



## 2024 DIGITAL ADVERTISING GUIDE

Destination Signals supports Visit Big Bear with community activation — connecting local businesses with motivated travelers and locals.



destination  
signals

# ADVERTISING OVERVIEW

BIGBEAR.COM REACHES VISITORS  
BEFORE, DURING, AND AFTER THEIR  
VACATION & TRAVELS

Through our strategic marketing platforms, your business can connect with millions of adventurous travelers looking to discover and enjoy the very best our community has to offer. We have options for any budget and experts ready to assist you every step of the way.

**4.2M+** ANNUAL  
PAGEVIEWS ON  
WEBSITE

**64%** OF WEBSITE  
VISITORS ARE  
AGED 25-54

**73%** OF WEBSITE VISITS  
ARE ON MOBILE

## OUR VALUE PROPOSITION:

Travelers view the BigBear.com brand as a **TRUSTWORTHY** resource, giving you a perfect platform to begin new conversations.

**AMPLIFY** your visibility with a highly-motivated audience of domestic and international travelers. **CRAFT** engaging campaigns with our in-house advertising specialists.

Your **SUPPORT** and advertising dollars help power ongoing marketing campaigns that **INFLUENCE** increased visitation and spending within our community.

**COLLABORATE** with our team to measure your campaigns, **GAIN** valuable insights about traveler behavior and decision making.



TO GET STARTED, PLEASE EMAIL [ASHLEY.FREEBURG@DESTINATION SIGNALS.COM](mailto:ASHLEY.FREEBURG@DESTINATION SIGNALS.COM)

# FREQUENTLY ASKED QUESTIONS

## 1 WHO IS DESTINATION SIGNALS?

In partnership with the Visit Big Bear, Destination Signals manages all digital advertising and sponsored content opportunities on Big Bear.com

## 2 CAN I PLACE SHORT TERM OR SEASONAL PLACEMENTS?

Absolutely! We accommodate both long and short-term runs and give you full flexibility when, where, and how you place sponsored content on the site

## 3 I HAVE MULTIPLE THINGS I'D LIKE TO PROMOTE, HOW OFTEN CAN I CHANGE OUT THE ADS?

We allow for unlimited updates to the sponsored content placed on the site. You can swap content in and out as much as you'd like. Just allow for at least a 2-3 day lead time to make sure things get properly scheduled

## HOW DOES BILLING WORK?

4 Invoices are sent digitally via email from Destination Signals. Those can be paid online monthly, quarterly, or annually

## 5 HOW WILL I KNOW IF MY CONTENT IS PERFORMING?

Destination Signals will provide detailed quarterly and/or monthly reporting to all businesses that participate in the program

## 6 HOW DO I BUILD OUT MY SPONSORED CONTENT ADS?

Destination Signals offers a turnkey service that will assist you in building out your ad content as a complimentary service

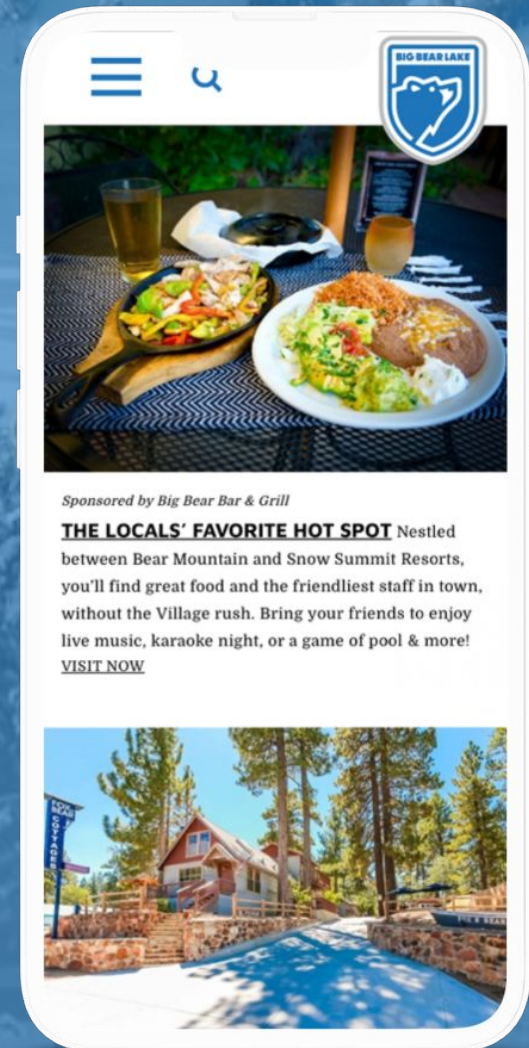
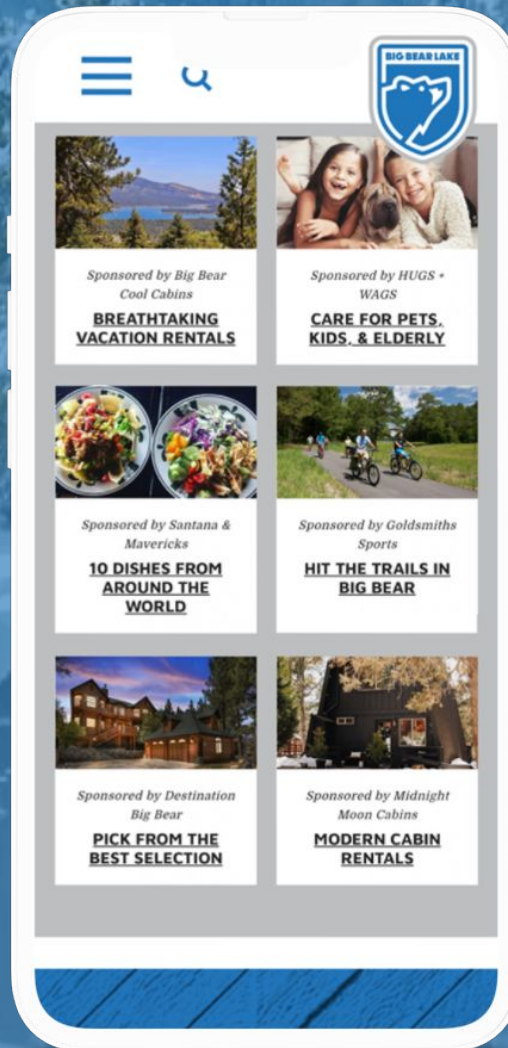
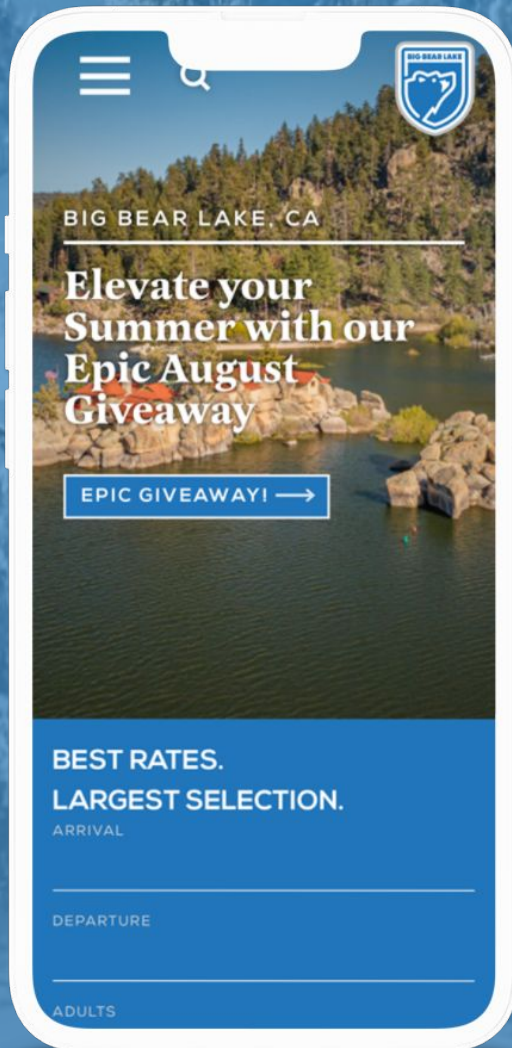
## 7 I HAVE MULTIPLE BUSINESSES THAT I NEED TO PROMOTE, CAN I PURCHASE ONE SPOT FOR BOTH?

Yes. Through A/B testing we can promote two different businesses or offerings with a single spot. Some placements can also have the content split up so you are promoting relevant ads in the section they are appearing on the site



# DIGITAL ADVERTISING

DIGITAL ADVERTISING & SPONSORED CONTENT  
THROUGH BIGBEAR.COM





# FEATURED PARTNER

INSPIRE VISITORS, BE ONE OF THE FIRST THINGS THEY SEE WHEN THEY LAND ON OUR WEBSITE

## SPECS

IMAGE: 640x360 pixels

TITLE: 35 characters

\*\*\*Character count includes spaces



BOOK →



## Where To Stay in Big Bear Lake

Find the perfect lodging for your Big Bear getaway.

Big Bear Lake offers lodging accommodation for any style and budget. From service hotels with traditional services, private vacation home rentals, Friendly Lodging, and everything in between. Cabin rentals range from cozy cottages and lakefront lodging to secluded bungalows and quiet woodsy retreats. Resort Cabins offer a private home feel with hotel-style perks and amenities. A hotel feel without the extras. The mountains are calling, book your stay today!

Six (6) Partners rotate through these six spots. Appears near the top of the page.

BOOK NOW →



Sponsored by  
Destination Big Bear

**PLAN YOUR NEXT BIG  
BEAR VACATION**



Sponsored by  
Big Bear Cool Cabins

**GREAT VACATIONS START  
HERE**



Sponsored by  
Big Bear Vacations

**BOOK THE PERFECT  
APRES SKI CABIN**



Sponsored by  
Midnight Moon Cabins

**DOG-FRIENDLY CABINS  
FOR FUR BABIES**



Sponsored by  
Big Bear Cabin Rentals

**LUXURY CABIN RENTALS  
IN BIG BEAR**



Sponsored by  
Cabins in Big Bear

**AFFORDABLE CABIN AND  
VACATION RENTALS**

# FEATURED CONTENT

TELL YOUR STORY THROUGH THIS  
LARGE FORMAT DISPLAY, ROTATE  
THROUGH THE THREE SPOTS

## SPECS

IMAGE: 640x480 pixels

TITLE: 35 characters

BODY: 250 characters

\*\*\*Character count includes spaces

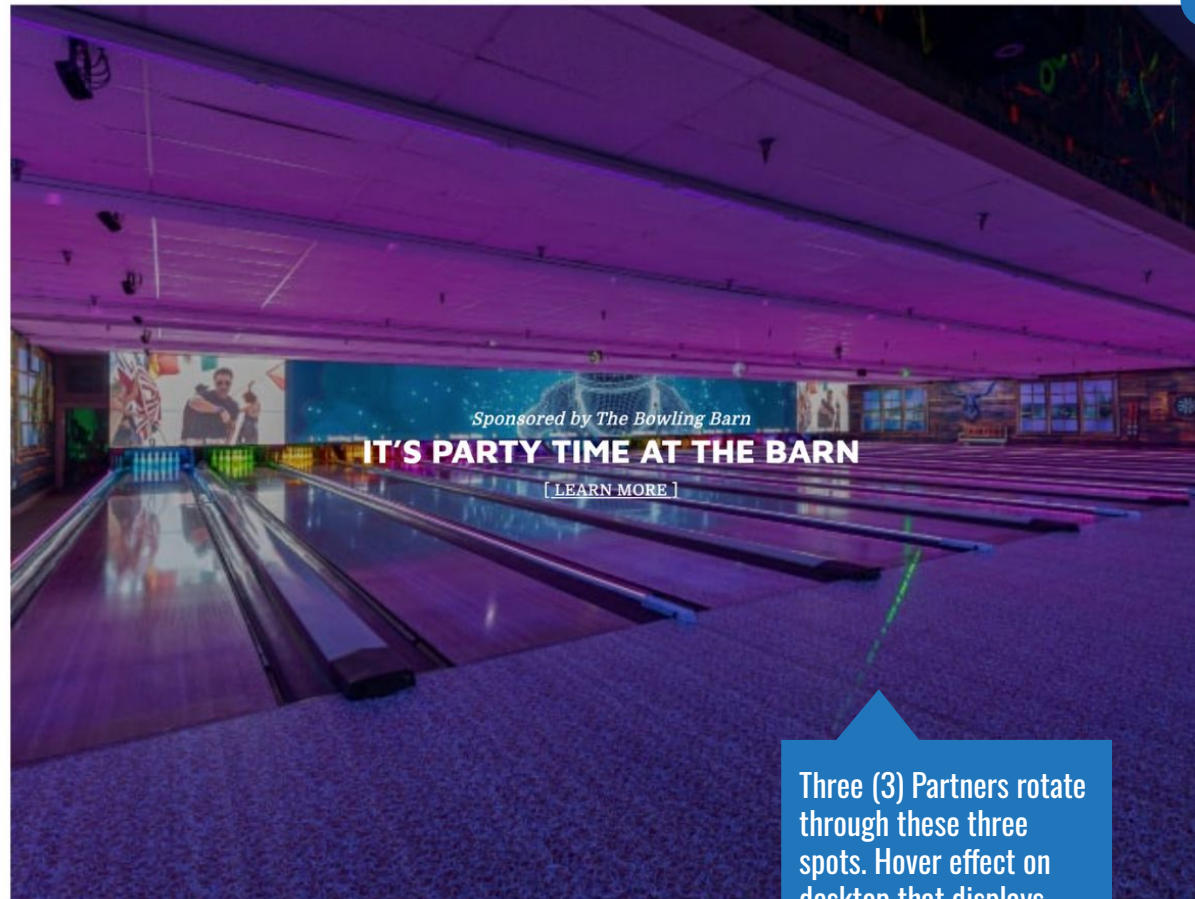


BOOK →

ENGLISH ▾



2



Three (3) Partners rotate  
through these three  
spots. Hover effect on  
desktop that displays  
your content

2



2



# TOP DIGITAL OPTIONS

\*\*\*MONTHLY RATES

	FEATURED PARTNER	FEATURED CONTENT	FEATURED BLOCK
RUN OF SITE	-	-	SOLD OUT
RUN OF BLOG	-	\$85.00	-
HOMEPAGE	\$275.00	\$205.00	-
THINGS TO DO	\$275.00	\$220.00	-
OUTDOORS & ACTIVE	\$110.00	\$90.00	-
SUMMER ESCAPE	\$145.00	\$115.00	-
WINTER RECREATION	\$55.00	\$45.00	-
PLACES TO STAY	\$185.00	\$150.00	-
DINING & NIGHTLIFE	\$75.00	\$60.00	-



# SPONSORED BLOG

PROMOTE YOUR STORY,  
LEVERAGE THE FULL POWER OF  
BIGBEAR.COM



BOOK →

ENGLISH ▾



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SPONSORED CONTENT

## Indoor Fun in Big Bear

POSTED: 11/01/23

### 1. Big Bear Bowling Barn

**The Bowling Barn** is a great space for large groups and parties. With 16 bowling lanes (and bumpers for the littles), a snack bar full of goodies, an arcade, and



# SPONSORED BLOG OPTIONS

	MONTHLY RATES	WHAT'S INCLUDED
1-MONTH (EVENT GUIDE) BLOG	\$450.00	WORD COUNT: At Least 500 LINKS: At Least 3 IMAGES: At Least 3
3-MONTH SPONSORED BLOG	\$350.00	WORD COUNT: At Least 500 LINKS: At Least 5 IMAGES: At Least 3
6-MONTH SPONSORED BLOG	\$300.00	WORD COUNT: At Least 500 LINKS: At Least 5 IMAGES: At Least 3
12-MONTH SPONSORED BLOG	\$200.00	WORD COUNT: At Least 800 LINKS: At Least 10 IMAGES: At Least 3-5



# THANK YOU!!

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PLEASE EMAIL [ASHLEY.FREEBURG@DESTINATION SIGNALS.COM](mailto:ASHLEY.FREEBURG@DESTINATION SIGNALS.COM)

Destination Signals is a division of Tempest, the long time marketing partner for the Visit Big Bear. We support Big Bear by providing turnkey community engagement services that allow local tourism businesses to activate with their brand.

