

VISIT MESA
CITY LIMITLESS®



Destination Signals supports Mesa with
community activation—connecting local businesses with
residents and visitors through VisitMesa.com.



THE BEST WAY TO REACH LOCALS & VISITORS

VISITMESA.COM

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

1.4M+ ANNUAL
PAGEVIEWS

1.31% AVERAGE CTR OF
MESA'S AD PROGRAM

**industry average is 0.90% for native ads*

68% OF WEBSITE VISITS
ARE ON MOBILE DEVICES



TOP 5 REASONS TO ADVERTISE:

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

2: BUILD targeted, custom-tailored campaign strategies.

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

4: MEASURE your advertising performance and results.

5: SUPPORT Mesa. Your advertising dollars help power ongoing marketing campaigns to drive increased visibility and visitation for our community.

VISIT MESA
CITY LIMITLESS®

**TO GET STARTED TODAY CALL (800) 274-8774 x713
OR EMAIL ADS@VISITMESA.COM**

ADVERTISING OPPORTUNITIES

1 PEAK AD

Image: 640x480 pixels

Title: 30 characters

Body: 215 characters

Character count includes space

4X BETTER PERFORMANCE

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

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

IT'S NOT A CLIMB UPWARD.
IT'S A CLIMB INWARD.

LET'S GO >


WELCOME TO
MESA, ARIZONA

[f](#)
[t](#)
[e](#)
[SHARE](#)

PELLENTESQUE HABITANT MORBI TRISTIQUE SENECTUS AMET
NETUS ET MALESUADA FAMES AC TURPIS EGESTAS.

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1



Queen Creek Olive Mill
TOUR, SHOP, EAT, REPEAT. Discover our 100-acre olive farm to learn how olives are pressed into olive oil & taste your way our gourmet marketplace for olive oil, balsamic vinegar, olives & local treasures. [LEARN MORE](#)

PLACEMENT / SECTION	MONTHLY RATE
Events	\$200
Things To Do	\$133
Homepage, Trip Planning or Where to Stay	\$100
Food & Drink	\$50
Meeting Planners, Sports Planners or Travel Trade	\$33

ADVERTISING OPPORTUNITIES

2 FEATURED BLOCK AD

Image: 640x480 pixels

Title: 25 characters

Body: 120 characters


Character count includes space


WELCOME TO MESA, ARIZONA

[f](#)
[t](#)
[e](#)
[SHARE](#)


PELLENESQUE HABITANT MORBI TRISTIQUE SENECTUS AMET
NETUS ET MALESUADA FAMES AC TURPIS EGESTAS.

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Longbow Golf Club
TOP 20 COURSE IN AZ
Play through the award-winning course. Just minutes from Phoenix airport & Old Town Scottsdale. [\[LEARN MORE \]](#)



Red Door Escape Room
CAN YOU ESCAPE?
Experience a fully immersive escape room with one to seven of your friends. Can you escape in under 60 minutes? [\[LEARN MORE \]](#)



Sacramento Children's Museum
INSPIRE. CREATE. GROW.
Spark a life-long love of learning for the whole family at the Sacramento Children's Museum. Find hours, rates & more. [\[LEARN MORE \]](#)

48% OF EXPERIENCE BOOKINGS

Are happening once travelers arrive at their destination.

Source: Google Trend Insights (December 2018)

PLACEMENT	MONTHLY RATE
Run of Site	\$250

ADVERTISING OPPORTUNITIES

3 FEATURED LISTING

Image: 640x480 pixels

Title: 20 characters

Body: 140 characters

Character count includes space

18% MORE LIKELY
TO PURCHASE

Visitors show a greater intent to purchase with native ads versus standard display advertising.

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

THINGS TO DO

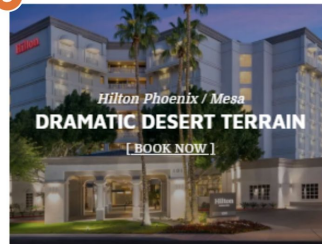


PELLENTESQUE HABITANT MORBI TRISTIQUE SENECTUS AMET
NETUS ET MALESUADA FAMES AC TURPIS EGESTAS.

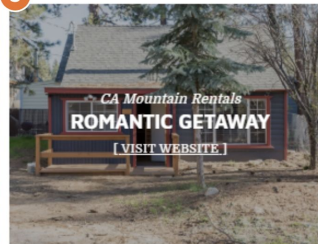
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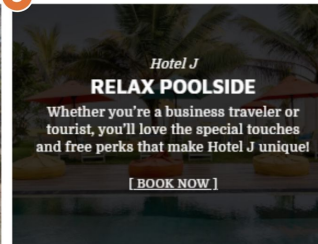
3



3



3



3



PLACEMENT / SINGLE PAGE	MONTHLY RATE
Things to Do	\$83
Hotels & Motels	\$50
Food & Drink	\$33
Day Trips, Family Fun, Outdoor Activities or RV Resorts	\$25
Arts & Culture, Campgrounds, Concerts, Entertainment, Golf or Shopping	\$20

ADVERTISING OPPORTUNITIES

4 MASHUP AD

Image: 640x480 pixels

Title: 25 characters

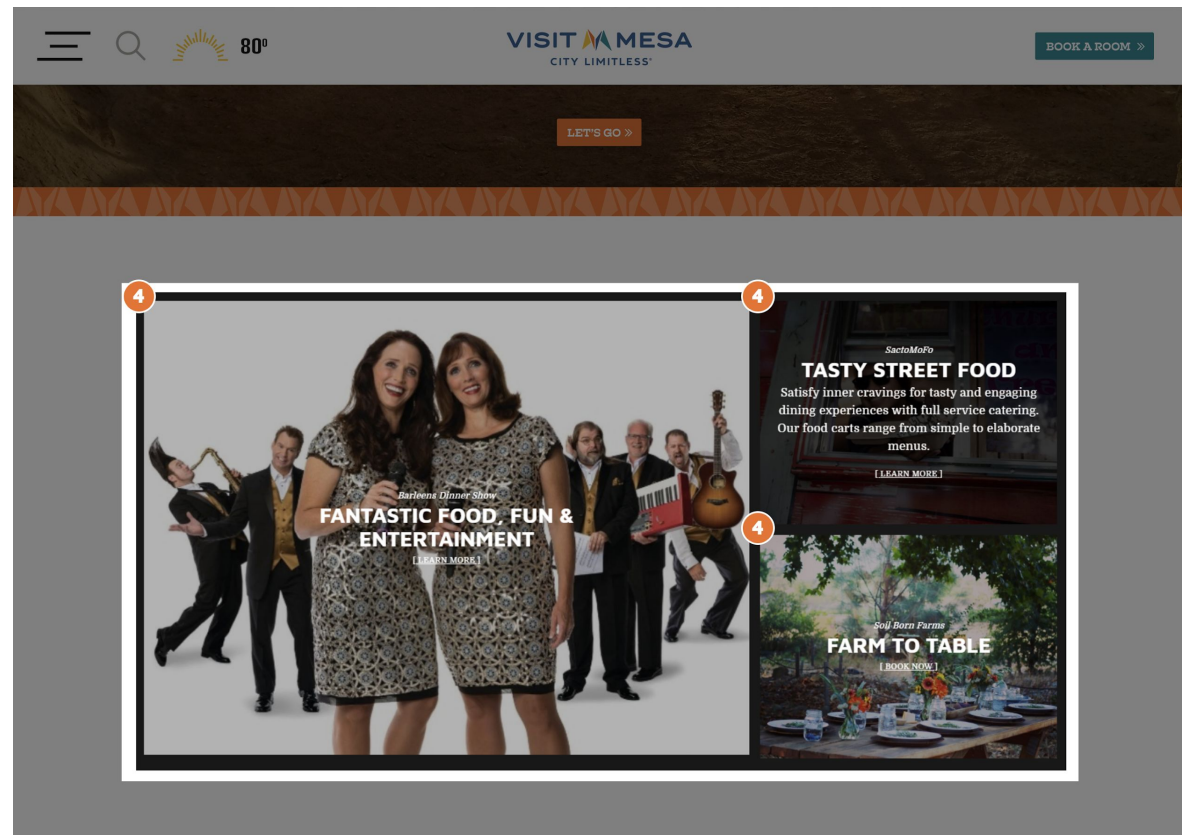
Body: 140 characters

Character count includes space

2X MORE VIEWS THAN EDITORIAL CONTENT

Consumers looked at Native Ads 2x more than editorial content and spent the same number of seconds viewing.

Source: IPG & Sharethrough



PLACEMENT / SINGLE PAGE	MONTHLY RATE
Things to Do	\$100
Homepage	\$75
Where to Stay or Trip Planning	\$50
Food & Drink, Hotels & Motels, Shopping or Outdoor Activities	\$33
Meeting Planners, Sports Planners, Travel Trade, RV Resorts, Campgrounds, or Entertainment	\$17

ADVERTISING OPPORTUNITIES

5 EDITORIAL AD

Image: 640x480 pixels

Title: 50 characters

Body: 345 characters

Character count includes space

5x BETTER MOBILE PERFORMANCE

Mobile ad campaigns are five times more effective than other online advertisements.

Source: Mobile Marketer

The screenshot shows the Visit MESA website header with navigation icons, a search bar, a weather widget showing 80°, and a 'BOOK A ROOM' button. The main banner features the text 'IT'S NOT A CLIMB UPWARD. IT'S A CLIMB INWARD.' with a 'LET'S GO' button. Below the banner is an editorial ad for Schnepf Farms, marked with a '5' in an orange circle. The ad includes a photo of fresh vegetables and text describing the farm's offerings and a link to view events.

PLACEMENT / SINGLE PAGE	MONTHLY RATE
Things to Do	\$116
Homepage	\$83
Where to Stay or Trip Planning	\$66
Food & Drink, Hotels & Motels, Outdoor Activities or Shopping	\$41
Meeting Planners, Sports Planners Travel Trade, Entertainment, RV Resorts or Campgrounds	\$25

ADVERTISING OPPORTUNITIES

6 SPONSORED BLOG

Tell your story to potential visitors and locals! Sponsored Blogs maintain the same tone and editorial feel as our blogs. Our team will write, optimize and publish an approved blog for your business, then drive traffic to it through house ads and social media.

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

QUEEN CREEK

By Visit MESA Team

OFFERING THE CONVENIENCE OF THE CITY WITH THE COMFORT OF THE COUNTRY, QUEEN CREEK IS A SHORT DRIVE FOR A BIG EXPERIENCE.

Find yourself surrounded by beautiful mountain views and small-town friendliness as you enjoy unique dining, entertainment and outdoor experiences in Queen Creek, Arizona.

Whether you're interested in exploring the Wild West on horseback, or slowing the pace to enjoy a glass of wine or delectable treat in an unexpected desert location - an olive or peach grove - Queen Creek offers unrivaled experiences for foodies, outdoor fanatics and shoppers.

PLACEMENT	MONTHLY RATE
Sponsored Blog + House Ad	\$150

ADVERTISING OPPORTUNITIES

7 HERO IMAGE AD

Image: 1920x1080 pixels

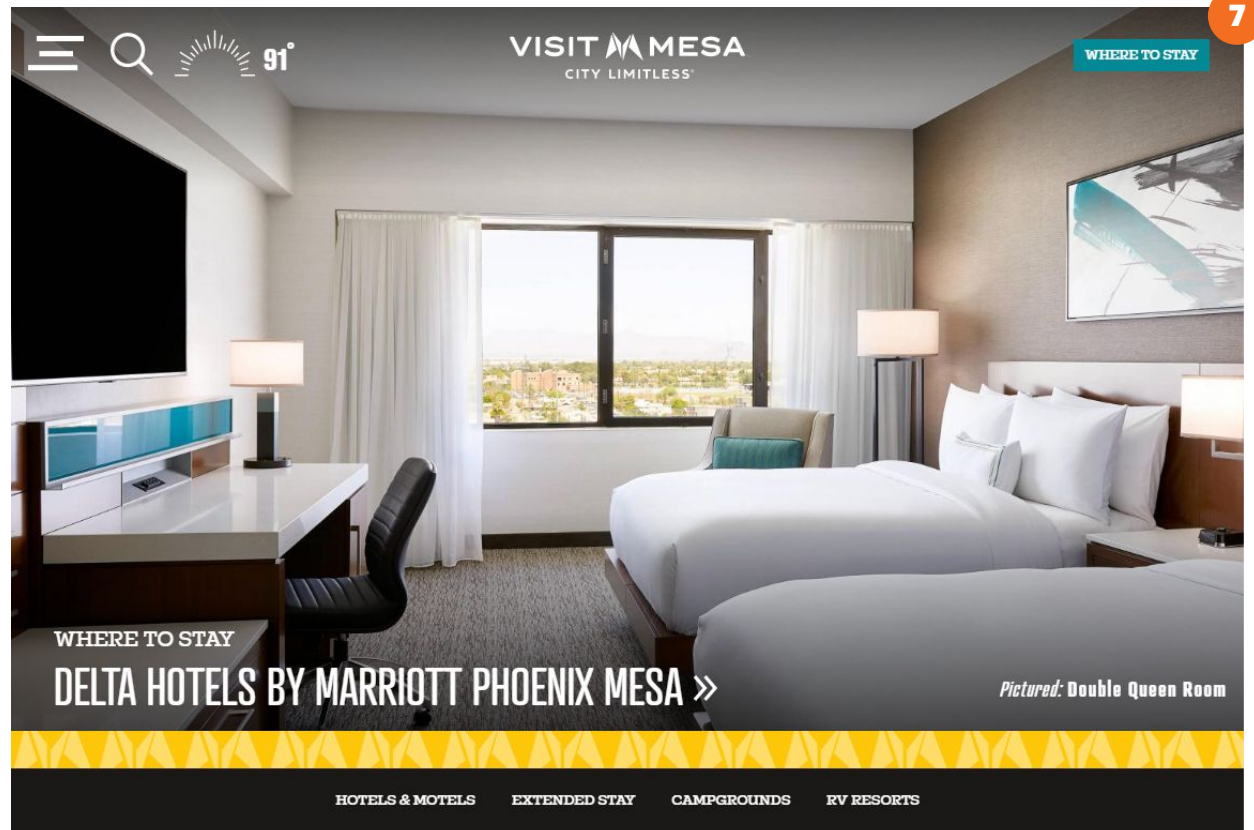
Title: 25 characters

Character count includes space

88% OF MOBILE SEARCHES END IN CALL OR VISIT

Consumers who search for a local business on their mobile call or visit that business within a day.

Source: Social Media Today



[Home](#) > [Where to Stay](#)

PLACEMENT / SINGLE PAGE	MONTHLY RATE
Events	\$166
Things to Do	\$133
Homepage	\$100
Where to Stay or Trip Planning	\$83
Food & Drink, Hotels & Motels, Shopping or Outdoor Activities	\$66
Meeting Planners, Sports Planners, Travel Trade, Entertainment, RV Resorts or Campgrounds	\$40

(800) 274-8774 x713 | ADS@VISITMESA.COM

AD HIERARCHY

- 1 HERO IMAGE AD**
- 2 PEAK AD**
- 3 FEATURED BLOCK AD**
- 4 EDITORIAL AD**
- 5 MASHUP AD**
- 6 FEATURED LISTING**

