

2026-2027

TBID ADVERTISING OPPORTUNITIES

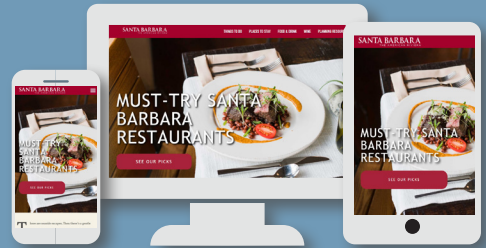


OFFICIAL WEBSITE

SantaBarbaraCA.com

reaches
 **4.5**
million
visitors

via



Mobile: 83%, Desktop: 12%, Tablet: 5%

Online Visitor **OVERVIEW***

approx. **6.7 million SESSIONS**

9 million PAGE VIEWS

average **TIME ON SITE**
2:04 minutes

876K 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 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**: 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, 2025 - April 30, 2026

**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 - 15%
- 2 San Jose - 3%
- 3 San Francisco - 3%
- 4 San Diego - 2%
- 5 Anaheim - 2%

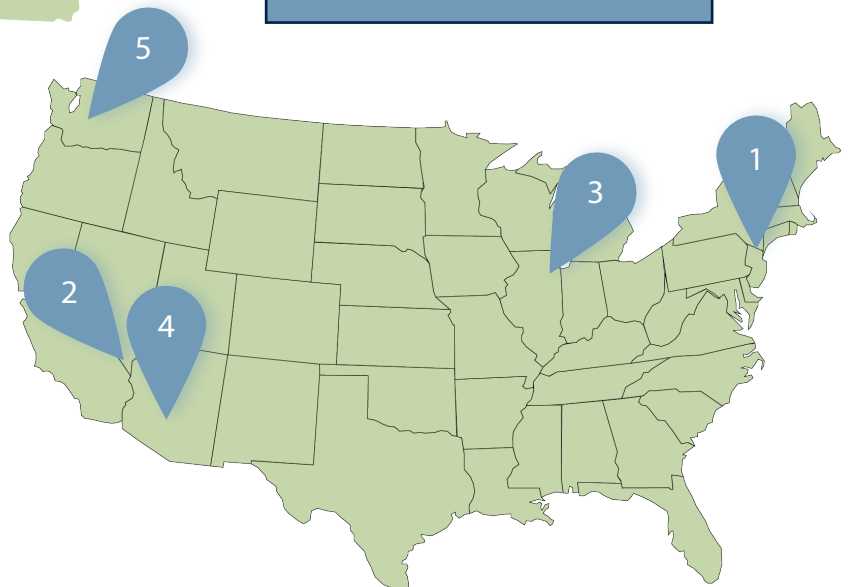
*Based on Trailing 12 Months;
May 1, 2025 - April 30, 2026*

IN-STATE VISITORS
61%
OUT-OF-STATE VISITORS
39%

TOP OUT-OF-STATE METRO MARKETS

*Based on Trailing 12 Months;
May 1, 2025 - April 30, 2026*

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



RECOMMENDED BUSINESS LISTINGS

July - December 2026

BY CATEGORY

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



SANTA BARBARA OUTDOOR ACTIVITIES

Getting outside is essential in Santa Barbara. The Santa Ynez Mountains offer endless opportunities to hike and bike your way to amazing scenic vistas. The golden ridgelines cascade into the Pacific where you'll find a plethora of activities on the water, including kayaking, surfing, SUP and more, as well as incredible views of the California coastline. On any given day, you'll find pick-up beach volleyball games, people sea kayaking from Stearns Wharf

OUTDOOR RECREATION IN SANTA BARBARA

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...

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

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](#)

SunSwept Sailing

SunSwept Sailing is Santa Barbara's most exclusive private charter, aboard the classic sailing yacht, Kelpie. Sailing in Santa Barbara has never looked so good. Private Charters Aboard Sailing Yacht Kelpie Your party of up to six passengers will...

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

RATES:

Page	Rate
Attractions & Arts	\$238
Food & Drink	\$150
Outdoor Recreation	\$238
Restaurants	\$250
Shopping	\$238
Wine	\$188

*This is a one-time purchase, running from July 1, 2026 through December 31 2026. Pricing is determined by the volume of expected pageviews.

PRIORITY SORTING:

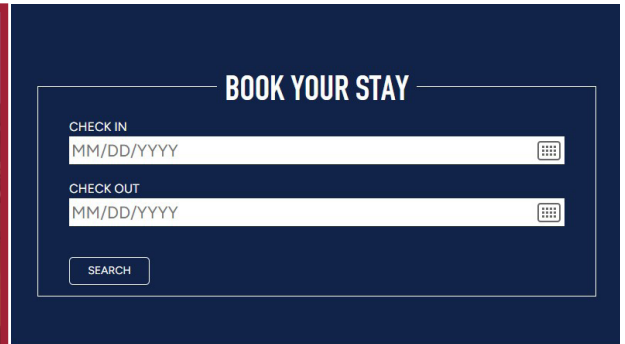
Featured partners always display in a top-tier random sort, ensuring premium positioning.

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



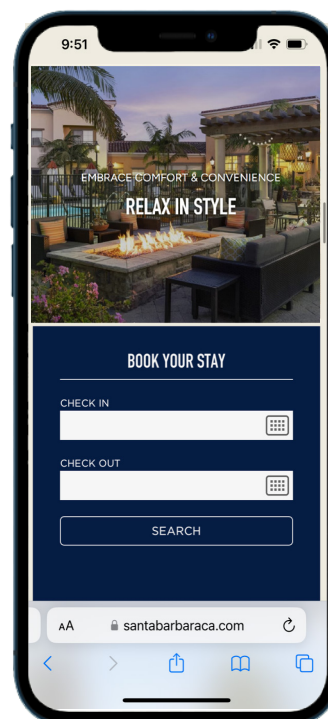
MEDIUM SPONSORED PLACEMENT



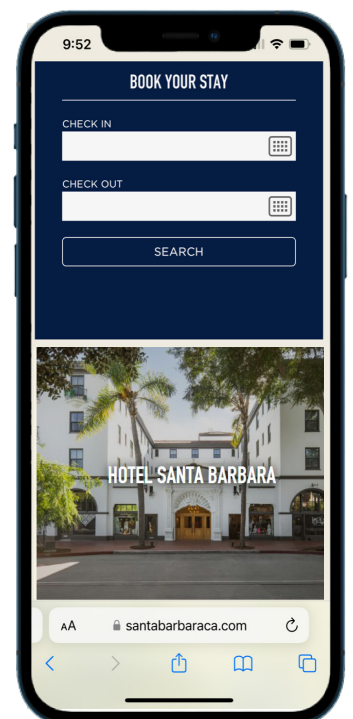
RATE:

Month	Ad Size	Cost
July, August	Medium	\$500
	Large	\$600
September, October, November, December	Medium	\$300
	Large	\$400

**All numbers calculated based on the trailing 12 months; May 1, 2025 - April 30, 2026. 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.

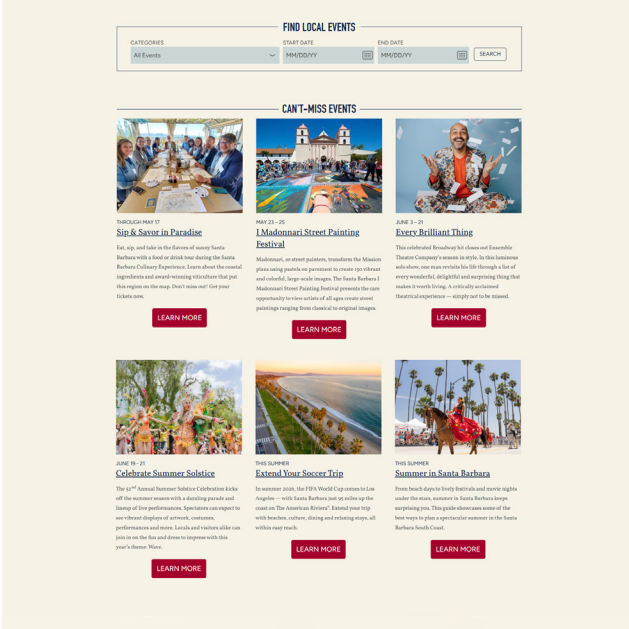
15.4K+
 AVERAGE MONTHLY PAGEVIEWS

RATE:

Months (3 Units Available/Month)	Cost
July, August, December	\$450
September, October, November	\$350

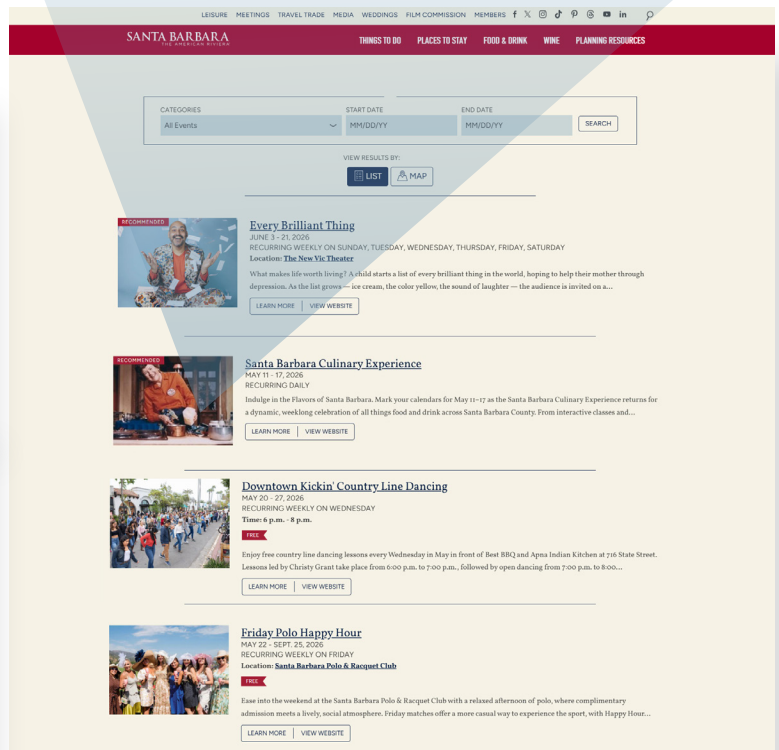
*Advertisers are limited to a three-month buy.

CALENDAR OF EVENTS HOMEPAGE

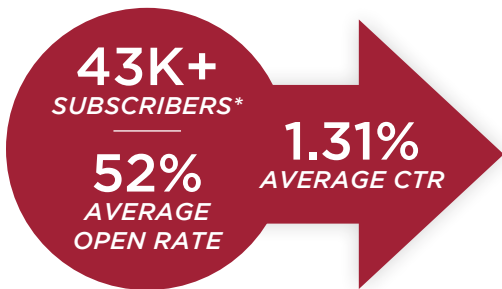


Please note these images are for mockup purposes only. Finalized advertising layouts may differ.

CALENDAR OF EVENTS SEARCH PAGE #1



MONTHLY LEISURE EMAIL



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:

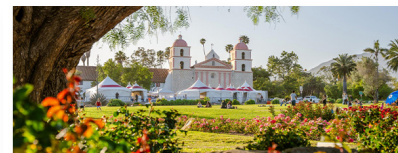
- 1 FEATURED PARTNER**
Tell a greater story with this native unit's larger character count, in addition to your image and link.
- 2 MORE EXPERIENCES**
Showcase your offering at a lower price-point through this native unit.

RATES:

Package	Available Units**	Cost per Month
Featured Partner	2	\$250
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

CAN'T-MISS MAY EVENTS & ACTIVITIES

May in Santa Barbara unfolds in full color, with hillsides still green from spring rains, wildflowers in bloom and a calendar that moves effortlessly from art and music to wine and culinary experiences. With National Travel and Tourism Week (May 3-9), Mother's Day (May 10) and the 40th anniversary of I Madonnari — the beloved Memorial Day weekend street painting festival that transforms the Santa Barbara Mission into a vibrant, open-air gallery — anchoring the month, it's an ideal time to plan a visit, whether that means lingering over a coastal brunch, discovering local

— FEATURED PARTNERS —

1

RELAX, RESET & RECONNECT AT FLOAT LUXURY SPA

With two Santa Barbara locations — Float Luxury Spa Downtown and Float Luxury Spa Beachfront — your escape is always within reach. Enjoy restorative massages, rejuvenating facials and calming body ritual treatments designed to leave you feeling refreshed, balanced and renewed. After your service, linger a little longer. Unwind on our private patio and soak in the fresh coastal air before easing back into your day. Your moment of calm is waiting.

RESERVE TODAY

— MORE EXPERIENCES —

2

SPRING WHALE & WILDLIFE SAILS

Family-Friendly Charters

Enjoy a private whale and wildlife cruise for up to six guests while exploring the Santa Barbara coast during gray whale migration season. Perfect outdoor adventure for families, friends or

SEA MORE

TO THE RAMADA THIS SPRING

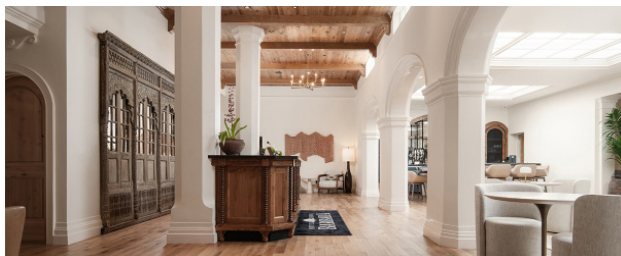
Explore the Hotel's Many Amenities

Discover a year-round solar heated pool and whirlpool, lush tropical gardens and lagoons, private patio and balconies, free parking and breakfast and discount cards to local restaurants and attractions.

BOOK NOW

DEDICATED CUSTOM EMAIL

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



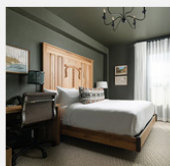
VISIT
SANTA BARBARA

WHERE RICH HISTORY MEETS MODERN LUXURY
HOTEL SANTA BARBARA

Hotel Santa Barbara invites guests to experience its newly completed renovation. Updated guest rooms feature soft textures and elevated finishes, while the refreshed lobby blends historic charm with a relaxed,

BOOK NOW

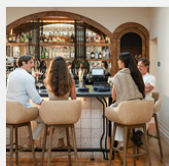
— HOTEL HIGHLIGHTS —



REFRESHED GUEST ROOMS

Thoughtfully updated guest rooms feature new furnishings, fresh carpeting, upgraded en-suite bathrooms, plush bedding and premium in-room amenities.

LEARN MORE



INTRODUCING 1926

From cappuccinos to cocktails, 1926 offers all-day service in a lobby bar inspired by the spirit and elegance of Santa Barbara's Roaring Twenties.

SIP & SAVOR



CLASSIC DOWNTOWN LOCATION

Located in the heart of downtown and just steps from State Street, the Funk Zone, Stearns Wharf and some of the city's best dining and shopping.

EXPLORE NOW

Multiple call-to-action buttons to drive clicks

CUSTOM EMAIL FOR LEISURE AUDIENCE

Limited availability; first come, first served.

43K+
SUBSCRIBERS*

- Dedicated email about your business to our audience
- Compelling customized message that will maximize your return

61%
AVERAGE OPEN RATE*

1.99%
AVERAGE CTR

100%
SHARE OF VOICE

RATE:

Package	Available Units	Cost
Custom Email	6	\$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.*

****Advertisers are limited to a maximum of two placements per 6 months.*

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.

- \$1,500 in media to promote
- VSB will craft copy and curate a carousel with partner

RATE:

Package	Available Units	Cost per Ad
Carousel Ad	6 (1/month)	\$1,000*

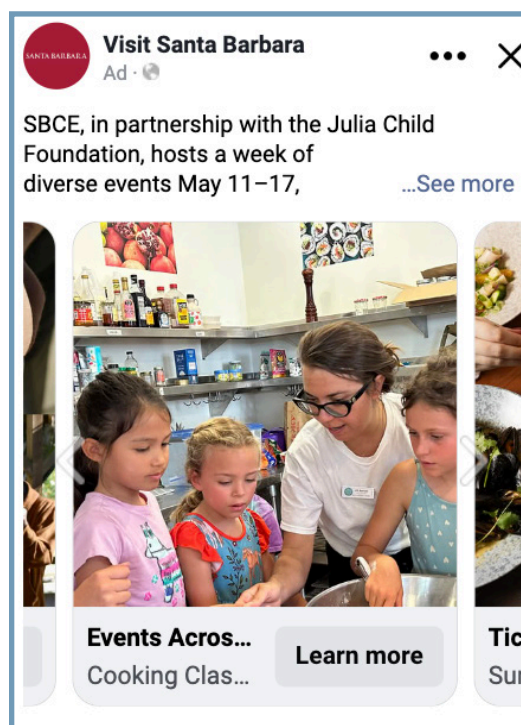
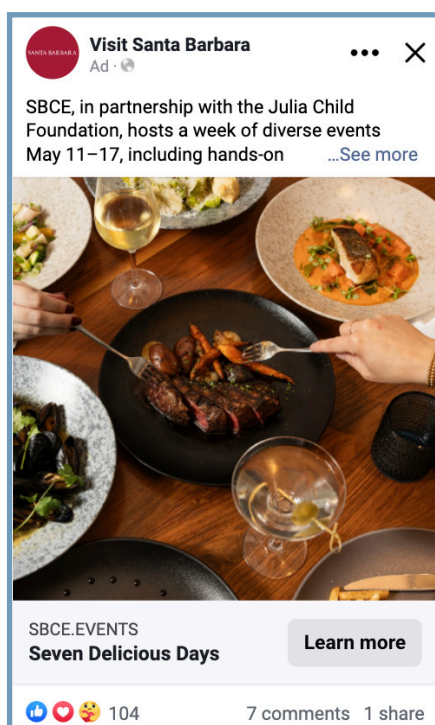
*VSB will media match incremental media investment if requested by the partner.



100%

SHARE OF VOICE

SAMPLE PARTNER PLACEMENTS



INSTAGRAM REELS

Leverage VSB’s content team to craft a compelling, engaging Instagram Reel and amplify it with a tailored demographic and geo-targeted ad strategy.

- VSB will produce one up to 30-second Instagram Reel to be posted organically on VSB’s channels, with your account as a collaborator.
- Up to 4 hours of VSB’s content team capturing footage.
- Two rounds of revisions included.
- \$500 will be invested to promote the Reel to targeted audiences over 30 days.
- VSB will share the content across our Facebook, YouTube Shorts, Threads and TikTok channels, with light supporting paid media on TikTok where applicable. Please note that timing and budget levels associated with these added-value placements are not guaranteed.

RATE:

Available Units	Total Cost***
6 (1/month)	\$1,000

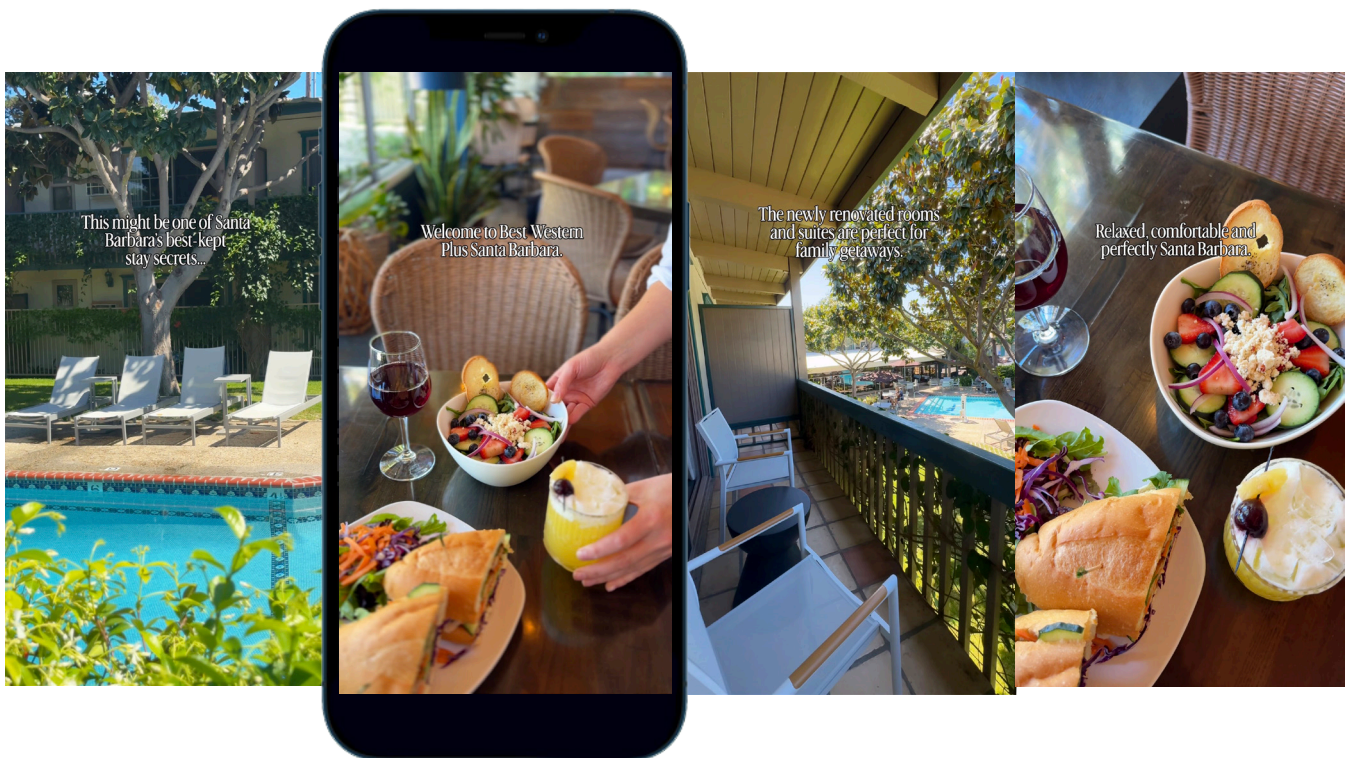
**Does not include additional hard costs needed to create (example: food if restaurant is to be featured).*

***Advertisers are limited to a maximum of one placement per 6 months.*

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



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

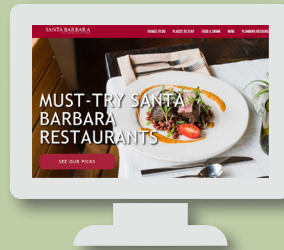


269K+ FOLLOWERS



200K+ FOLLOWERS

4.5M+ VISITORS



43K+ SUBSCRIBERS



TO PARTICIPATE IN THE PROGRAMS, CONTACT:

SHANTEL ADAMS

DIGITAL MARKETING MANAGER

Phone: (805) 966-9222 ext. 101

Email: Shantel@SantaBarbaraCA.com

Address: 500 E. Montecito Street, Santa Barbara, CA 93103