



Destination Signals supports Big Bear Visitors Bureau with community activation—connecting local businesses with residents and visitors through BigBear.com.



destination  
signals

# FALLTACULAR CAMPAIGN: REACH LOCALS & VISITORS

We are the most trusted travel resource for the Big Bear region. Advertise with us to reach a highly-qualified, engaged audience planning to travel to Big Bear in the Fall. Through effective native advertising, connect with locals and visitors searching for hotels, things to do, restaurants, attractions, and events.

**BIGBEAR.COM**

**42,528** 2019 CAMPAIGN  
PAGEVIEWS

**87%** INCREASE IN 2020 SUMMER  
WEBSITE PAGEVIEWS

**140%** INCREASE IN 2020 SUMMER  
ORGANIC TRAFFIC



## TOP 5 REASONS TO ADVERTISE:

**1: SUPPORT** Big Bear. Your advertising dollars help power ongoing marketing campaigns to drive increased visibility and visitation for our community.

**2: REACH** a qualified audience of wealthy, educated visitors and locals.

**3: ACCESS** native advertising placements, which outperform traditional display advertising 4 to 1.

**4: MEASURE** your advertising performance and results.

**5: BUILD** targeted, custom-tailored campaign strategies.



**TO GET STARTED TODAY CALL DEREK (800) 274-8774 x713 OR  
CONTACT [BIGBEAR@DESTINATION SIGNALS.COM](mailto:BIGBEAR@DESTINATION SIGNALS.COM)**





# ADVERTISING OPPORTUNITIES

- 1 FEATURED BLOCK AD**  
**Image:** 640x480 pixels  
**Title:** 25 characters  
**Body:** 120 characters  
 Character count includes space

## 4X BETTER PERFORMANCE

Increase in click-through rate for native ads versus standard display advertising.

Source: Google Ad Manager Blog (May 10, 2017)

AD TYPE	PLACEMENT	CAMPAIGN RATE
Featured Block	Run of Campaign	\$400

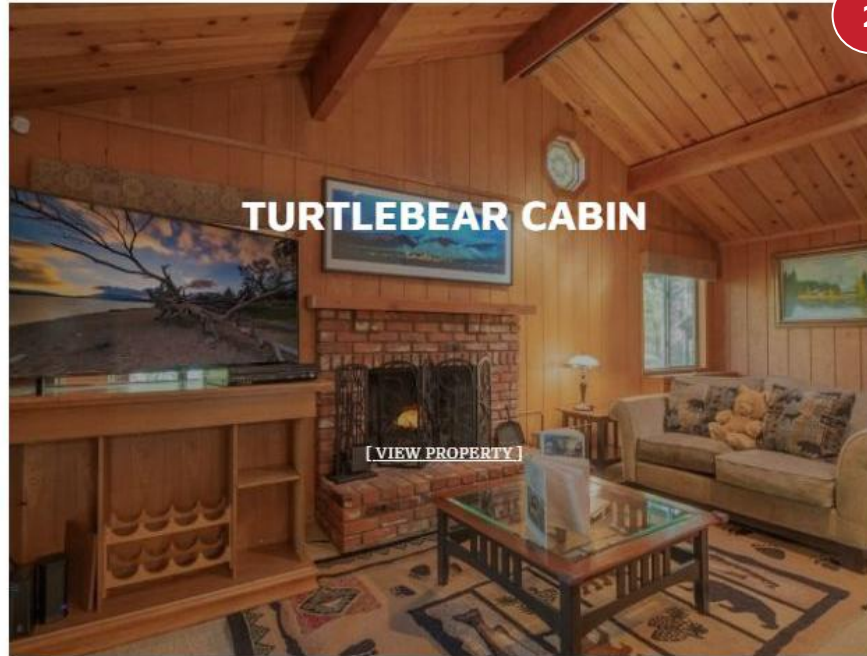
**(800) 274-8774 x713 | [BIGBEAR@DESTINATION SIGNALS.COM](mailto:BIGBEAR@DESTINATION SIGNALS.COM)**



# ADVERTISING OPPORTUNITIES

- 2 MASHUP AD**  
 Image: 640x480 pixels  
 Title: 25 characters  
 Body: 140 characters  
 Character count includes space

## FEATURED PROPERTIES



**FOREST VIEW CASTLE**

Gorgeous and peaceful large cabin with beautiful forest views. With four bedrooms and three baths, Forest View is perfect for a large family getaway. Enjoy two wood burning fireplaces, an open living room with pool table and free WiFi and cable TV.

[\[ VIEW PROPERTY \]](#)



**48%** OF EXPERIENCE BOOKINGS

Are happening once travelers arrive at their destination.

Source: Google Trend Insights (December 2018)

AD TYPE	PLACEMENT	CAMPAIGN RATE
Mashup Ad	Falltacular Landing Page	\$300
Mashup Ad	Falltacular Blog Post	\$200

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# ADVERTISING OPPORTUNITIES

## Year-Round Recreational Activities in Big Bear Lake, CA

There's an island in the sky just 99 miles east of Los Angeles that's Mother Nature's four seasons resort. This simply means you get a new Big Bear recreation experience each time you visit. Come see the vibrant hues of colorful leaves in [autumn](#), angelic white snow flutter in [winter](#), wildflowers blooming in [spring](#) and lake activities that shine in [summer](#). You can count on us to deliver mountainous Big Bear recreation adventures for all ages, and stages, all year long.

### 3 EDITORIAL AD

**Image:** 640x480 pixels  
**Title:** 50 characters  
**Body:** 345 characters  
Character count includes space

### FEATURED CONTENT

3



### Adventure To Your Heart's Content

#### Action Zipline Tours

See Big Bear in an exciting new way: by zipline, segway, hiking, or snowshoe. Enjoy views of Johnson Valley as you fly through the forest on high-speed ziplines! Trek a teetering suspension bridge over mountain terrain. For a slower pace, try a scenic segway tour of Big Bear or enjoy the beauty of the winter solitude on a snowshoe tour. Group discounts available!

[\[ LEARN MORE \]](#)

# 52% MORE LIKELY TO BE VIEWED

Consumers look at Native Ads 52% more frequently than banner ads.

Source: IPG & Sharethrough

AD TYPE	PLACEMENT	CAMPAIGN RATE
Editorial Ad	Falltacular Landing Page	\$400
Editorial Ad	Falltacular Blog Post	\$300

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# ADVERTISING OPPORTUNITIES

## 4 FALLTACULAR AD PACKAGE

Get in front of visitors and locals interested in Fall activities! Be included in a Mashup Ad on the Falltacular landing page, a Mashup ad on one Fall Blog, plus a Run of Campaign ad.

Campaign run dates are from after Labor Day through the end of November (or first snow).

# 70% PREFER NATIVE CONTENT

**Website visitors prefer learning about products through content versus standard display advertising.**

Source: Marketing Trend: Shift to Native Advertising Explained (Infographic), Inc.com



[< ALL BLOGS](#)

## What to Look For In A Big Bear Cabin Rental

POSTED: 07/06/20 | BY COOL CABINS

Sponsored Content

share »

### FALL BLOG TOPICS

- How to Plan a Fall Fishing Trip to Big Bear Lake
- Where to Find Fall Flavors in Big Bear Lake
- X Cozy Fall Getaway Ideas for Big Bear
- Plan Your Family Adventure This Fall in Big Bear
- X Unique Ways to View Fall Leaves in Big Bear

AD TYPE	PLACEMENT	CAMPAIGN RATE
Falltacular Ad Package	Falltacular Page Mashup Ad, Fall Blog Mashup Ad, & Featured Block Ad	\$600

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