

VISIT

CHARLOTTESVILLE

ALBEMARLE COUNTY

VISIT CHARLOTTESVILLE | DESTINATION SIGNALS

DIGITAL ADVERTISING GUIDE

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



**DESTINATION
SIGNALS**

A TEMPEST COMPANY

ADVERTISING OVERVIEW

3.4 MILLION

Annual Pageviews

695 THOUSAND

Annual Visitors



VALUE PROPOSITION

Travelers view the Visit Charlottesville 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 MICHAEL.DEANGELIS@DESTINATION SIGNALS.COM

FREQUENTLY ASKED QUESTIONS

1 WHO IS DESTINATION SIGNALS?

In partnership with Visit Charlottesville, Destination Signals manages all digital advertising and sponsored content opportunities.

2 HOW DOES BILLING WORK?

We are happy to set up billing monthly, quarterly or annually for placements directly through Destination Signals. We send over an authorization form to set you up on monthly automatic payments via credit card unless you request otherwise.

3 HOW DO I BUILD CREATIVE FOR MY ADS?

Our team will provide complimentary content recommendations for your digital ads and sponsored blogs.

4 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.

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

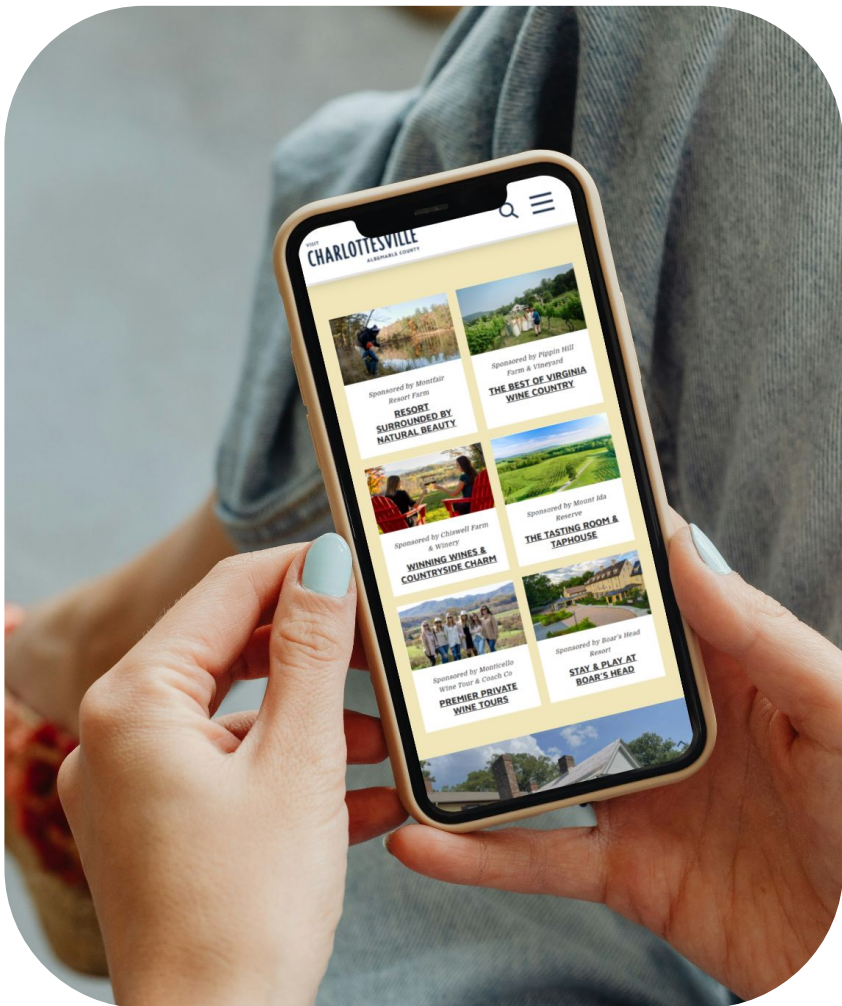
We can feature up to two businesses in one placement if there's a strong tie-in, but we recommend separate ads for better targeting.

6 I HAVE MULTIPLE THINGS TO PROMOTE. HOW OFTEN CAN I SWAP OUT ADS?

We recommend running each creative for at least 90 days to align with typical trip planning windows. If promoting events, aim to launch ads at least 30 days in advance to reach travelers while they're still planning.

7 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.



FEATURED PARTNER

- Inspire visitors, be one of the first things they see when they come to VisitCharlottesville.org
- **Featured Partner** is a targeted placement that is showcased near the top of the page
- Partners rotate evenly around the six spots available through this placement

640 x 360
Image Specs

35 CHARACTERS*
Headline/Title

**Character count includes spaces*

FEATURED CONTENT

- Leverage this large format display to promote your business and everything you offer
- Featured Content is a targeted placement that is visible around the middle of the page
- Partners rotate evenly around the three spots available through this placement

640 x 480

Image Specs

35 CHARACTERS*

Headline/Title

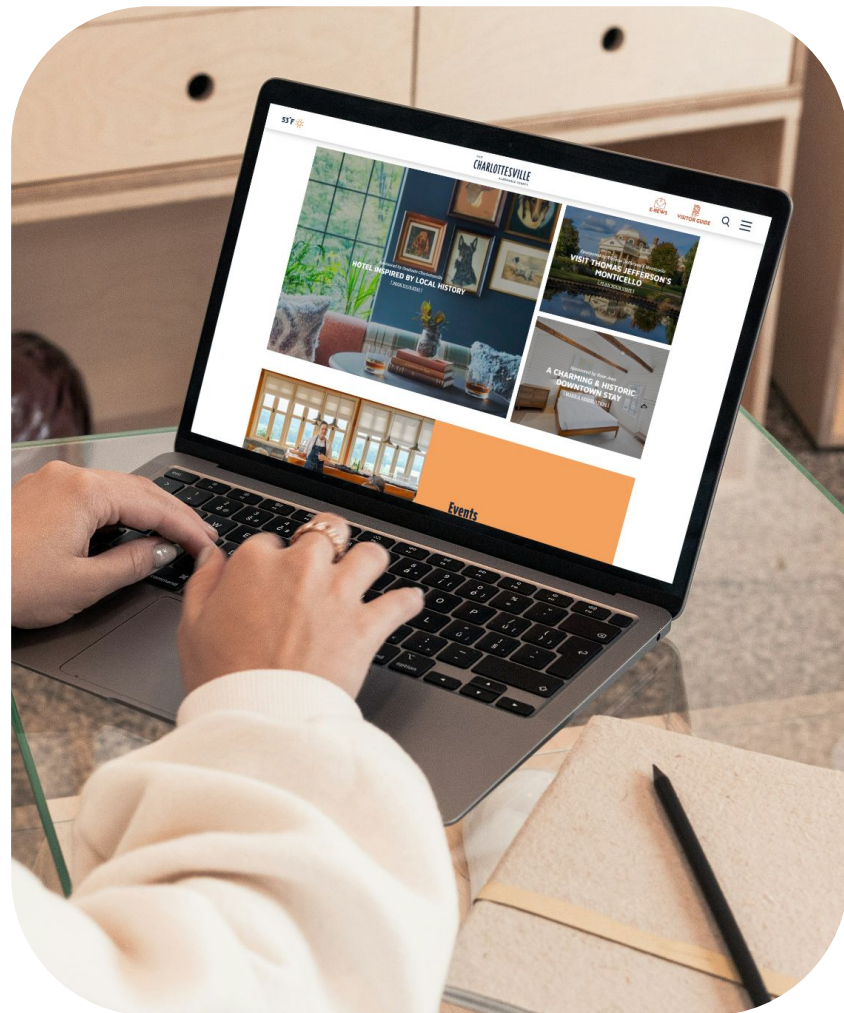
250 CHARACTERS*

Body Copy

20 CHARACTERS*

Call-to-Action

**Character count includes spaces*



TOP DIGITAL OPTIONS

Monthly Rates

	FEATURED PARTNER	FEATURED CONTENT
RUN OF BLOG	-	\$95.00
HOMEPAGE	\$140.00	\$100.00
THINGS TO DO	\$185.00	\$145.00
FAMILY FUN	\$125.00	\$100.00
WINERIES	\$135.00	\$110.00
EVENTS	\$180.00	\$145.00
PLACES TO STAY	\$105.00	\$85.00
FOOD & DRINK	\$130.00	\$105.00
PLAN	\$30.00	\$25.00

SPONSORED BLOG

- A **Sponsored Blog** is a professionally written article tailored towards your business, service, or offerings in an evergreen format that lives in the blog section of **VisitCharlottesville.org**
- It is promoted using Featured Partner and Featured Content placements for 1, 3, 6 or 12 month periods of time
- This collaboration between our team and yours, allows us to research topics, create content, and initiate optimization to ensure high performance
- Our team conducts in-depth keyword research to ensure your **Sponsored Blog** targets high-performing search terms, maximizing visibility & engagement
- You also have the option of doing a round up, which is a blog article featuring multiple businesses



SPONSORED BLOG OPTIONS

	1-MONTH	3-MONTH	6-MONTH	12-MONTH
Monthly Costs	\$450.00	\$350.00	\$300.00	\$200.00
Word Count	At Least 500	At Least 500	At Least 500	At Least 800
Links	At Least 3	At Least 3	At Least 3	At Least 10
Images	At Least 3	At Least 3	At Least 3	At Least 5
Content Creation	Complimentary	Complimentary	Complimentary	Complimentary
SEO Optimization	Included	Included	Included	Included
Keyword Research	Included	Included	Included	Included
Blog Promotion	Included (x2)	Included (x2)	Included (x2)	Included (x2)



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THANK YOU

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