepest sea caves in the world, hidden coves and diverse wildlife such as sea lions, dolphins, seabirds and whales. Expert guides will provide fascinating insights into the region's unique ecology and history. Visitors of all ages can enjoy the thrill of adventure and create lasting memories.

[LEARN MORE](#)

<p>THE PERFECT FAMILY DAY</p>	<p>PRIVATE GROUP CHARTERS</p>	<p>GIANT SEA CAVES</p>
<p>Look no further for exhilarating adventure and explore the stunning Channel Islands for the day, where you'll discover hidden coves, rugged cliffs and diverse marine life.</p>	<p>See first-hand the breathtaking beauty of the Channel Islands on your very own private tour! Channel Islands Expeditions offers customized charters at great prices.</p>	<p>Embark on an unforgettable kayaking expedition to the deepest depths of Painted Cave, one of the largest sea caves in the world. (Suitable for ages 14 and older.)</p>
<p>DETAILS</p>	<p>DETAILS</p>	<p>DETAILS</p>

CUSTOM EMAIL FOR LEISURE AUDIENCE

Limited availability; first-come, first-served.

48K+
SUBSCRIBERS*

- Dedicated email about your business to our audience
- Compelling customized message that will maximize your return
- A total of 12 newsletters are sent annually

47%
AVERAGE OPEN RATE*

2.5%
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. Please note that advertisers are not able to purchase consecutive months.

*VSB continually performs engagement campaigns among subscribers to ensure we're reaching a highly qualified and engaged subscriber list. Please note that open rates depict an inflated metric due to Apple's September 2021 privacy policy update.

INSTAGRAM REELS

Leverage VSB’s content team to create fresh, engaging Instagram Reel content to be promoted with a tailored demographic and geo targeted ad strategy.

- Let the content experts at VSB craft a compelling story to be shared through Instagram Reels.*
- The program will come with one up to 60 second Instagram Reel to be posted organically on VSB’s channels.
- \$1,000 will be invested to promote the Reel to targeted audiences over one month.
- VSB will provide the final video file and invite participants to a collaborative post so that both VSB and partner followers can engage with the reel.

140K+
FOLLOWERS

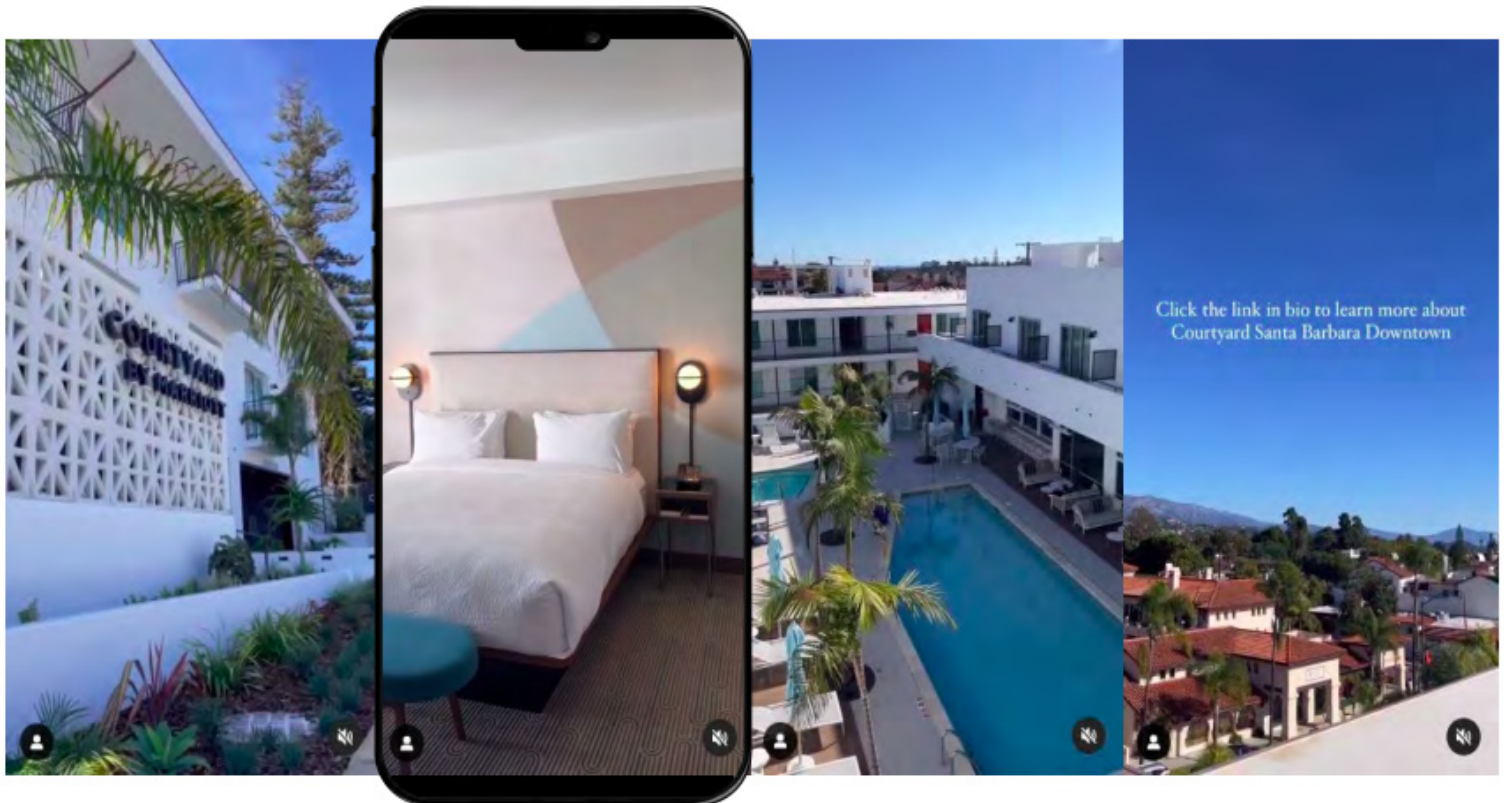
RATE:

Available Units	Total Cost**
12 (1/month)	\$2,400

**For added value, VSB will also create a custom TikTok video to be shared on VSB’s TikTok account.*

***Does not include additional hard costs needed to create (example: food if restaurant is to be featured).*

SAMPLE INSTAGRAM REEL



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.

SOCIAL MEDIA

WEBSITE

EMAIL PROGRAMS



248K+ FOLLOWERS



140K+ FOLLOWERS

4.1M VISITORS



48K+ SUBSCRIBERS



WHAT YOU NEED TO KNOW:

1

With **94%** of website visitors coming from outside of Santa Barbara, SantaBarbaraCA.com reaches **QUALIFIED** travelers dreaming and planning for their next stay.

2

Increasing each year, VSB leverages its **4.1 MILLION UNIQUE SITE VISITORS** to drive visitors to your business.

3

67% OF TRAVELERS likely to visit Santa Barbara within the next three years have used social media within the past 12 months to prepare and plan upcoming travels.*

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

DIGITAL MARKETING MANAGER

Phone: (805) 966-9222 x125

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.