

2023-2024

TBID ADVERTISING OPPORTUNITIES



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



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

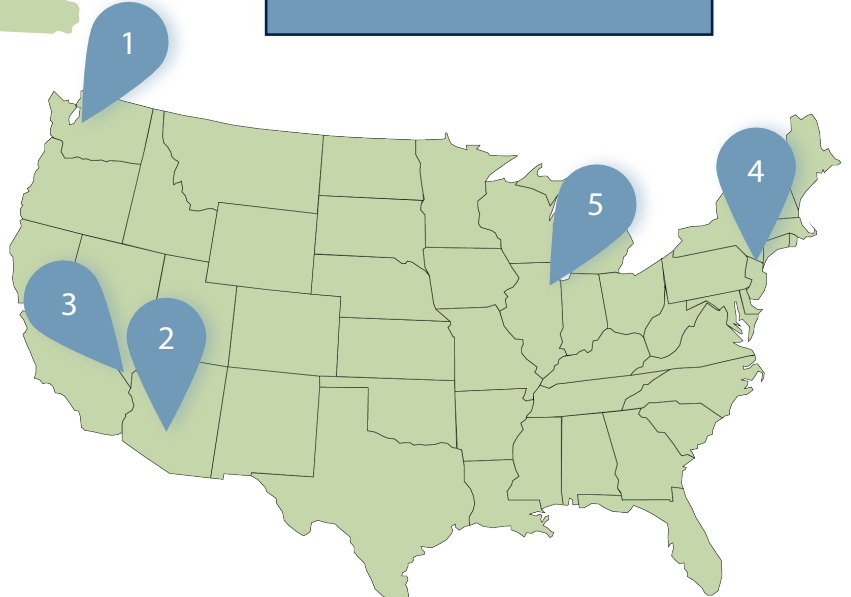


IN-STATE VISITORS
70%
OUT-OF-STATE VISITORS
30%

TOP OUT-OF-STATE METRO MARKETS

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

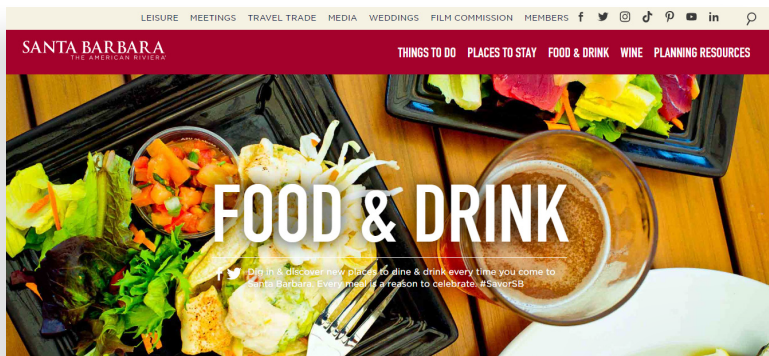
- 1 Seattle-Tacoma - 3%
- 2 Phoenix - 2%
- 3 Las Vegas - 2%
- 4 New York - 1%
- 5 Chicago - 1%



RECOMMENDED BUSINESS LISTINGS

BY CATEGORY

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



Taste the best of the Central Coast's food and drinks in The American Riviera". From the Santa Ynez Valley to downtown Santa Barbara you'll find the freshest ingredients on your table and in your glass at **restaurants in Santa Barbara**. Locally sourced, farm-to-table meals, **craft brews** and critically **acclaimed wines** await your palate. When it comes to food and drink here, perhaps the hardest choice you'll make is where to dine. Fresh-off-the-boat seafood, Santa Maria-style barbecue, authentic Mexican cuisine and other coastal-inspired creations all pair perfectly with local

FOOD & DRINK IN SANTA BARBARA



Plow & Angel at San Ysidro Ranch

Enjoy a comfortable, convivial atmosphere in this locals' favorite. Famous for its mac 'n cheese and award winning ribs, the Plow & Angel, located at the San Ysidro Ranch, is the place to see and be seen. The cozy ambiance is enhanced with...

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



Plow & Angel at San Ysidro Ranch

Enjoy a comfortable, convivial atmosphere in this locals' favorite. Famous for its mac 'n cheese and award winning ribs, the Plow & Angel, located at the San Ysidro Ranch, is the place to see and be seen. The cozy ambiance is enhanced with...

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



Helena Avenue Bakery

Helena Avenue Bakery is a homestyle artisan bakery and kitchen that brings together wholesome, homemade specialties using the highest quality ingredients found along the Central Coast. We offer rustic, organic breads, handmade seasonal...

[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



12 MUSEUMS, 1 BOTANIC GARDEN, 1 ZOO
Visit & Learn
Impacts of climate change as seen through art, history, science, and nature.



ON VIEW FEBRUARY 27 - MAY 22, 2022
SB Museum of Art
SB Museum of Art presents Through Vincent's Eyes: Van Gogh and His Sources



SAVE UP TO 20% AT HOTEL MILO
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).


4.1M
ANNUAL VISITORS

8.1M
PAGEVIEWS*

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](#)

SANTA BARBARA THINGS TO DO PLACES TO STAY FOOD & DRINK WINE PLANNING RESOURCES


PLAN YOUR TRIP

THINGS TO DO IN SANTA BARBARA


Here you'll find plenty of information about things to do in Santa Barbara — whether you want to relax on the beach, stroll through the city's idyllic shops and boutiques, or figure out which scenery you're going to try first. You'll find plenty of activities and attractions. Even total relaxation is thrilling adventure. We've been to help. Take a look at everything Santa Barbara has to offer. Don't just read about it — **experience it!** Discover the **best** and **newest** **outdoor recreation**, so unbelievable **food and wine** areas with hundreds of **restaurants** to choose from as well as dozens of vibrant events. With so many opportunities to make this an unforgettable trip — like our kayaking through coves in the **Channel Islands**, a painting class that walks you through the art of watercolors and more — exciting **trips** to the underground bath caves, and world class wine tasting — the possibilities might have to wait.




BEACHES & PARKS




OUTDOOR RECREATION



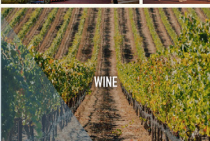
SHOPPING




ARTS & CULTURE



SPA & WELLNESS




WINE




FOOD & DRINK


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.

NEXT MONTH IN SANTA BARBARA


MAY

It's a lovely time to visit Santa Barbara in May. The weather is perfect, the flowers are in bloom, and the events are just getting started.


FIND LOCAL EVENTS

KNOW BEFORE YOU GO

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
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SIGN UP FOR OUR NEWSLETTERS

REQUEST OUR VISITORS BROCHURE







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

NATIVE ADVERTISING

More native advertising placements below.

“ADDITIONAL EXPERIENCES”




BEACHFRONT ESCAPE
 Save up to 20% at Hotel Milo
 Stay longer and save on your beachfront getaway.
[LEARN MORE](#)

“NEIGHBORHOOD RECOMMENDATIONS”




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

ADDITIONAL EXPERIENCES




BEACHFRONT ESCAPE
 Save up to 20% at Hotel Milo
 Stay longer and save on your beachfront getaway.
[LEARN MORE](#)



3RD NIGHT FREE
 Serenity awaits in Santa Barbara
 Enjoy a peaceful retreat in Santa Barbara and receive your 3rd night free.
[LEARN MORE](#)

POPULAR IN MONTECITO

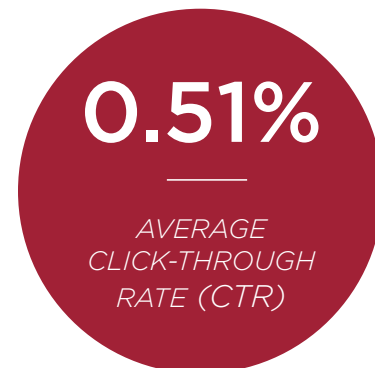


RECOMMENDED
San Ysidro Ranch
 A seamless blend of natural beauty, romantic heritage and classic luxury.
[Learn More](#)

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
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



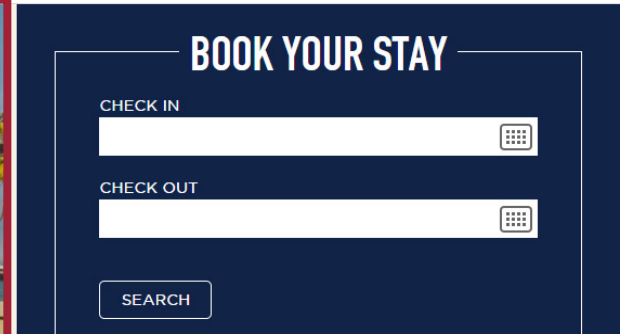
*Ads must qualify for placement within homepage units.

SPONSORED HOMEPAGE PLACEMENT

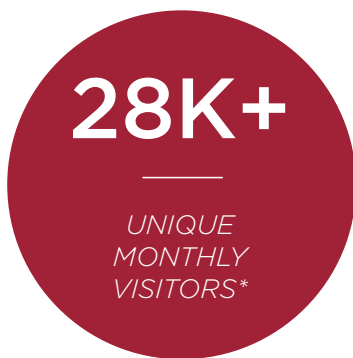
Reach an incredibly qualified audience and bring your property front and center on the homepage of SantaBarbaraCA.com conveniently located next to our online booking widget. Sponsored Homepage Placements will run for 30 days.



LARGE SPONSORED PLACEMENT



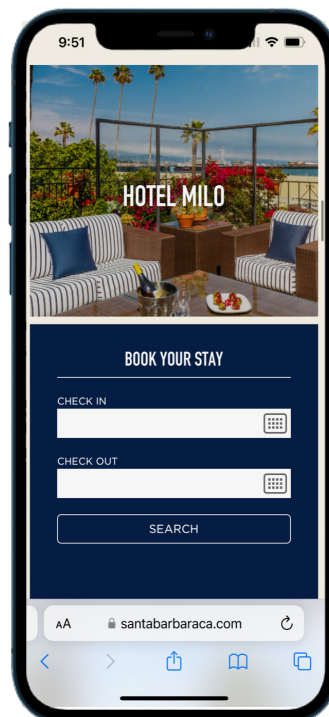
MEDIUM SPONSORED PLACEMENT



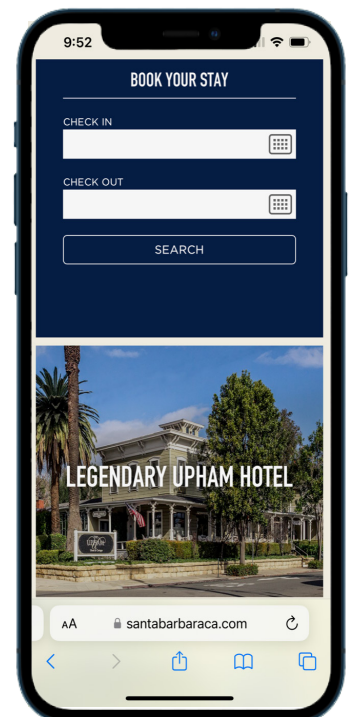
RATE:

Ad Size	Available Units**	Cost
Large	12 (1/month)	\$900
Medium	12 (1/month)	\$700

*All numbers calculated based on the trailing 12 months; May 1, 2022 - April 30, 2023.
**Advertisers are limited purchasing to three, non-consecutive placements.



LARGE PLACEMENT MOBILE



MEDIUM PLACEMENT MOBILE

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.

12K+
AVERAGE MONTHLY PAGEVIEWS

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

The homepage features a navigation bar with categories like LEISURE, MEETINGS, TRAVEL, TRADE, MEDIA, WEDDINGS, FILM/COMMISSION, MEMBERS, and social media icons. Below the navigation is a search bar for 'FIND LOCAL EVENTS' with filters for categories (All Events), start/end dates, and a search button. A 'CANT MISS EVENTS' section highlights three featured events: Channel Islands in Spring, Taste of Santa Barbara, and Madonna Italian Street Painting Festival. There are also sections for 'ADDITIONAL EXPERIENCES' (Brews with a View, Get Your Tickets!) and a 'DON'T MISS SANTA BARBARA IN JUNE' promotional banner at the bottom.

RECOMMENDED
MAY 17, 2023 - MAY 21, 2023 / RECURRING DAILY
Taste of Santa Barbara
Location: **Taste of Santa Barbara**
Inspired by Julia's appreciation for Santa Barbara's bounty and her devotion to ongoing, the Santa Barbara Culinary Experience created in partnership with the Julia Child Foundation for Gastronomy and the Culinary Arts presents Taste of Santa...

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

CALENDAR OF EVENTS SEARCH PAGE #1

The search results page shows the same navigation and search filters as the homepage. It displays a list of search results, including the 'Taste of Santa Barbara' event, 'Spring at Channel Islands: Superbloom, Kayaking & Baby Island Foxes', and 'Santa Barbara Surf Film Festival'. Each result includes a 'RECOMMENDED' tag, a featured image, the event title, dates, location, and a brief description, along with 'LEARN MORE' and 'VIEW WEBSITE' buttons.

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.



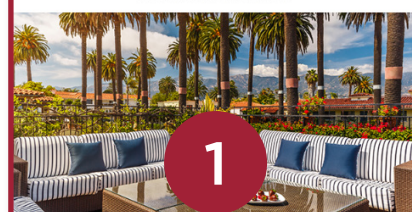
SANTA BARBARA

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 traveling 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

STAY LONGER, DISCOVER MORE—AND ENJOY A FREE THIRD NIGHT

Escape to the heart of Santa Barbara and save when you book a midweek stay. Unwind in the city's vibrant downtown scene, relax on the sun-soaked beaches or simply stroll through the charming streets of The American Riviera®. Whatever you decide, make the most of your getaway with Hotel Santa Barbara's exclusive promotion. Stay for two nights from Sunday to Wednesday and get an additional night for free. Don't miss out on this opportunity to explore everything stunning Santa Barbara has to offer.

[LEARN MORE](#)

MORE EXPERIENCES



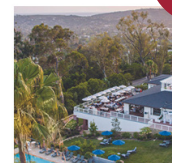
TRANQUIL BED & BREAKFAST

Secret Garden Inn

Step into a flower-filled garden of Secret Garden Inn and be transported to the South of France. And, enjoy a delicious, French-inspired breakfast each morning in the privacy of your room or in the sun-soaked garden.

3

[DETAILS](#)



TRANQUILITY OVERLOOKING THE COAST

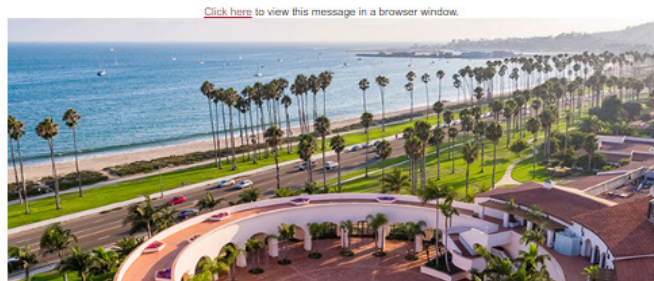
Enchanting Hideaway

Raise a toast to Californian chic at El Encanto, a Belmond Hotel. Experience the property's verdant grounds and fertile landscape, trade the stress of city life for balmy air and azure ocean views.

[DETAILS](#)

CUSTOM EMAIL

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



HILTON
SANTA BARBARA

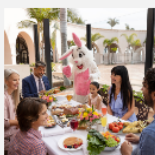
IN THE HEART OF SANTA BARBARA

STAY WITH HILTON THIS SPRING

— SPONSORED CONTENT —

AAA Four Diamond Hilton Santa Barbara Beachfront Resort, situated on California's central coastline, offers guest rooms, suites and resort amenities including the spa, fitness center, pool and tennis courts. Steps away from the local arts district, the Funk Zone and historic downtown, Hilton Santa Barbara Beachfront Resort is the ideal location to experience Santa Barbara. Stay three nights and save up to 33% on your next visit with the "Third Night Free" offer. Blackout dates may apply. Certain restrictions apply.

[LEARN MORE](#)



EASTER BRUNCH BY THE SEA

Hop on over for an EGG-cellent Easter Brunch the whole family will love! Enjoy ocean views, a delicious buffet, egg hunts and fun with the Easter Bunny.

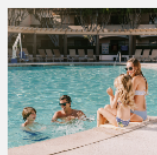
[DETAILS](#)



PICNICS IN PARADISE

Elevate your outdoor experience with a curated picnic at the resort or on the go—Hilton style. Let the property's knowledgeable staff help make your next special occasion memorable.

[DETAILS](#)



YOUR SPRING BREAK ITINERARY

A full schedule of on-site activities every day brings exciting possibilities. Explore what's happening this spring at Hilton Santa Barbara Beachfront Resort.

[DETAILS](#)

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

CUSTOM TBID RATE*:

VSB is pleased to offer custom pricing available based on the size of your property. Cost includes the distribution of one newsletter within the desired month purchased.

Size of Property	Cost*	Discount
1-75 Rooms	\$1,875	25% off
76-150 Rooms	\$2,125	15% off
150+ Rooms	\$2,500	N/A

**Cost is for the distribution of one newsletter within the desired month purchased. Please note that advertisers are not able to purchase consecutive months. 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. Please note that open rates depict an inflated metric due to Apple's September 2021 privacy policy update.*

RETARGETING EMAIL PLACEMENTS

Reach an engaged and active leisure travel planning audience. These dedicated emails retarget highly-engaged audiences who have previously opened VSB's monthly consumer newsletter. These subscribers have not only opted in but have also proven their interest in the rich stories showcasing what to see and do in Santa Barbara.



SANTA BARBARA

MAY IN SUNNY SANTA BARBARA

May is an exciting month for Santa Barbara, creating the perfect atmosphere to sip, savor and marvel at art created right before your eyes with signature festivals and events like Santa Barbara Zoo's Roar & Pour, Taste of Santa Barbara and I Madonnari Italian Street Painting Festival. The fun doesn't stop there: Santa Barbara Bowl concerts are in full swing, polo season officially kicks off and the hills are bursting with color as a result of this year's superbloom. This May, we invite you to experience The American Riviera® to the fullest.

PACK YOUR BAGS

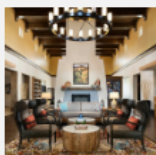
FEATURED PARTNERS



RESIDENCE INN SANTA BARBARA GOLETA

This ideal location provides easy access to Santa Barbara and UC Santa Barbara. Retreat to your suite or enjoy the property's outdoor spaces by relaxing at the firepits.

BOOK NOW



COURTYARD SANTA BARBARA GOLETA

Designed with influence from the city's rich Spanish history, enjoy modern amenities at this hotel. Start your day at the Bistro and embrace comfort and convenience.

BOOK NOW



BEST WESTERN PLUS SOUTH COAST INN

A great spot to stay and relax in the gateway to The American Riviera®. Single travelers and families can receive excellent value and enjoy comfort.

BOOK NOW

MORE EXPERIENCES



WHALE WATCHING IN THE SANTA BARBARA CHANNEL

February through May

Get out on the water and witness Pacific gray whales during their 12,000-mile migration from the warm lagoons of Baja California to the nutrient-rich waters of Alaska.

DETAILS

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.
- A total of 12 newsletters are sent annually.

18K+
ENGAGED
SUBSCRIBERS



Multiple call-to-action buttons to drive clicks

RATE:

Package	Available Units	Cost
Spotlight	3 (1/month)	\$200*

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

DEDICATED FACEBOOK & INSTAGRAM CAROUSEL AD


Tap into VSB’s social media community and geo-targeted ad strategy with a dedicated four-slide Facebook Carousel ad. Our team of social media experts and copywriters will work with each partner to curate a dedicated partner carousel. Partner will have 100% share of voice.

- \$3,000 in media to promote over two months
- VSB will craft copy and curate a carousel with partner

RATE:

Package	Available Units	Cost per Ad
Carousel Ad	24 (2/month)	\$1,800*


**VSB will media match incremental media investment if requested by the partner.*



100%

SHARE OF VOICE

SAMPLE PARTNER PLACEMENT





Visit Santa Barbara

Sponsored · 🌐

⋮

There’s memorable. Then there’s a sunset happy hour featuring expansive mountain views and vibrant skies. That’s Santa Barbara unforgettable.

Best Western Plus Santa Barbara

Experience welcoming guest suites

[Book now](#)

Live Oak Cafe

Join for happy hour

[Book now](#)

MULTI-PARTNER FACEBOOK & INSTAGRAM CAROUSEL AD

Tap into VSB’s social media community and geo-targeted ad strategy with a multi-partner Facebook Carousel ad. Our team of social media experts and copywriters will work with each partner to craft copy and curate one featured slide to fit within the larger, cohesive ad unit. Up to four partners will be included within each ad unit.

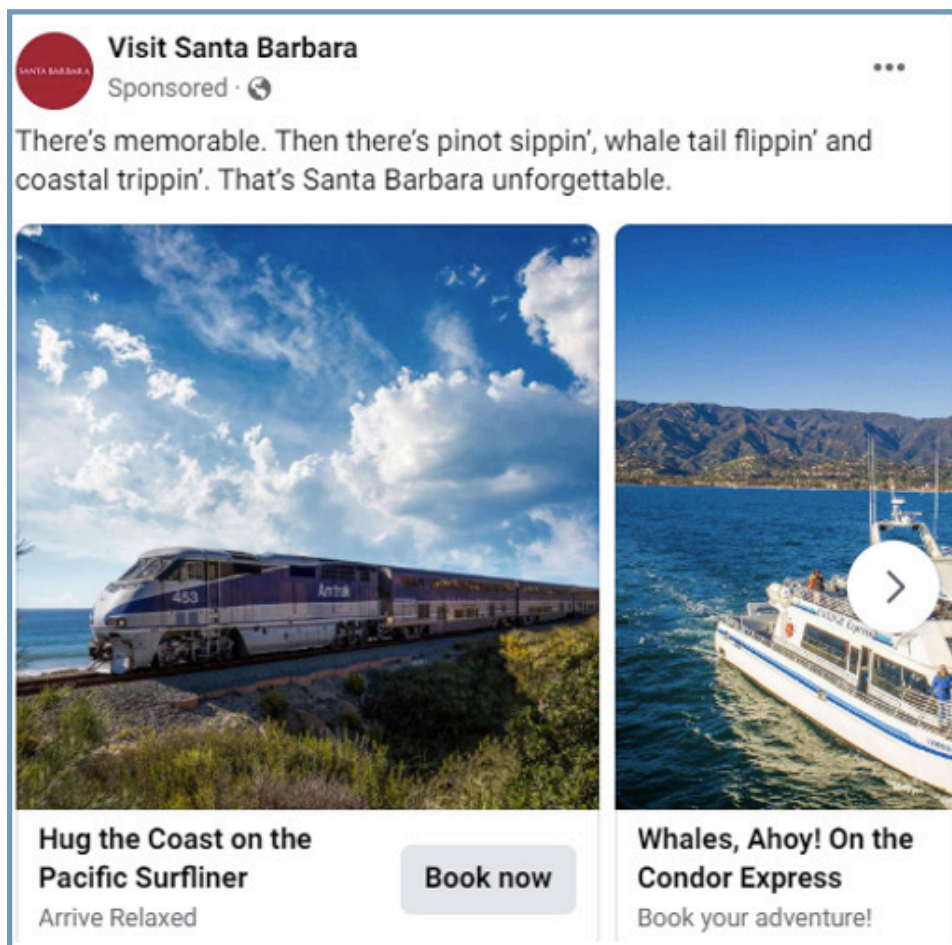
- \$6,000 in media to promote over two months
- Partner to provide bullet points for copy and 2-3 images for consideration
- VSB will craft copy and curate a carousel with all partners in mind

RATE:

Package	Available Units	Cost per Ad
Carousel Ad	12 (1/month)	\$900*

**Must have at least three partners to proceed with the placement.*

SAMPLE MULTI-PARTNER PLACEMENT



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.
- An additional \$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.

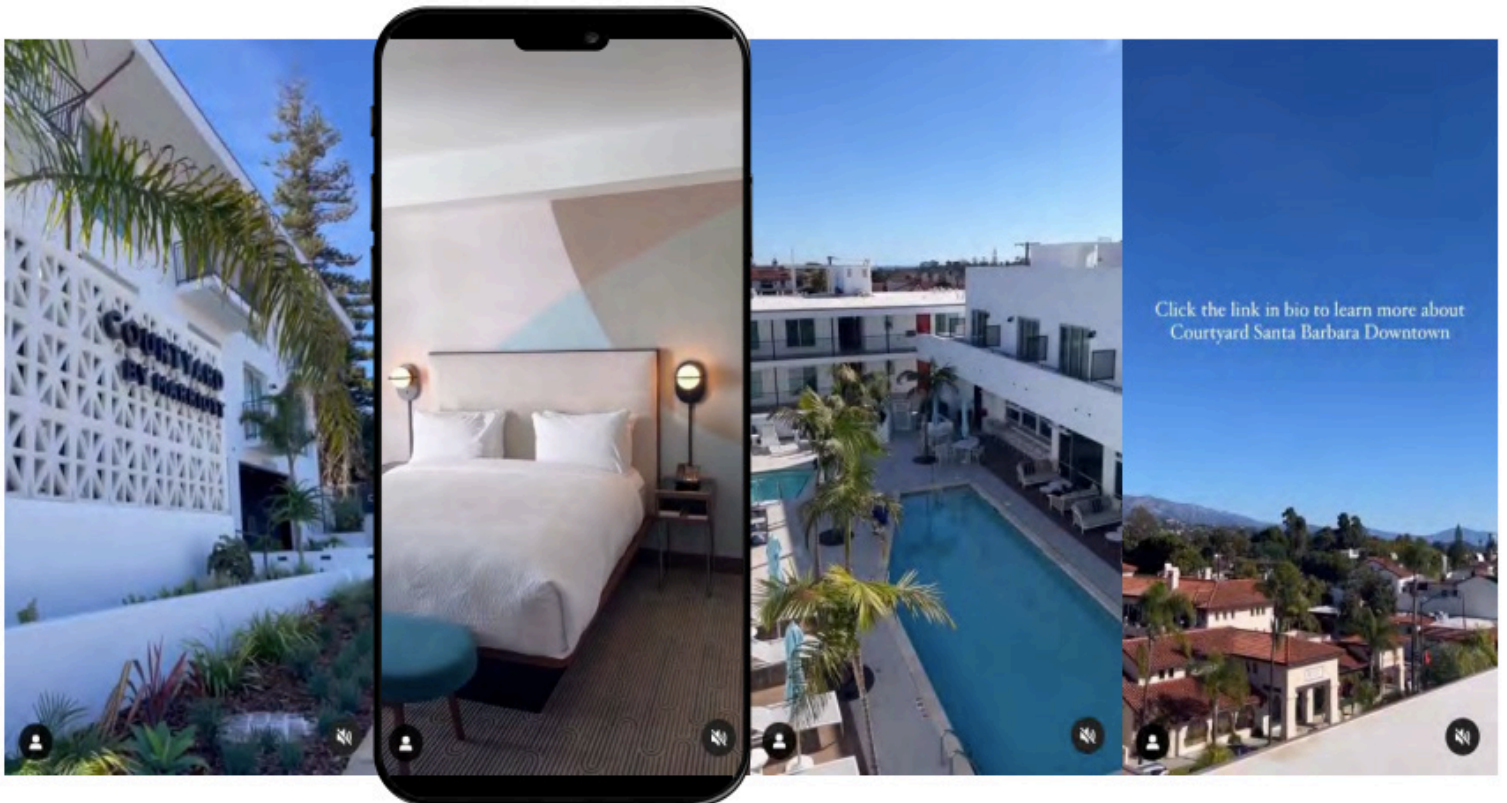
140K+
FOLLOWERS

RATE:

Available Units**	Total Cost	VSB Co-Op	Partner Cost***
12 (1/month)	\$2,400	\$500	\$1,900

**For added value, VSB will also create a custom TikTok video to be shared on VSB’s TikTok account.*
***Additional Reels may be added based on partner interest. VSB will media match incremental media investment if requested by the partner.*
****Not including 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.