SDTA Event Packages

Promote your event to consumer audiences planning travel to the San Deigo region
Leisure Audience

The San Diego Tourism Authority is investing $30 million in direct media during 2023-24 to drive visitor demand for San Diego.

Top targets include nearby drive markets in Southern California, Arizona and Las Vegas, plus national digital and cable exposure.

The success of our advertising campaigns results in over 6 million new users annually on sandiego.org and SDTA platforms to plan their next trip to sunny San Diego.

The SDTA Event Package offers built-in discounts and added value for paid plus trade options to maximize exposure and ROI.
Domestic & Drive Market Audience

Sandiego.org Drive Market
- California - 3.2 million
- Arizona - 250,000
- Nevada - 120,000
- Pacific Northwest - 50,000

**28.8 Million* Domestic Travelers**

Top 10 Domestic Markets

1. California
2. Arizona
3. Nevada
4. Texas
5. Washington
6. Illinois
7. Utah
8. Oregon
9. New York
10. Colorado

*19M of the domestic visitors are from in-State.
Sandiego.org User Profile

ONLINE VISITORS

OVERVIEW

approximately
6.5 million USER SESSIONS
13 million PAGE VIEWS
AVERAGE TIME ON SITE
Just under 1:44 minutes

DEMOGRAPHIC PROFILE

College Degree (or higher): 63%
Female: 56%
Age 25-44: 46%
HHI: Earn $100k+: 25%
Increase Exposure & Ticket Sales

Recommended Strategies:

• Native Content and Display Impressions on sandiego.org
  • Geo-Targeted Drive Market or Full-Site National coverage options
• Consumer Audience Drive Market Email
• Local Member/Industry Email
• Social Media Posts
• Featured Event on sandiego.org/events
Sandiego.org
Ad Display Impressions

Always-on scalable Run-of-Site (ROS) and Targeted ad placements reach desired audiences throughout their initial and final stages of travel planning.

Geo-target nearby Drive Markets or get full-site National and International coverage.

Benchmark Performance

<table>
<thead>
<tr>
<th>Placement</th>
<th>Native CTR</th>
<th>Display CTR</th>
</tr>
</thead>
<tbody>
<tr>
<td>ROS</td>
<td>.56%</td>
<td>.20%</td>
</tr>
<tr>
<td>Targeted</td>
<td>.97%</td>
<td>.72%</td>
</tr>
</tbody>
</table>

Standard Placement:
- 300x250 Banners
- BTF In-Content Native Format
Dedicated Drive Market Email

40,000+ subscribers | 1.8 % CTO Rate | 1.6% CTR

Create excitement about events or promotions with email subscribers through dedicated emails.

We send your provided email message and images with a direct link to your URL.

The audience is a promotional subscriber base located within a 5-hour drive from San Diego.

Benchmark Performance

<table>
<thead>
<tr>
<th>Sends</th>
<th>CTO</th>
<th>CTR</th>
</tr>
</thead>
<tbody>
<tr>
<td>40,298</td>
<td>2.89%</td>
<td>.94%</td>
</tr>
</tbody>
</table>
Weekly Drive Market Email

40,000 subscribers | 13.8% Open Rate | .7% CTR

Sent a list of loyal readers, SDTA keeps frequent San Diego visitors in the know with our monthly “Top Things To Do” email sent on Tuesdays.

Subscribers are located in nearby markets including Southern California, Las Vegas and Phoenix.

Benchmark Performance

<table>
<thead>
<tr>
<th>Placement</th>
<th>Benchmark clicks</th>
<th>Ave CTR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium</td>
<td>84</td>
<td>.26%</td>
</tr>
<tr>
<td>Featured</td>
<td>32</td>
<td>.15%</td>
</tr>
<tr>
<td>Display</td>
<td>12</td>
<td>.22%</td>
</tr>
</tbody>
</table>

Premier Sponsor

Featured Event

ADDED VALUE

Featured Sponsor

300x250 Display
**Member Connect Email**

2,700 Members+Industry Leaders | 30% Open Rate | 7% CTR

SDTA communicates monthly with our members, government officials and industry leaders.

Members can place a display ad or send your message in a 100% SOV dedicated email.

**Benchmark Performance**

<table>
<thead>
<tr>
<th>Placement</th>
<th>Opens</th>
<th>CTO</th>
<th>CTR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dedicated</td>
<td>2,113</td>
<td>7.519%</td>
<td>3.31%</td>
</tr>
<tr>
<td>Monthly Display</td>
<td>2,125</td>
<td>9.36%</td>
<td>.32%</td>
</tr>
</tbody>
</table>
Social Media Story Sponsor/Takeover

Followers: Instagram 240K | Average Engagement: 3,700

Sponsored stories receive a sponsor acknowledgement final dedicated slide of a curated story

Takeover posts/reels receive 6-7 dedicated slides or videos

<table>
<thead>
<tr>
<th>Placement</th>
<th>Slide Opens</th>
<th>Views</th>
<th>Engagements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Takeover</td>
<td>7,947</td>
<td>52,671</td>
<td>20,078</td>
</tr>
<tr>
<td>Sponsored</td>
<td>2,113</td>
<td>10,078</td>
<td>243</td>
</tr>
</tbody>
</table>
Sandiego.org Events Listing

The sandiego.org event listings attract over 2.14 million users and the sandiego.org/events landing page receives over 420,000 pageviews annually.

Your event listing receives priority placement as an added value benefit.
Event Packages
Optimized to run for 1 – 3 months

**Premier Package**

Sandiego.org Native and Display Impressions
- 250,000 Premium Run-of-site
- 50,000 Targeted on Events-specific pages
- Choose Geo-Target or Full Site Audience
  Value = $2500 Rate = $1250

Email & Social Media placements
- 1 Social Media Story Takeover
- 1 Weekly Drive Market Email Premier
- 1 Drive Market dedicated email
  Value = $4000 Rate = $2000

Added Value placements
- 2 Weekly Drive Market Featured Event
- 1 Connect Member Dedicated
- Sandiego.org Featured Event (1-3 months)
  Value = $1500 Rate = $0

**Total Value = $7000**
**Rate = $4800**
**Trade = $3200**

**Standard Package**

Sandiego.org Native and Display Impressions
- 150,000 Premium Run-of-site
- 25,000 Targeted on Events-specific pages
- Geo-Targeted Nearby Markets
  Value = $950 Rate = $700

Email & Social Media placements
- 1 Social Media Story Sponsor
- 1 Drive Market dedicated email
- 1 Weekly Drive Market Email Featured
  Value = $2450 Rate = $1950

Added Value placements
- 1 Member/Industry Dedicated 1 Connect
- Sandiego.org Featured Event (1-3 months)
  Value = $1000 Rate = $0

**Total Value = $4400**
**Rate = $2900**
**Trade = $1500**
Event Deliverables and Trade

Event Deliverables

• SDTA Active Membership Account
• Publish Event Listing through MemberNet
• Rights-free Imagery that can be used for PR and SDTA’s digital properties
• Schedule of key trigger dates for event promotional activities
• Social Media Channels and Relevant Hashtags

Trade

• Event Tickets to distribute to key stakeholders and selected SDTA staff valued at discounted + added value total
• VIP Experiences for key stakeholders and SDTA Leadership
• Access to Media events for SDTA selected Communications and Social Media Staff
Contact:
ads@sandiego.org

Thank you