



VSB TBID Advertising Order Form
SantaBarbaraCA.com, Social Media & Email Opportunities
July 2025 - June 2026

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SANTABARBARACA.COM

Native Advertising - Sitewide Placement		
Placement available starting July 1, 2025		
Impression Total	Cost*	X
38,000	\$304	
80,000	\$608	
200,000	\$1,440	
300,000	\$2,040	
600,000	\$3,840	
1,000,000	\$6,000	
TOTAL		

Recommended Business Listings			
Live continuously through June 30, 2026			
Category	Cost *Discount rate	Max # Partners	X
Wine	\$300	Unlimited	
Outdoor Rec.	\$300	Unlimited	
Attractions & Arts	\$288	Unlimited	
Shopping	\$263	Unlimited	
Restaurants	\$225	Unlimited	
Food & Drink	\$150	Unlimited	
TOTAL			

Timeframe Request: Begin _____ / _____ / _____
End _____ / _____ / _____

** Runs continuously throughout the fiscal year.*

Purchased placement may not be shared with multiple businesses.

** Cost is listed here as a reference and can be customized to your budget.*

Sponsored Homepage				
Placement	Cost		X	
	Medium	Large	Medium	Large
July	\$500	\$600		
Aug	\$500	\$600		
Sept	\$300	\$400		
Oct	\$300	\$400		
Nov	\$300	\$400		
Dec	\$300	\$400		
Jan	\$300	\$400		
Feb	\$300	\$400		
March	\$300	\$400		
April	\$300	\$400		
May	\$400	\$500		
June	\$400	\$500		
TOTAL				

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

**Maximum of 3 placements per fiscal year. May be purchased consecutively if desired.*

DIRECT COMMUNICATIONS

More Experiences	\$125												
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*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.

Visit Santa Barbara Dedicated Custom Email														
Placement	Cost	Jul 9	Aug 13	Sep 10	Oct 8	Nov 12	Dec 10	Jan 13	Feb 11	Mar 11	Apr 8	May 13	Jun 10	TOTAL
Custom Email	\$2,150													

*Advertisers are restricted from back-to-back dedicated email placements.

Visit Santa Barbara Retargeting Email														
Placement	Cost	Jul 15	Aug 19	Sep 16	Oct 14	Nov 18	Dec 16	Jan 19	Feb 17	Mar 17	Apr 14	May 19	Jun 16	TOTAL
Spotlight Placement	\$225													

*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.

SOCIAL MEDIA

Instagram Reel														
Placement	Cost	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	TOTAL
Dedicated	\$2,000													

*Partners are limited to two non-consecutive reel placements per fiscal year.

Facebook & Instagram Carousel Ad														
Placement	Cost	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	TOTAL
Dedicated	\$2,000													

TOTAL

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.
- If you are no longer able to proceed with a purchased placement, written notification must be submitted at least 30 days prior to the scheduled publication date. Cancellations made with less than 30 days' notice are not eligible for a refund. If alternative placements are available, a credit for the original amount may be issued.

CONTACT INFORMATION

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

Orders will be accepted beginning May 22, 2025 at 10 a.m.

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

Email agreements to Shantel@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.