

VISIT  
**SANTA BARBARA**  
 THE AMERICAN RIVIERA®

**VSB Member Advertising Order Form**  
**SantaBarbaraCA.com, Social Media & Email Opportunities**

**July 2023- June 2024**

**SANTABARBARACA.COM**

Native Advertising - Sitewide Placement		
Placement available starting July 1, 2023		
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 *			
Live continuously : July 1, 2023- June 30, 2024			
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 Event														
3 placements available each month.														
Placement	Cost	Jul	Aug	Sep	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.

Visit Santa Barbara Dedicated Custom Email														
Placement	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
Custom Email	\$2,500													

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

<b>SUBTOTAL</b>	
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To finalize your order, please complete page 2 before submitting. -->

**SOCIAL MEDIA**

Instagram Reel														
Placement	Cost	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	TOTAL
Dedicated	\$2,400													

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 8, 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.