2023 MEDIA KIT

TRAVEL IS BIG BUSINESS

THE VALUE OF A DMO

QUALIFIED VISITOR AUDIENCE

MEASURE METRICS THAT MATTER
Tourism is big business in San Diego!

23.8 M Visitors: Day vs. Overnight:
Day Visit 42% • Hotel 32% • Household 21% • Camp/RV/Other 5%

Why are they in San Diego:
Leisure: 56% • Business: 6% • Meetings/Conventions: 8% • Visit Friends/Relatives 25% • Other 5%

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

6.2 Million*
International Visitors*

Top 6 Markets
- Mexico
- Canada
- United Kingdom
- China
- Germany
- Australia

23.8 MILLION
ANNUAL VISITORS

$7.5 BILLION
SPENDING

$1.06 Billion
Attractions & Entertainment

$3.26 Billion
Lodging

$548 Million
Transportation

$1.33 Billion
Shopping

$2.5 Billion
Restaurants

$1.06 Billion
Attractions & Entertainment

*Source: 2019 visitor profile study.
SANDIEGO.ORG

The trusted source for online travel-planning info, including articles, business listings, maps and events.

Advertising Opportunities:
Listings, Native and Display Ads, Email

EMAIL

Subscribers receive timely travel ideas, itineraries and upcoming event info crafted to motivate travel.

AUDIENCES & SUBSCRIBERS

Consumer: 115,000
Drive Market: 35,000
Group/Meetings: 12,000
Members: 2,400

ADVERTISING OPPORTUNITIES

Monthly Consumer, Drive Market, Group/Meetings and Industry Connect:
Different levels of advertising.

Dedicated Email:
Get 100% share of voice.

6.5 MILLION users
Official Website
SanDiego.org

reaches 6.5 million users via

Desktop: 26%
Mobile: 72%
Tablet: 2%

As the official travel resource for San Diego, the SDTA’s planning tools are used by over six million consumers each year who are looking for information on where to stay, dine, shop and play during their San Diego vacation. In fact, a visitor to sandiego.org is 32 percent more likely to book a trip to San Diego than a traveler who didn’t visit the site.* Maintaining a strong presence within the SDTA digital channels is your best bet to reach this highly targeted leisure audience.

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%
Age 25-44: 46%
Female: 56%
HHI: Earn $100k+: 25%

Top online international visits
1. Mexico
2. Canada
3. India
4. United Kingdom
5. Japan
6. Germany

TOP OUT-OF-DESTINATION VISITATION

1. Los Angeles
2. Phoenix
3. San Francisco
4. Las Vegas
5. Irvine
6. Sacramento
7. Riverside
8. New York

4 TOP REASONS TO PARTNER WITH SANDIEGO.ORG

1. Reach an Incredibly Qualified Audience (across all devices): San Diego Tourism Authority spends multiple millions of dollars annually to drive visitors to the area.

2. Benefit from a Tailored Campaign Strategy: We’ll craft a customized campaign recommendation tailored to exceed your goals.

3. Target your Customer: Reach your exact audience through our focused ad targeting.

4. Increase ROI: We will provide you campaign optimization suggestions and will help you to understand how to measure conversions.

*Expedia: Path to Purchase Study 2013
NATIVE & DISPLAY ADVERTISING

Visitors to SanDiego.org viewed over 14 million pages in the last 12 months while planning their trip. Native ads allow you to target your message by site content, season or geography and our impressions-over-time model, along with our monthly reporting, allow you to control your exposure and return.

AD UNITS:

NATIVE: These formatted, native units are integrated into the content of the page and drive a high CTR.

DISPLAY: Packages include a 300 x 250 IAB display ad, allowing you to tell your story visually.

DISPLAY CREATIVE

BEST PRACTICES:

Submitting a message following the AIDA (Attention, Interest, Desire, Action) funnel can up-to triple your ROI! The creative has a photo, tagline and body copy for you to communicate your message.

CREATIVE: Use an attention-grabbing tagline and a powerful image. Copy should communicate why you are a not-to-be-missed experience. Create interest & desire by utilizing experiential imagery, tagline and body copy. Tell the users what you want them to do (click here) and why they should do it.

Rates:

Impression volume available.

<table>
<thead>
<tr>
<th>Premium Rates: Top Native + 300 x 250</th>
<th>Placement</th>
<th>CPM</th>
<th>Avg CTR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stay</td>
<td>$42.00</td>
<td>2.82%</td>
<td></td>
</tr>
<tr>
<td>Targeted</td>
<td>$21.00</td>
<td>0.65%</td>
<td></td>
</tr>
<tr>
<td>Run of Site</td>
<td>$10.00</td>
<td>0.26%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Standard Rates: Lower Native + 300 x 250</th>
<th>Placement</th>
<th>CPM</th>
<th>Avg CTR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stay</td>
<td>$24.00</td>
<td>0.33%</td>
<td></td>
</tr>
<tr>
<td>Targeted</td>
<td>$10.00</td>
<td>0.17%</td>
<td></td>
</tr>
<tr>
<td>Run of Site</td>
<td>$5.00</td>
<td>0.13%</td>
<td></td>
</tr>
</tbody>
</table>

Example Campaigns

<table>
<thead>
<tr>
<th>Example Campaigns</th>
<th>Impressions</th>
<th>CTR</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event (3 month) Standard</td>
<td>220,000</td>
<td>0.54%</td>
<td>$2,500</td>
</tr>
<tr>
<td>Hotel (1 year) Premium+Standard</td>
<td>385,000</td>
<td>0.53%</td>
<td>$5,000</td>
</tr>
<tr>
<td>Attraction (1 year) Premium+Standard</td>
<td>1,600,000</td>
<td>0.42%</td>
<td>$10,000</td>
</tr>
</tbody>
</table>

Ask your Account Executive about custom options.
Featured BUSINESS LISTINGS

Featured Business listings allow you to reach an incredibly qualified audience that is looking to convert.

1. CONNECT WITH VISITORS
   Website users can easily visit your website or social media pages, or share your listing with friends and family.

2. SHOWCASE YOUR PROPERTY
   Use videos and photos so visitors can SEE what you have to offer.

3. SET YOURSELF APART
   Highlight your business' offerings and amenities.

12 MONTH RATES/BUSINESS LISTINGS

<table>
<thead>
<tr>
<th></th>
<th>Hotel</th>
<th>Region</th>
<th>All Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel</td>
<td>$4,500</td>
<td>$1,200</td>
<td>$1,800</td>
</tr>
</tbody>
</table>

**PRIORITY SORTING**
Featured partners always display in a top-tier random sort, affording you premium positioning.

**LIMITED OPPORTUNITY**
Only 15 members per category. First-come, first-served!

**PROFILE PAGE**

1. CONNECT WITH VISITORS
   Website users can easily visit your website or social media pages, or share your listing with friends and family.
2. SHOWCASE YOUR PROPERTY
   Use videos and photos so visitors can SEE what you have to offer.
3. SET YOURSELF APART
   Highlight your business' offerings and amenities.
REACH TARGETED AUDIENCES

- **Consumer**: 115,000
- **Drive Market**: 35,000
- **Group/Meetings**: 12,000
- **Members**: 2,400

MONTHLY & CUSTOM EMAIL

Reach an engaged and active leisure travel planning, meeting & group travel planning audience. Every month, subscribers are inspired with rich stories showcasing what to see and do in San Diego.

DRIVE THIS QUALIFIED AUDIENCE TO YOUR SITE

- Partners are showcased in a native format, integrated into the content.
- Clicks are driven directly to your site with a campaign tracking code, allowing you to measure results.
- 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.

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>CONSUMER (115,000)</th>
<th>DRIVE MARKET (35,000)</th>
<th>MEETINGS (12,000)</th>
<th>MEMBERS (2,400)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PREMIER</strong></td>
<td>$500</td>
<td>$500</td>
<td>$500</td>
<td></td>
</tr>
<tr>
<td><strong>FEATURED</strong></td>
<td>$250</td>
<td>$375</td>
<td>$250</td>
<td></td>
</tr>
<tr>
<td><strong>DISPLAY</strong></td>
<td>$175</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>DEDICATED EMAIL</strong></td>
<td>$3,000</td>
<td>$1,000</td>
<td>$2,500</td>
<td>$500</td>
</tr>
</tbody>
</table>
SOCIAL MEDIA STORY

Each week the San Diego Tourism Authority entices our social audiences to visit through engaging stories posted to Instagram.

FOLLOWERS:
Instagram 350,000

RATES:
Story Sponsor $1,000
Story Takeover $2,500

MEMBERS HAVE TWO GREAT OPTIONS.
Story sponsorship featuring two slides at the beginning and end of an SDTA story, or a complete takeover of a story.

Story Elements:
SDTA stories are typically 6-7 slides in length, with the sponsor being acknowledged on slide 1, and have full content access, and the ‘click link’ call to action on the final slide.

Creative Best Practices:
Use your most eye-catching image, create a short tagline that brings the user into the experience, add a location tag and compelling call to action.
OFFICIAL SAN DIEGO VISITOR MAP

Offered by Southern California Media Group, the SDTA Map is distributed through the Region Visitor Center Network, delegate welcome packages for select conventions, and in Certified Folder Display locations (800+ locations county wide). The SDTA Map reaches 500,000 visitors that are in San Diego and looking to spend!

For rates and info, contact Kerry Brewer
kerry.brewer@whereds.com • 619.260.5599 x303
Full 12-month integrated digital & print campaign

Meeting & Convention Planner’s Guide

5,000 guides
printed + online + email distributed to key decision makers annually

CIRCULATION & DISTRIBUTION
The Official Meeting & Convention Planner’s Guide is the trusted resource for professional planners actively researching where to book their next event in San Diego.

DISTRIBUTION

• 5,000 guides are distributed to key decision makers annually. 3,500 guides direct-mailed annually to clients.
• Reach planners and drive qualified traffic to your site through integrated reach in the digital version available on SanDiego.org/Meetings
• Fresh audience - Reaches brand new business, not booked in San Diego in the past five years.
• Included bonus trade show distribution at over 50 annual industry events.

Rates & Dates
SPACE CLOSE: MARCH 31
MATERIAL DUE: APRIL 14
GUIDES AVAILABLE: JULY 2023

ADVERTISING RATES

<table>
<thead>
<tr>
<th>Two-page Spread</th>
<th>Back Cover</th>
<th>Back of Tab*</th>
<th>Full Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>$14,000</td>
<td>$10,200</td>
<td>$9,800</td>
<td>$8,500</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>1/2 Page</th>
<th>1/4 Page</th>
<th>1/8 Page**</th>
<th>Listing***</th>
</tr>
</thead>
<tbody>
<tr>
<td>$14,000</td>
<td>$10,200</td>
<td>$9,800</td>
<td>$8,500</td>
</tr>
</tbody>
</table>

* Not available in Hotel section.
** Venues, Transportation, Meeting, Teambuilding sections. Not available in Hotel section.
*** Included with any ad in the Hotel and Venue sections. Can be purchased separately in Hotel and Venue sections.
San Diego Convention Center
Digital Signage

A FLEXIBLE, TARGETED AND CAPTIVATING SOLUTION FOR DISPLAY ADVERTISING.

By advertising on our high-definition LED displays, you have the opportunity to reach hundreds-of-thousands of high-spending, out-of-town visitors while they pass through our lobbies.

Rates

<table>
<thead>
<tr>
<th>PREMIUM DISPLAY ADVERTISING</th>
<th>DISPLAY ADVERTISING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Includes 15 second ad placement on 11 advertising network displays and 6 large-format LED walls. Large format LED walls are added inventory to Premium advertisers when not in use by convention groups.</td>
<td>Includes 10 second ad placement on 11 advertising network displays</td>
</tr>
<tr>
<td>$800 monthly</td>
<td>$480 monthly</td>
</tr>
</tbody>
</table>

All contracts will run through June 30 or December 31 annually.

Creative Best Practices

- Video ads are the most attention-capturing format. It’s important to include a strong call-to-action.
- QR codes are highly recommended as attendees can quickly navigate to a link and it removes barriers to response. Special offers are recommended to attract visitors. The QR can also link to a map application to help visitors navigate to your business. All creative including QR code creation is the responsibility of the advertiser.
- Upon request, the SDTA team can make referrals for vendors to support ad creation.
- Ad creative may be updated during the contract term at the advertisers request.

Specs

FILE FORMAT
- Still Files: JPEG, PNG
- Video Files (15 or 10 seconds based on ad purchased, no audio): MPEG-4, H.264

RESOLUTION
1920 x 1080px (1080p)

COLOR
RGB color only

Delivery

Materials due two weeks prior to contract start date. Send materials to ads@sandiego.org. All ad materials subject to the approval of the SDTA.
PROGRAM AT-A-GLANCE

REACH OVER 7.5 MILLION QUALIFIED LEISURE VISITORS THROUGH PRINT, WEB, AND EMAIL PROGRAMMING.

Print - Targeted Programs

6.5M USERS

Email

* Delivered through a combination of print and digital distribution.

SanDiego.org

What you need to know:

1. San Diego welcomes 23.8 MILLION visitors, spending $7.5 BILLION annually.
2. San Diego Tourism Authority spends MILLIONS OF DOLLARS marketing the destination to travelers.
3. The US TRAVELER is more informed and uses more media and sources of information than ever before.
4. With such a complex planning landscape, FULLY INTEGRATED marketing and advertising is critical.
5. Not all clicks are created equal; MEASURE QUALITY, OVER QUANTITY. We’ll show you how!

TO ADVERTISE, CONTACT YOUR SDTA REPRESENTATIVE:

NANCY BJORK
619.557.2807
nbjork@sandiego.org

GERRY GRANADOS
619.557.2868
ggranados@sandiego.org

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