



2024 DIGITAL ADVERTISING GUIDE

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



destination
signals

ADVERTISING OVERVIEW

VISITMESA.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.

2M+

ANNUAL
PAGEVIEWS ON
WEBSITE

31%

YOY INCREASE
IN ANNUAL SITE
TRAFFIC

86%

OF WEBSITE VISITS
ARE ON MOBILE

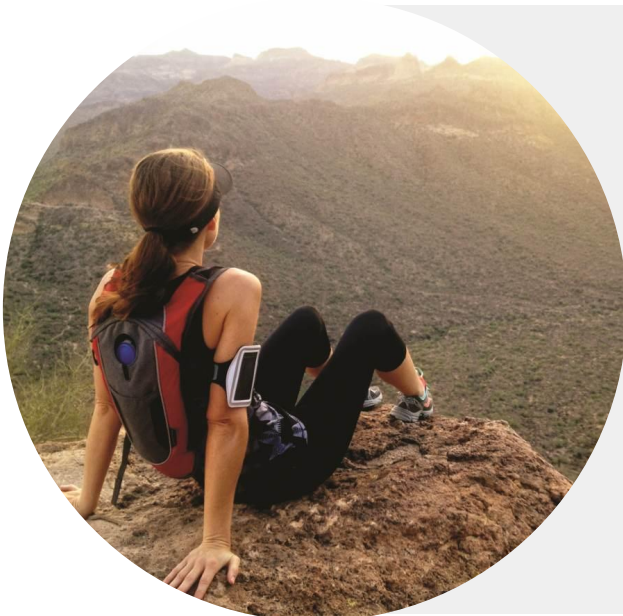
OUR VALUE PROPOSITION:

Travelers view the VisitMesa.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

FREQUENTLY ASKED QUESTIONS

1 WHO IS DESTINATION SIGNALS?

In partnership with the Visit Mesa, Destination Signals manages all digital advertising and sponsored content opportunities on VisitMesa.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?

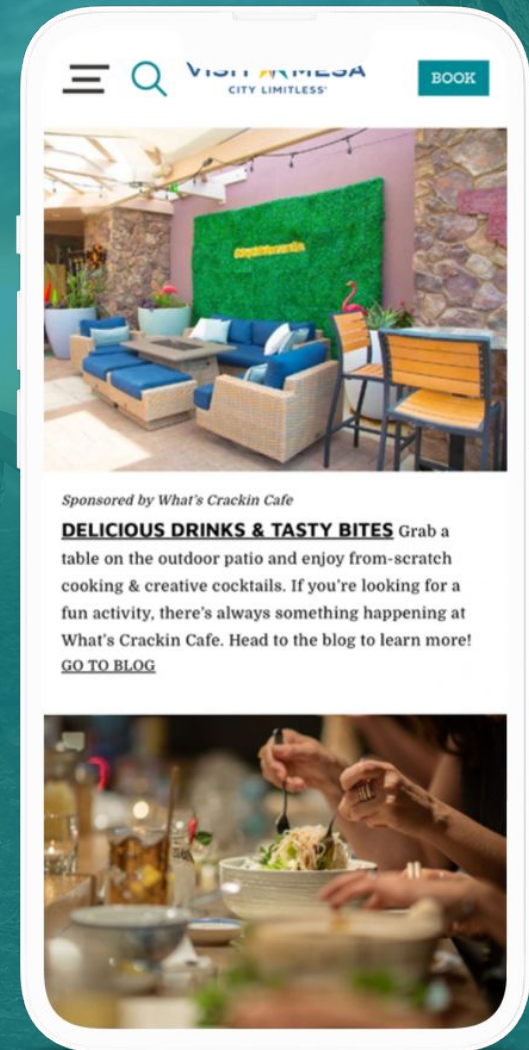
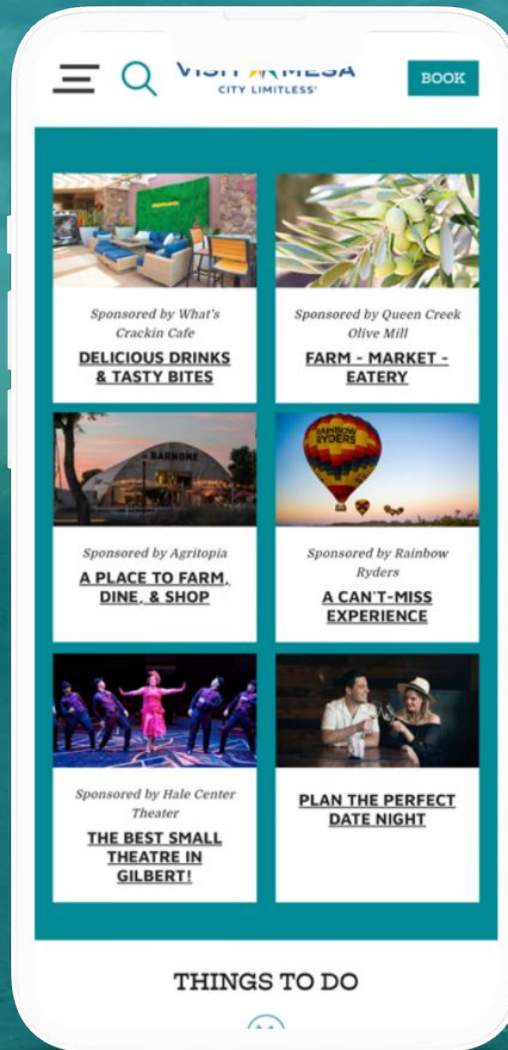
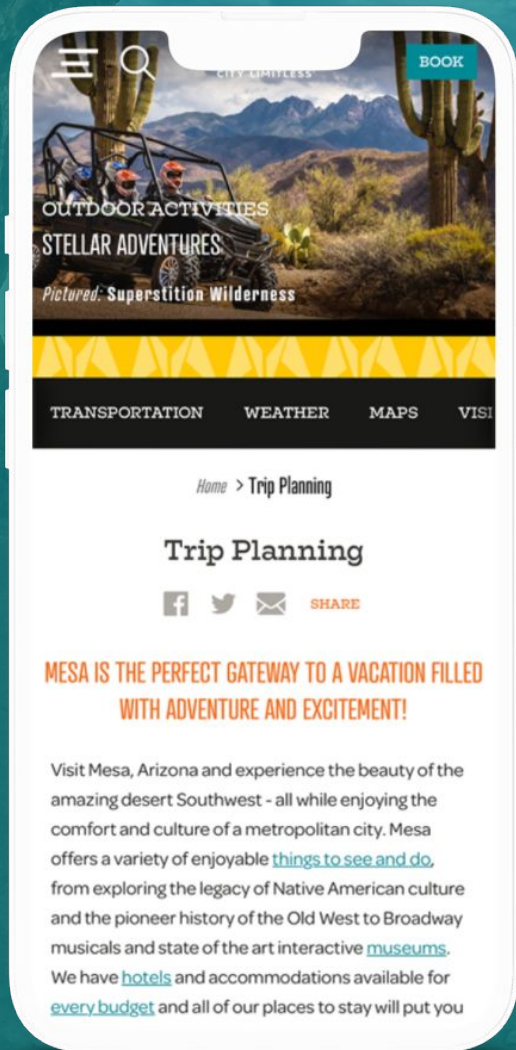
Destination Signals offers a turnkey service that will assist you in building out your ad content as a complimentary service

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 VISITMESA.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




SIX (6) PARTNERS ROTATE THROUGH THESE SIX SPOTS. APPEARS NEAR THE TOP OF THE PAGE.


WITH MOUNTAIN VIEWS




MESA'S NEWEST AND BEST STAYS




Sponsored by Queen Creek Olive Mill
FARM - MARKET - EATERY




Sponsored by Rainbow Ryders
A BUCKET LIST EXPERIENCE



Sponsored by Epicenter at Agritopia
GET TO THE EPICENTER



Sponsored by Hale Center Theater
THE BEST SMALL THEATRE IN GILBERT!



Sponsored by What's Crackin Cafe
SIP & SAVOR

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

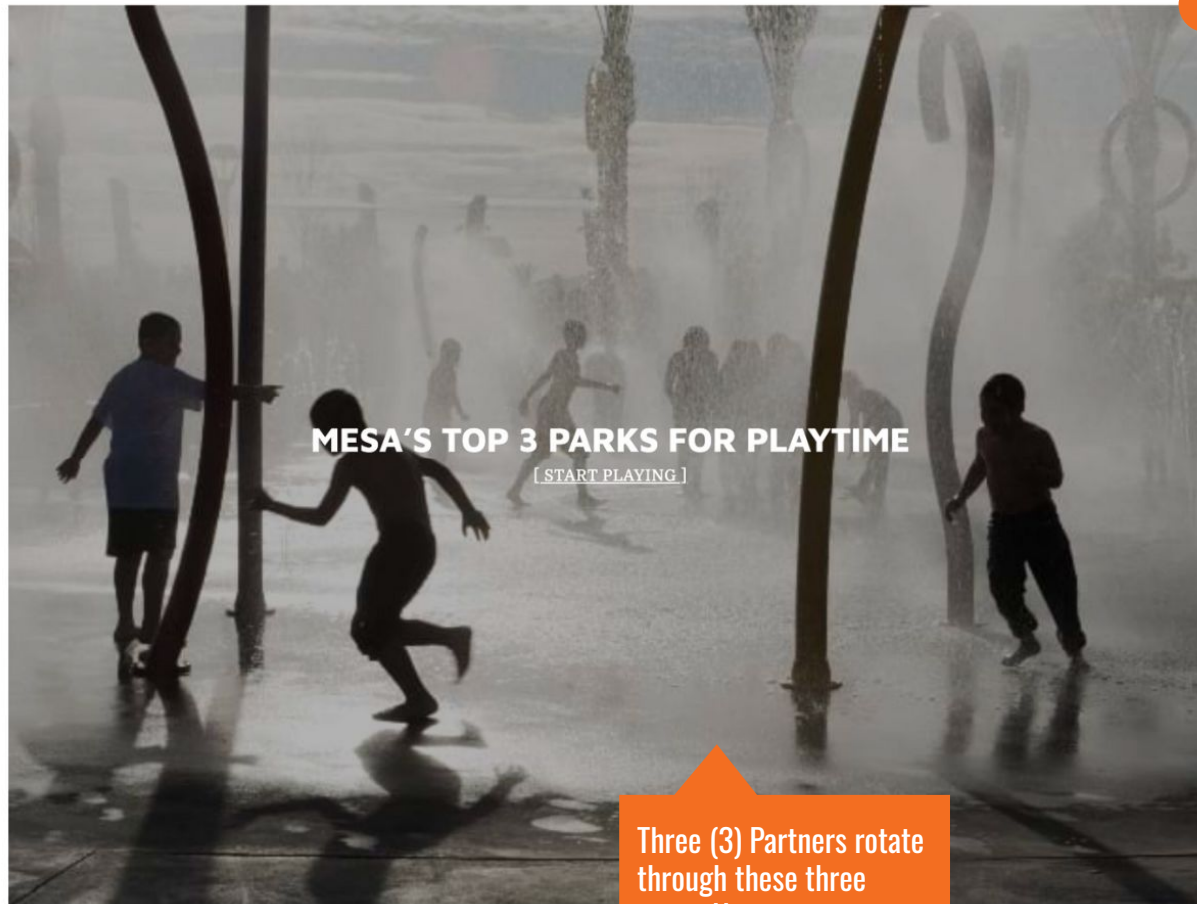
***Character count includes spaces



VISIT MESA
CITY LIMITLESS®

WHERE TO STAY

2



MESA'S TOP 3 PARKS FOR PLAYTIME

[START PLAYING]

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

2



RAINBOW RYDERS

Sponsored by Rainbow Ryders

SOAR OVER THE SONORAN
DESERT

[BOOK YOUR FLIGHT]

2



TOP TRAILS FOR DESERT FLORA

[GET THE LIST]

The outdoor adventure
soaring the skies in a ho

mountain tops, kayaking along calm rivers,
canyon-carved lakes, cycling the scenic

TOP DIGITAL OPTIONS

***MONTHLY RATES

| | FEATURED PARTNER | FEATURED CONTENT | FEATURED BLOCK |
|--------------------|------------------|------------------|----------------|
| RUN OF SITE | - | - | SOLD OUT |
| RUN OF BLOG | - | \$40.00 | - |
| HOMEPAGE | \$70.00 | \$55.00 | - |
| THINGS TO DO | \$55.00 | \$45.00 | - |
| OUTDOOR ACTIVITIES | \$20.00 | \$15.00 | - |
| ADVENTURE EXPLORER | \$190.00 | - | - |
| ACTIVE FAMILY | \$175.00 | - | - |
| FOOD & DRINK | \$20.00 | \$15.00 | - |
| FRESH FOODIE | \$100.00 | - | - |

SPONSORED BLOG

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



Posted By What's Crackin Cafe

June 14, 2023

Sponsored Content

Sip & Savor at What's Crackin Cafe



PULL UP A SEAT ON THE OUTDOOR PATIO AND ENJOY MOUTHWATERING BITES AND DELICIOUS DRINKS AT WHAT'S CRACKIN CAFE.

Upon entering [What's Crackin Cafe](#), patrons are greeted by friendly staff and a warm, light filled environment. Artwork covers the colorful walls and large garage doors can be opened to bring the outdoors inside. Dogs love relaxing on the outdoor patio where live music can be enjoyed several nights a week. Don't miss out on these top experiences at [What's Crackin Cafe](#)!



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

