

GOLETA :: SANTA BARBARA :: MONTECITO :: SUMMERLAND

2025-2026

# TBID ADVERTISING OPPORTUNITIES



VISIT  
**SANTA BARBARA**

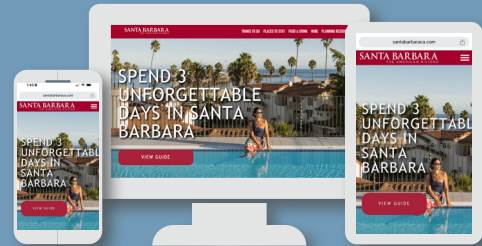


# OFFICIAL WEBSITE

# SantaBarbaraCA.com

reaches  
**4.3**  
million  
visitors

via



Mobile: 80%, Desktop: 15%, Tablet: 5%

## Online Visitor **OVERVIEW\***

approx. **6.2 million SESSIONS**

**8.7 million PAGE VIEWS**

average **TIME ON SITE**  
**2:12 minutes**

**960K 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 \$4.5 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.

*Trailing 12 Months; May 1, 2024 - April 30, 2025*

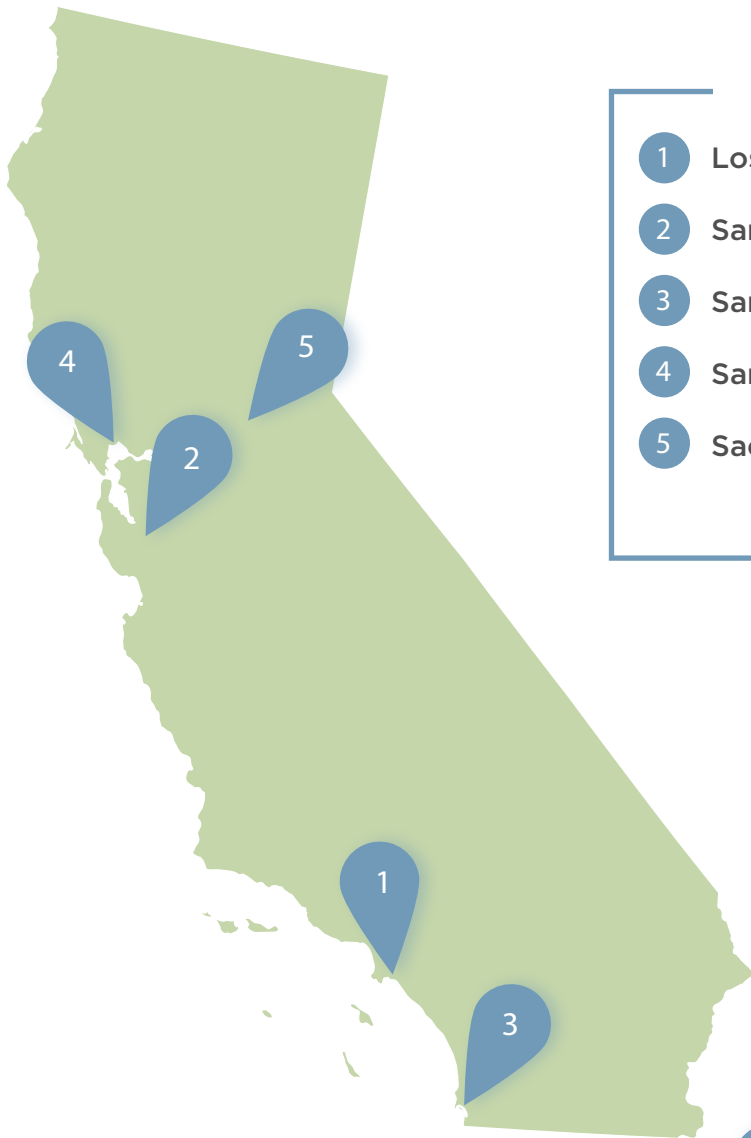
*\*Due to the implementation of enhanced privacy measures, data may not fully capture all user interactions and could be subject to inaccuracies. The insights provided are intended for general insights rather than precise performance metrics.*

# GEOGRAPHIC INSIGHTS

## TOP CALIFORNIA METRO MARKETS

- 1 Los Angeles - 20%
- 2 San Jose - 4%
- 3 San Diego - 4%
- 4 San Francisco - 3%
- 5 Sacramento - 3%

*Based on Trailing 12 Months;  
May 1, 2024 - April 30, 2025*

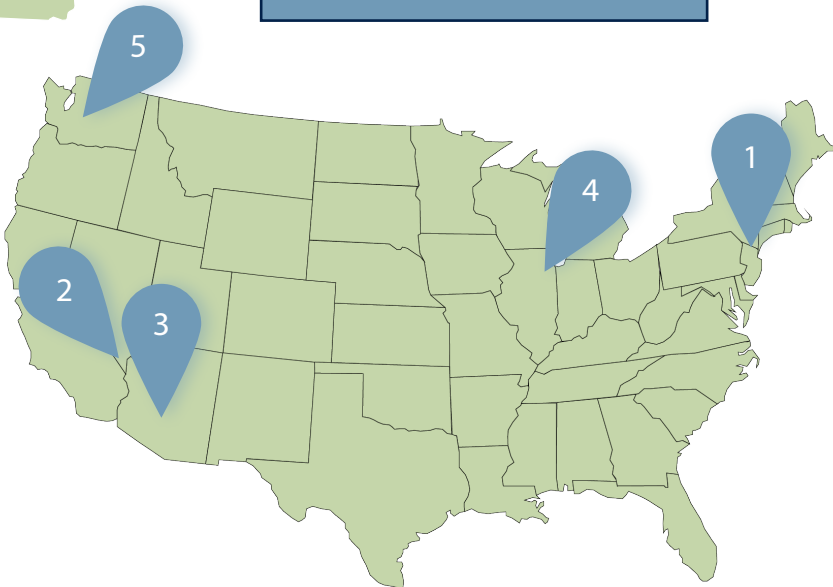


IN-STATE VISITORS  
**69%**  
OUT-OF-STATE VISITORS  
**31%**

## TOP OUT-OF-STATE METRO MARKETS

*Based on Trailing 12 Months;  
May 1, 2024 - April 30, 2025*

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



# RECOMMENDED BUSINESS LISTINGS

## BY CATEGORY

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

The screenshot shows the Santa Barbara website with a navigation bar including links for LEISURE, MEETINGS, TRAVEL TRADE, MEDIA, WEDDINGS, FILM COMMISSION, MEMBERS, and social media icons. The main header features the text "SANTA BARBARA THE AMERICAN RIVER" and "THINGS TO DO PLACES TO STAY FOOD & DRINK WINE PLANNING RESOURCES". The main content area is titled "OUTDOOR RECREATION" and includes a section for "SANTA BARBARA OUTDOOR ACTIVITIES" with a paragraph about outdoor activities. Below this is a section for "OUTDOOR RECREATION IN SANTA BARBARA" featuring three recommended listings: "Condor Express Whale Watching", "Captain Jack's Santa Barbara Tours", and "Captain Jack's Santa Barbara Tours". Each listing includes a "RECOMMENDED" badge, a small image, a title, a description, and "LEARN MORE" and "VIEW WEBSITE" buttons.

### Condor Express Whale Watching

The Condor Express offers daily whale watching trips year round from the Sea Landing dock in the Santa Barbara Harbor. The Condor Express is a 75' state-of-the-art, ecofriendly, high-speed catamaran. Our cruising ground includes the nutrient rich...

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

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

### Captain Jack's Santa Barbara Tours

Captain Jack's offers custom wine tours, beer tours, historical and architectural tours, kayaking, hiking, horseback riding, sailing, and whale watching. The company prides itself in making sure each tour is suited to the individual needs and...

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

## RATES:

Page	Rate
Wine	\$600
Outdoor Recreation	\$600
Attractions & Arts	\$575
Shopping	\$525
Restaurants	\$450
Food & Drink	\$300

*\*This is a one-time purchase, running from July 1, 2025 through June 30, 2026. Pricing is determined by the volume of expected pageviews.*

## 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.
- VSB will be optimizing native ads halfway through the fiscal year to provide a fresh look and feel and maintain optimal performance.


WE RECOMMEND



**BOOK YOUR SUMMER STAY**  
**An Era of Oceanfront Luxury**  
An unforgettable experience awaits at the beautifully refreshed Ritz-Carlton Bacara.



**ENJOY FAMILY FUN IN OCEAN PARADISE**  
**Sail into Summer**  
Sail Santa Barbara's ocean playground this summer for an epic family adventure!



**TOP BEACHFRONT RESTAURANTS**  
**Dine by the Beach**  
Dining experiences that blend delicious food with the beauty of Santa Barbara.

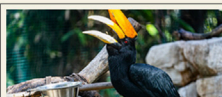
Ask about geo-targeting either inside or outside of the Santa Barbara South Coast.

## SITEWIDE PLACEMENTS


These formatted, native units are integrated into the content of the page and drive a high CTR (click-through rate).

**4M+**  
ANNUAL VISITORS  
**8.7M+**  
PAGEVIEWS\*

LASTLY, DON'T MISS



**SANTA BARBARA ZOO**  
Have a wild experience  
Find amazement with exotic species from around the world.  
[LEARN MORE](#)



**10 PARKS AND GARDENS**  
A Wonderland of Horticulture  
These 10 not-so-secret parks and gardens are breathtaking sights to behold.  
[LEARN MORE](#)

SANTA BARBARA

[HOME](#)
[ABOUT](#)
[PLACES TO GO](#)
[FIND A DATE](#)
[HIRE](#)
[PLANNING RESOURCES](#)

PLAN YOUR TRIP

Whether you're looking for a beachfront resort, a charming B&B, or a luxury hotel, we have you covered. Find the perfect place to stay in Santa Barbara.

**THINGS TO DO IN SANTA BARBARA**  
Experience everything Santa Barbara has to offer. From art and culture to outdoor recreation, there's something for everyone. Whether you're looking for a beachfront resort, a charming B&B, or a luxury hotel, we have you covered. Find the perfect place to stay in Santa Barbara.

**THINGS TO DO**  
CATEGORIES: [All Categories](#) [SEARCH](#)

BEACHES & PARKS

OUTDOOR RECREATION

SHOPPING


ARTS & CULTURE

SPA & WELLNESS


WINE

FOOD & DRINK


WE RECOMMEND



**An Era of Oceanfront Luxury**  
An unforgettable experience awaits at the beautifully refreshed Ritz-Carlton Bacara.



**ENJOY FAMILY FUN IN OCEAN PARADISE**  
**Sail into Summer**  
Sail Santa Barbara's ocean playground this summer for an epic family adventure!




**TOP BEACHFRONT RESTAURANTS**  
**Dine by the Beach**  
Dining experiences that blend delicious food with the beauty of Santa Barbara.

DON'T MISS SANTA BARBARA IN JUNE


CATEGORIES: [All Events](#) [SEARCH](#)

START DATE:  END DATE:   
PERIODICITY:  [SEARCH](#)

KNOW BEFORE YOU GO



**SANTA BARBARA ZOO**  
Have a wild experience  
Find amazement with exotic species from around the world.  
[LEARN MORE](#)



**10 PARKS AND GARDENS**  
A Wonderland of Horticulture  
These 10 not-so-secret parks and gardens are breathtaking sights to behold.  
[LEARN MORE](#)

CONTACT: [HIRE](#) [PLANNING](#) [TRAVEL](#) [WEDDING](#) [MEDIA](#) [FOR](#) [RENTALS](#)

500 E. Pershing Street  
Santa Barbara, CA 93101  
Phone: 805.963.1000  
Email: [info@santabarbaraca.com](#)  
Website: [santabarbaraca.com](#)

USA California tripadvisor

\*All numbers calculated based on the trailing 12 months;  
May 1, 2024 - April 30, 2025.

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# NATIVE ADVERTISING

More native advertising placements below.

## “ADDITIONAL EXPERIENCES”



### SWOON-WORTHY STAYS

**Romantic Hotels in Santa Barbara**

Love is indeed worth splurging on and best celebrated in this coastal haven.

[BOOK NOW](#)

## “NEIGHBORHOOD RECOMMENDATIONS”



**RECOMMENDED**

### Fresh Oysters

Get your oyster fix with the help of this oyster guide.

[Learn More](#)

### ADDITIONAL EXPERIENCES



#### SWOON-WORTHY STAYS

**Romantic Hotels in Santa Barbara**

Love is indeed worth splurging on and best celebrated in this coastal haven.

[BOOK NOW](#)




#### BUDGET-APPROVED

**Hotel stays in Santa Barbara**

It's Santa Barbara stays that ensure value, comfort and affordability.

[BOOK NOW](#)

### POPULAR IN GOLETA




**RECOMMENDED**

#### Fresh Oysters

Get your oyster fix with the help of this oyster guide.

[Learn More](#)



**RECOMMENDED**

#### Serenity awaits in Santa Barbara

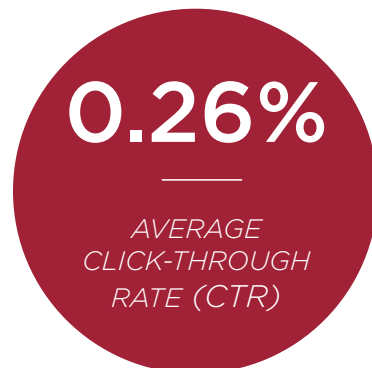
Enjoy a peaceful retreat in Santa Barbara and receive your 3rd night free.

[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	\$304	\$8
80,000	\$608	\$7.60
200,000	\$1,440	\$7.20
300,000	\$2,040	\$6.80
600,000	\$3,840	\$6.40
1,000,000	\$6,000	\$6

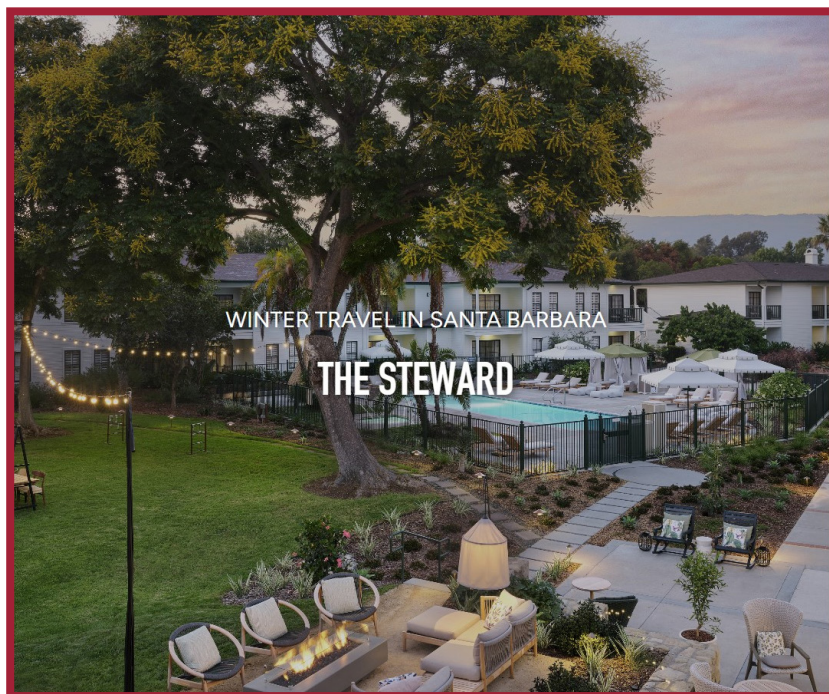


\*Ads must qualify for placement within homepage units.

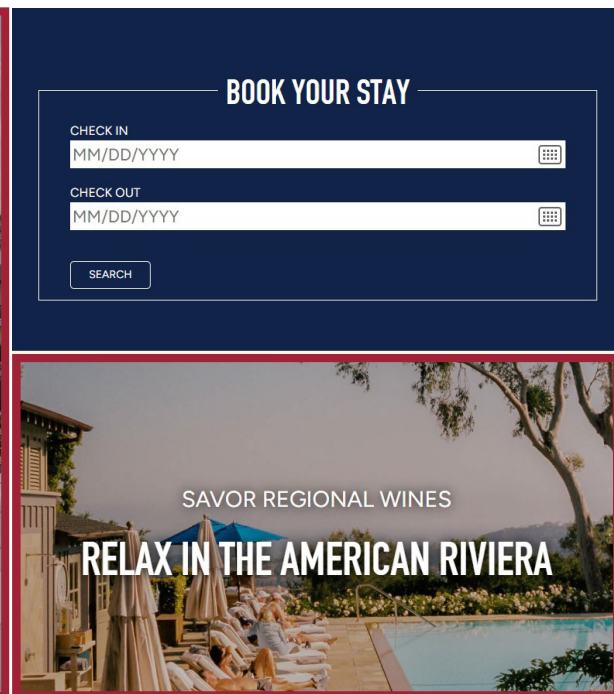


# SPONSORED HOMEPAGE PLACEMENT

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



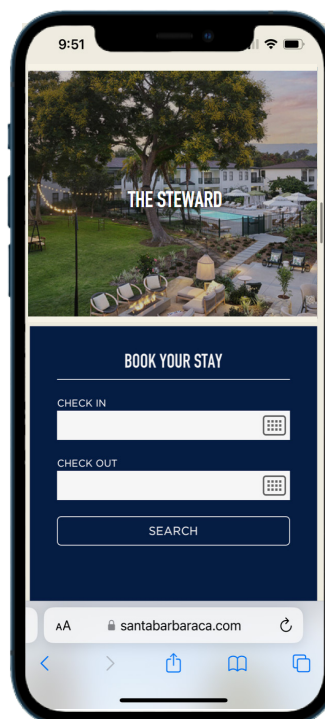
MEDIUM SPONSORED PLACEMENT



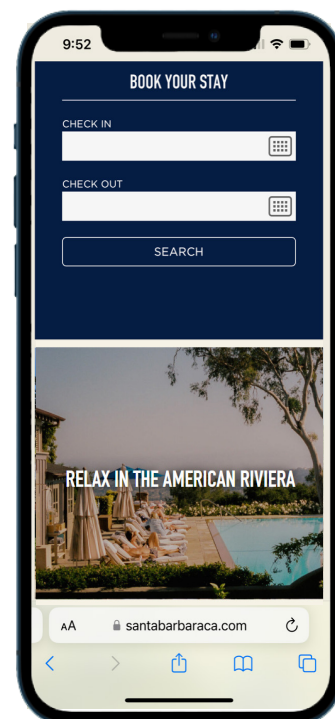
RATE:

Month	Ad Size	Cost
July, August	Medium	\$500
	Large	\$600
September, October, November, December, January, February, March, April	Medium	\$300
	Large	\$400
May, June	Medium	\$400
	Large	\$500

*\*All numbers calculated based on the trailing 12 months; May 1, 2024 - April 30, 2025. Advertisers are limited to purchasing 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.

## 16K+

AVERAGE  
MONTHLY  
PAGEVIEWS

## RATE:

Months (3 Units Available/Month)	Cost
July, August, December, May, June	\$450
September, October, November, January, February, March, April	\$350

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

## CALENDAR OF EVENTS HOMEPAGE

Please note these images are for mockup purposes only. Finalized advertising layouts may differ.

## CALENDAR OF EVENTS SEARCH PAGE #1



# NEXT WEEK IN SANTA BARBARA

MAY 12-18

## NEXT WEEK IN SANTA BARBARA

Use this guide to plan your next spur-of-the-moment getaway and get a pulse on what makes Santa Barbara the ultimate escape.

Santa Barbara is where signature local events, delectable cuisine and an irresistible Mediterranean climate come together to create the ultimate seaside escape. Get ready for an exciting week ahead as you explore all corners of this inviting city. With **sun-kissed beaches** perfect for relaxation, **hiking trails** that offer breathtaking views of the Santa Ynez Mountains and a **charming downtown** adorned with historic Spanish architecture, award-winning wine tasting and unique, this upcoming week in Santa Barbara promises a vacation like no other.

Whether you're planning a last-minute getaway to this slice of California coast, or you're already here and looking for the city's top events and new happenings, you've come to the right place. Welcome to The American Riviera®.

NEXT WEEK'S TOP EVENTS

CATEGORIES

All Events

START DATE

05/12/25

END DATE

05/18/25

SEARCH

MAY 12-18  
**Santa Barbara Culinary Experience**  
 The Santa Barbara Culinary Experience returns with a flavorful lineup of chef dinners, tastings, farm tours and hands-on events that highlight the region's rich food and wine culture. The week culminates with the **Grand Wine Tasting** on May 17 at **El Presidio de Santa Barbara State Historic Park**, featuring standard local wineries and artisans. Inspired by Julia Child's love for the area, this celebration is held in partnership with The Julia Child Foundation for Gastronomy and the Culinary Arts and invites everyone to enjoy the best of Santa Barbara's culinary scene.
 

LEARN MORE

MAY 13 AND 14 FROM 7-10 P.M.  
**James Taylor & His All-Star Band Live at the Bowl**  
 Don't miss James Taylor & His All-Star Band live at the **Santa Barbara Bowl** for two **unforgettable nights**. With a career spanning over 50 years, Taylor's iconic voice and timeless hits have earned him Grammys, hall of fame honors and over 100 million albums sold.
 

LEARN MORE

MAY 18 FROM 3-5 P.M.  
**Sunday Polo**  
 Spend a stylish Sunday at the **Santa Barbara Polo & Racquet Club**, where fast-paced matches, scenic mountain views and champagne under shaded awnings create the perfect afternoon. Dress to impress and enjoy the action with a charcuterie platter in hand.
 

LEARN MORE

WHAT'S NEW IN SANTA BARBARA?

Starting May 10, discover two exciting new additions at **MOXI, The Wolf Museum of Exploration + Innovation**. The first is a sensory-friendly quiet room, thoughtfully designed with calming visuals and interactive touch elements to provide a soothing, inclusive space for all visitors. The second is an engaging climbing and play area created especially for early learners, encouraging hands-on exploration, movement and imaginative play.

OTHER THINGS TO DO

Spice up your summer with **Taco Tour Santa Barbara** — a guided culinary adventure that lets you explore the city one taco at a time. From classic carnitas to inventive vegetarian bites, discover local taquerias and hidden gems serving up serious flavor in true Santa Barbara style.

June 7, sip, stroll and savor the wild side of summer at **Zoo Brew** — **Santa Barbara Zoo's** annual beer tasting event. Sample craft brews from over 30 local and regional breweries while taking in ocean views and animal encounters. It's the ultimate adults-only afternoon where hops meet habitat.

STAY TWO NIGHTS, GET THE THIRD FREE

Planning a spur-of-the-moment visit just got sweeter with **this incredible third night free deal**. When you book two nights at select Santa Barbara properties, the third's on us. And who wouldn't want to linger a little longer in The American Riviera®?

Do you have an upcoming event, special offering or ongoing feature at your business you'd like to promote? Inspire last-minute travel to Santa Barbara with compelling reasons to book now. This feature connects with Visit Santa Barbara's most engaged audience — Southern California — and is boosted through our highly active social media channels for maximum reach. It's a fantastic opportunity to showcase what makes your business unique and attract those planning to travel in the coming week. Plus, this page is shared every Wednesday through Instagram stories, ensuring your business gets the attention it deserves.

## RATE:

Package	Available Units	Cost
Next Week in SB	36 (3/month)	\$200

**12K**  
AVERAGE MONTHLY  
PAGEVIEWS

Please note these images are for mockup purposes only. Finalized advertising layouts may differ.

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# MONTHLY LEISURE EMAIL

**49.6K+**  
SUBSCRIBERS\*

**46%**  
AVERAGE  
OPEN RATE

**2.43%**  
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	\$275
Featured Partner	2	\$225
More Experiences	3	\$125

\*VSB continually performs engagement campaigns among subscribers to ensure we're reaching a highly qualified subscriber list. Metrics are subject to change post annual engagement campaign.

\*\*One email distributed per month. Advertisers are limited to a maximum of two consecutive months per placement. Additional, non-consecutive placements are available for purchase. If participating in other email placements, additional restrictions on consecutive runs may apply to ensure quality and performance of email placements.



SANTA BARBARA

### 5 REASONS TO SEE A SHOW AT SANTA BARBARA BOWL

Perched within the riviera with sweeping views of the picturesque California coastline, Santa Barbara Bowl stands out as a landmark outdoor amphitheater, encircled by 17 breathtaking acres with views of the Pacific Ocean. With seating for 4,562 guests, the venue provides ample space for dancing and ensures a spectacular view from every seat.

If you find yourself in the area from April to November, don't miss the opportunity to attend a concert at the Santa Barbara Bowl for a truly memorable show.

GET GROOVIN'

SPONSORED CONTENT



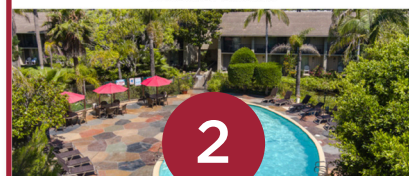
### NOW BOOKING SUMMER CHANNEL ISLANDS TRIPS

Explore Santa Cruz Island's Sea Caves

Perfect for families and teams. Campsites currently available through mid-August — reserve your experience with Santa Barbara Adventure Co. today!

BOOK NOW

FEATURED PARTNER



### ENJOY THE AWARD-WINNING RAMADA SANTA BARBARA

Relax by the pool and whirlpool, always kept at the perfect temperature, or wander through lush tropical gardens, where you can feed ducks, turtles and koi fish. As a guest of the Ramada, enjoy exclusive discounts at top local restaurants, wineries, tasting rooms, breweries, and even whale-watching and sportfishing excursions. Each room features a private patio or balcony, with complimentary breakfast, parking and Wi-Fi for Wyndham Rewards members.

BOOK NOW

MORE EXPERIENCES



### 25 YEARS OF WORLD OF PINOT NOIR

Try 200+ wines from Feb. 27-March 1  
Celebrate 25 years of World of Pinot Noir at The Ritz-Carlton Bacara! Enjoy grand tastings, wine-pairing feasts, exclusive and an epic opening night party. Tickets now!

GET YOUR SIP ON



### 40TH ANNUAL SANTA BARBARA INTERNATIONAL FILM FESTIVAL

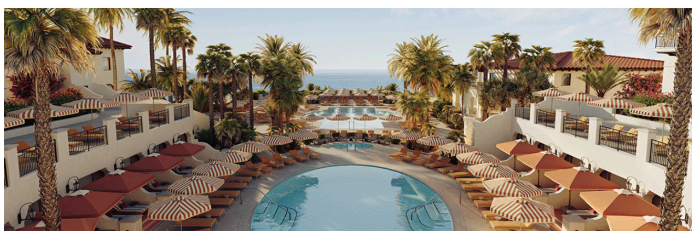
Feb. 4-15  
Experience the star-studded 40th annual Santa Barbara International Film Festival (SBIFF) with 11 days of screenings, celebrity tributes, panels and glamorous after-parties.

GET TICKETS



# CUSTOM EMAIL

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



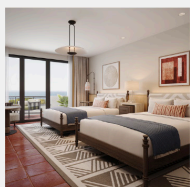
VISIT  
**SANTA BARBARA**

## EXPERIENCE LUXURY RENEWED ESCAPE TO BACARA

A new era of oceanfront luxury has begun at The Ritz-Carlton Bacara, Santa Barbara. Thoughtful renovations at the 78-acre property are near completion, and the resulting atmosphere — as serene as the iconic California village itself — is that of a stylish, coastal sanctuary.

**BOOK NOW**

### — RESORT HIGHLIGHTS —



#### CLASSIC HACIENDA STYLE

As relaxed as they are refined, the redesigned rooms and suites surround guests in the chic charm of coastal California comfort.

**RESERVE TODAY**



#### NATURAL COASTAL BEAUTY

Nestled between the Santa Ynez mountains and the Pacific Ocean, Bacara offers views of the Channel Islands over a stunning coastline.

**EXPLORE NOW**



#### SOULFUL, CALIFORNIA SPIRIT

Known for its passion for food, wine and culture, Bacara is transforming its restaurants to celebrate the very best of California.

**START TASTING**

*Multiple call-to-action  
buttons to drive clicks*

## CUSTOM EMAIL FOR LEISURE AUDIENCE

*Limited availability; first come, first served.*

**49.6K+**  
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

**52%**  
AVERAGE OPEN RATE\*

**2.18%**  
AVERAGE CTR

100%  
SHARE OF VOICE

## RATE:

Package	Available Units	Cost
Custom Email	12	\$2,150**

*\*VSB continually performs engagement campaigns among subscribers to ensure we're reaching a highly qualified subscriber list. Metrics are subject to change post annual engagement campaign.*

*\*\*Please note that advertisers are not able to purchase consecutive months.*

# RETARGETING EMAIL

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 EVENTS & ACTIVITIES IN SANTA BARBARA

Spring in Santa Barbara is in full bloom — literally and culturally. As wildflowers blanket the hillsides and fresh greenery creeps across the mountains, the city buzzes with performances, festivals and can't-miss events that capture the energy of the season.

PACK YOUR BAGS

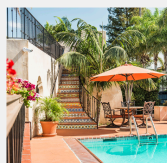
— TRENDING THIS MONTH —



### DISCOVER THE ART OF RELAXATION

Unwind in savings and sunshine at Hotel Milo, a slice of a coastal paradise steps from beachside relaxation and the iconic shops at State Street.

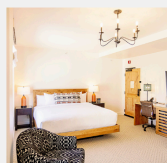
BOOK NOW



### AN INTIMATE & REFINED HIDEAWAY

The Brisas Del Mar greets guests with Mediterranean flair and genuine hospitality, while never charging resort fees. Relax and uncover this coastal gem.

BOOK NOW

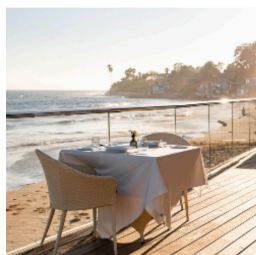


### NEWLY RENOVATED ROOMS AWAIT

The guest rooms at Hotel Santa Barbara have undergone a refreshing makeover, blending historic elegance with a fresh new look. Be among the first to unwind in these beautifully updated spaces.

BOOK NOW

— MORE EXPERIENCES —



### BEACHFRONT RESTAURANTS

#### Tide-to-Table Dining

These restaurants elevate every meal with a side of sweeping ocean views, pairing standout cuisine with the natural splendor of The American Riviera®.

SAVOR SEASIDE

## 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.

20K+  
ENGAGED  
SUBSCRIBERS

82%  
AVERAGE OPEN RATE\*

3.5%  
AVERAGE CTR

Multiple call-to-action buttons to drive clicks

## RATE:

Package	Available Units	Cost
Spotlight	3 (1/month)	\$225*

\*One email distributed per month. Advertisers are limited to a maximum of two consecutive months per placement. Additional, non-consecutive placements are available for purchase. If participating in other email placements, additional restrictions on consecutive runs may apply to ensure quality and performance of email placements.



# DEDICATED FACEBOOK & INSTAGRAM CAROUSEL AD

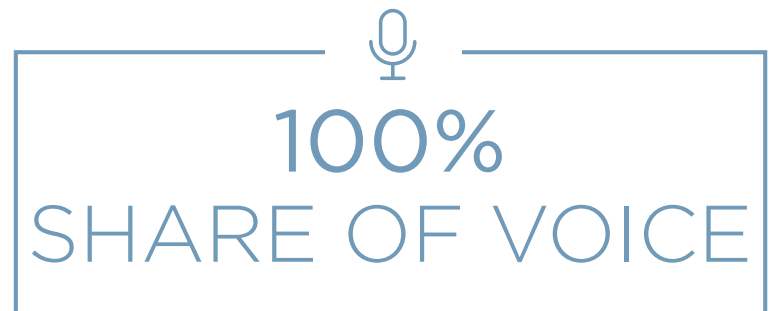
Tap into VSB's social media community and geo-targeted ad strategy with a dedicated four-slide Facebook and Instagram carousel ad. Our team of social media experts and copywriters will work with each partner to curate a dedicated partner carousel. Partner will have 100% share of voice.

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

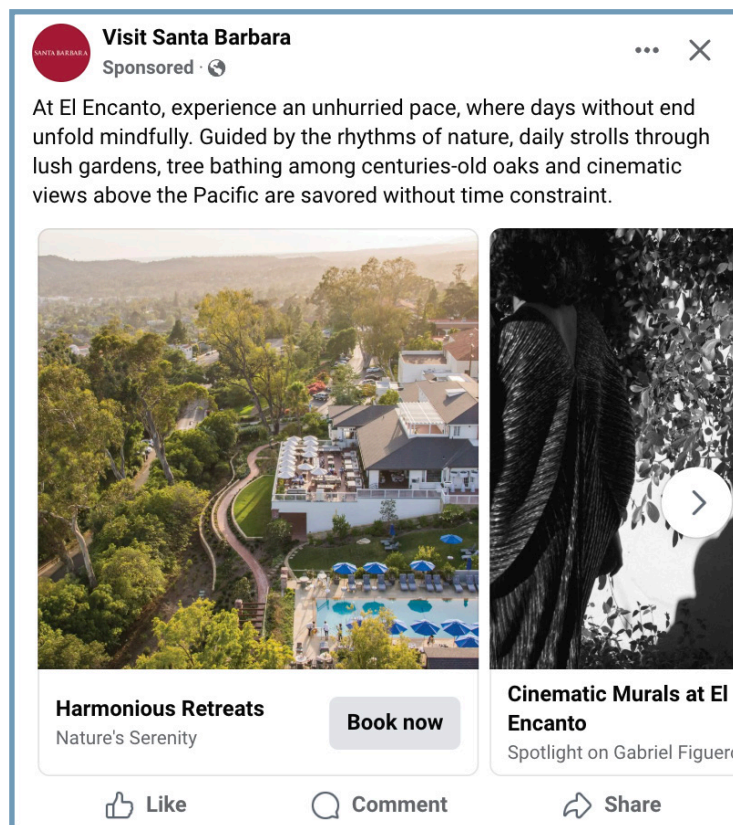
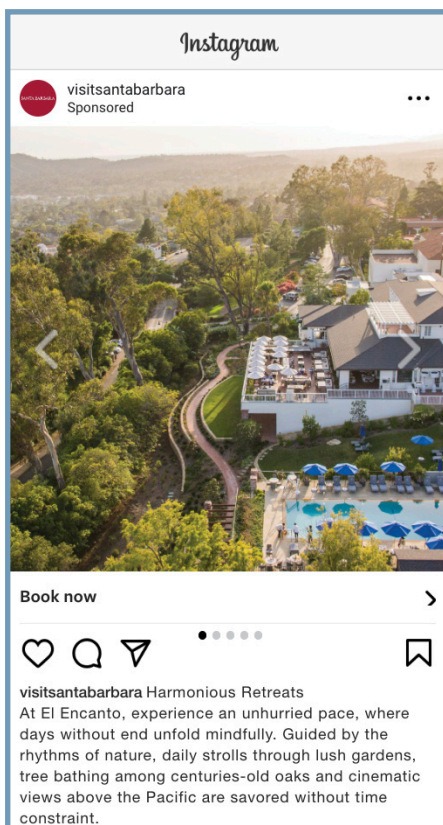
## RATE:

Package	Available Units	Cost per Ad
Carousel Ad	12 (1/month)	\$2,000*

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



## SAMPLE PARTNER PLACEMENTS



# 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 30 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.

**167K+**  
FOLLOWERS

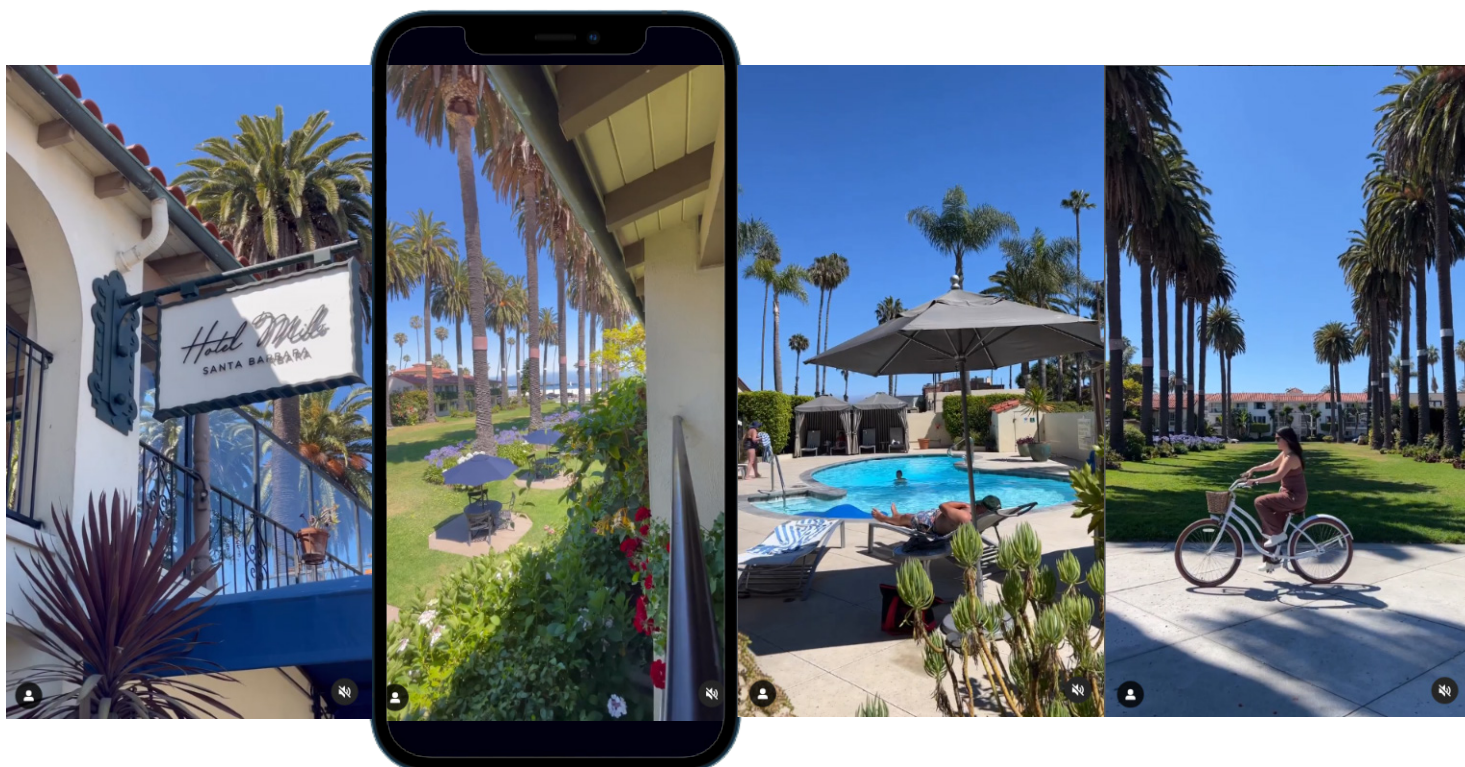
## RATE:

Available Units	Total Cost**
12 (1/month)	\$2,000

*\*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



256K+  
FOLLOWERS



167K+  
FOLLOWERS

## WEBSITE

4.3M+  
VISITORS



## EMAIL PROGRAMS

49.6K+  
SUBSCRIBERS



TO PARTICIPATE IN THE PROGRAMS, CONTACT:

**SHANTEL ADAMS**

DIGITAL MARKETING MANAGER

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# GLOSSARY OF TERMS

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**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.

**VSF and DMO** Visit Santa Barbara (VSF), 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 advertisements 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.