

SEDONA

ARIZONA



2023/2024 SPONSORED CONTENT GUIDE

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



destination
signals

ADVERTISING OVERVIEW

VISIT SEDONA 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.

3.4M+ ANNUAL
PAGEVIEWS ON
WEBSITE

68% OF WEBSITE
VISITORS ARE
AGED 25-54

62% OF WEBSITE VISITS
ARE ON MOBILE

OUR VALUE PROPOSITION:

Travelers view the Visit Sedona 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 Visit Sedona, Destination Signals manages all digital advertising and sponsored content opportunities on VisitSedona.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?

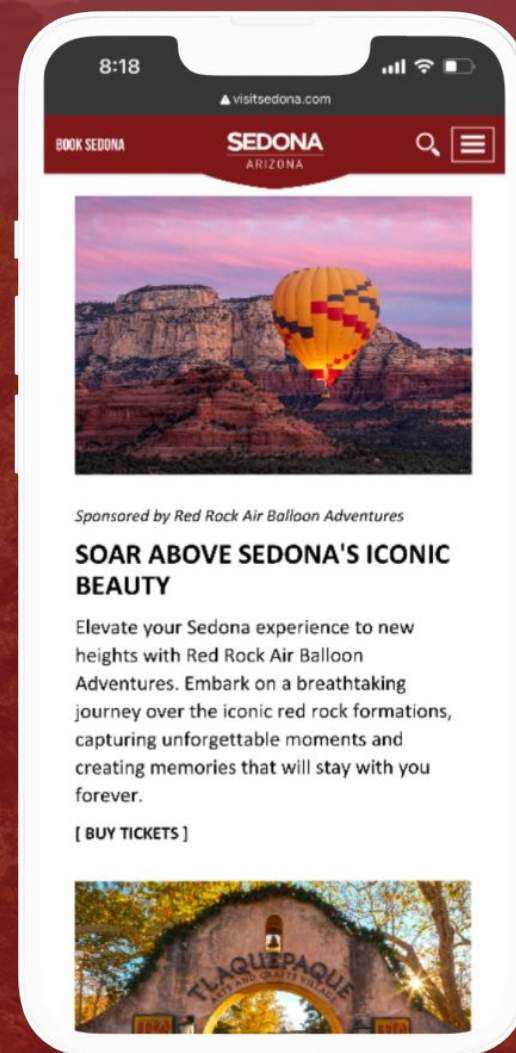
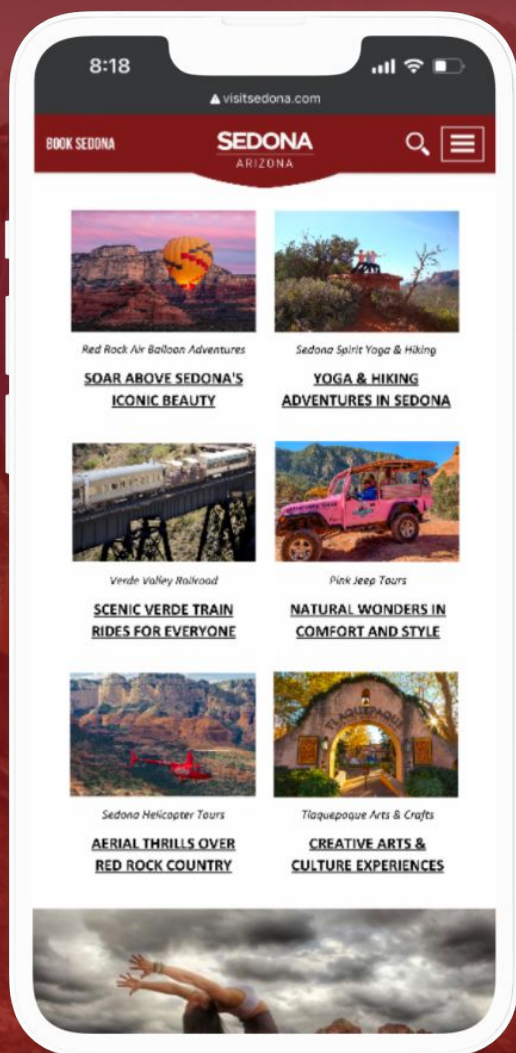
Yes. Through A/B testing we can promote two different businesses or offerings with a single spot. Some placements can also have the content split up so you are promoting relevant ads in the section they are appearing on the site

8 DO YOU OFFER NON-PROFIT DISCOUNTS?

Yes. All non-profits receive a 40% discount on all digital ads purchased and placed on VisitSedona.com

DIGITAL ADVERTISING

DIGITAL ADVERTISING & SPONSORED CONTENT
THROUGH VISITSEDONA.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.

 <div>1</div>	 <div>1</div>	 <div>1</div>	 <div>1</div>	 <div>1</div>	 <div>1</div>
Red Rock Air Balloon Adventures	Sedona Spirit Yoga & Hiking	Verde Valley Railroad	Pink Jeep Tours	Sedona Helicopter Tours	Tlaquepaque Arts & Crafts
<u>SOAR ABOVE SEDONA'S ICONIC BEAUTY</u>	<u>YOGA & HIKING ADVENTURES IN SEDONA</u>	<u>SCENIC VERDE TRAIN RIDES FOR EVERYONE</u>	<u>NATURAL WONDERS IN COMFORT AND STYLE</u>	<u>AERIAL THRILLS OVER RED ROCK COUNTRY</u>	<u>CREATIVE ARTS & CULTURE EXPERIENCES</u>

FEATURED CONTENT

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

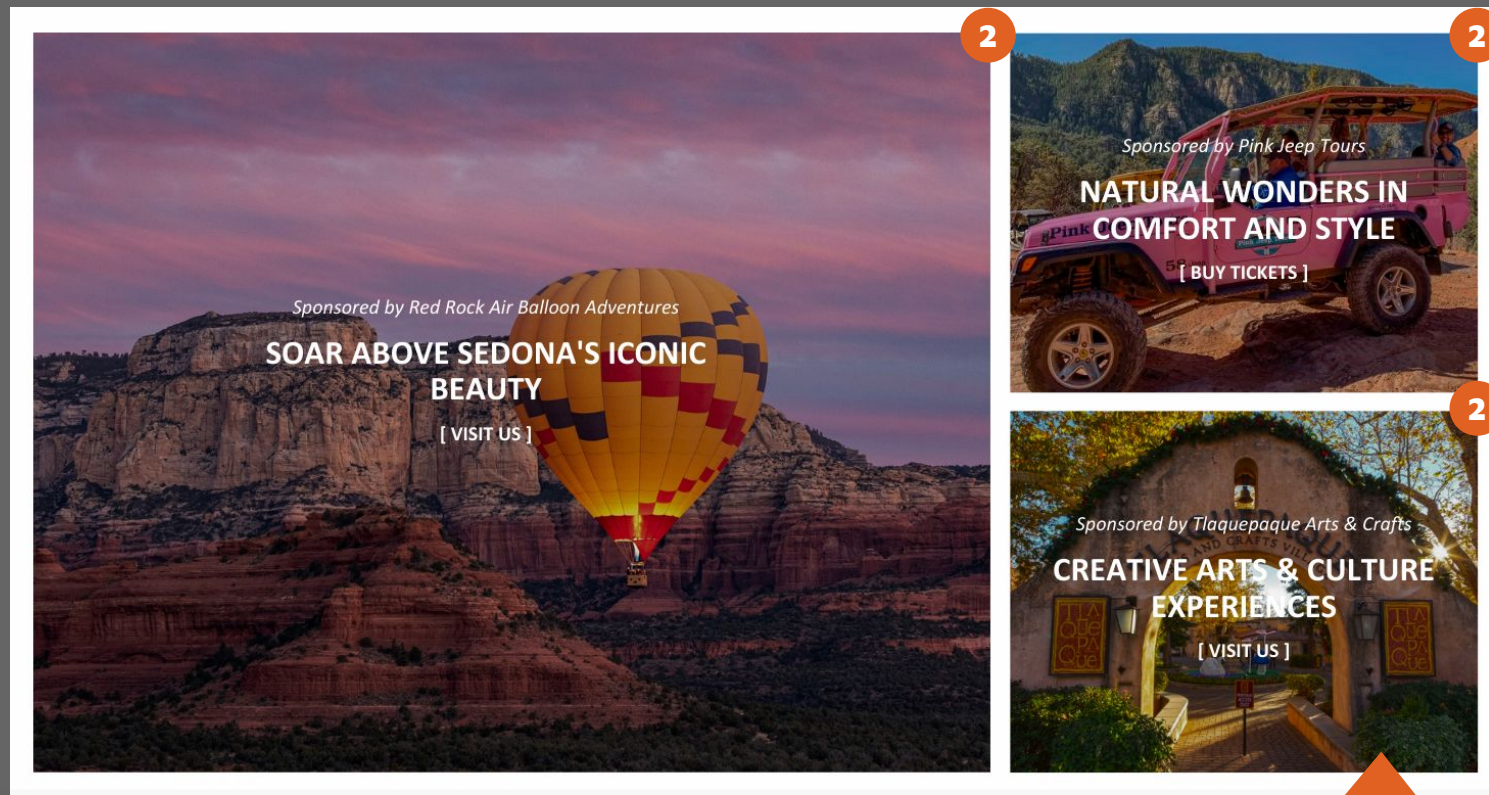
SPECS

IMAGE: 640x480 pixels

TITLE: 35 characters

BODY: 250 characters

***Character count includes spaces



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

FEATURED BLOCK

LOOKING FOR EXPOSURE? THIS RUN OF SITE FEATURE IS OUR BEST OPTION FOR COVERAGE ACROSS THE SITE

SPECS

IMAGE: 640x640 pixels

TITLE: 25 characters

BODY: 125 characters

***Character count includes spaces



Enchantment Resort

YOUR ULTIMATE RETREAT AWAITS!

Escape to Enchantment Resort in Sedona and immerse yourself in the breathtaking beauty of red rock landscapes.

[BOOK NOW]



Pink Jeep Tours

NATURAL WONDERS IN COMFORT AND STYLE

Get ready to uncover the heart of the desert's beauty and history, all from the comfort of our iconic pink jeeps.

[BUY TICKETS]



Red Rock Balloon Adventure

SOAR ABOVE SEDONA'S ICONIC BEAUTY

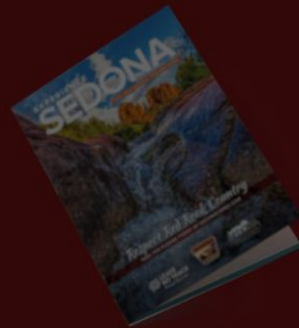
Elevate your trip as you drift peacefully above the majestic landscapes, creating memories that will be with you forever.

[BUY TICKETS]

EXPERIENCE SEDONA VISITOR GUIDE

Want to know where to eat? Where to shop? Where to stay? Curious about special events? Sedona's unique history? Or would you like to view a map of our most famous hiking trails?

You can ORDER our glossy, magazine-style Experience Sedona Visitor Guide, or view the GUIDE ONLINE for free



Three (3) Partners rotate through these three spots. Appears at the bottom of 75% of the website pages.

FIND A ROOM

Check-In



Check-Out



All Lodging

SEARCH

SEDONA
ARIZONA

TOP DIGITAL OPTIONS

***MONTHLY RATES

	FEATURED PARTNER	FEATURED CONTENT	FEATURED BLOCK
RUN OF SITE	-	-	\$200.00
RUN OF BLOG	-	\$115.00	-
HOMEPAGE	\$3730.00	\$245.00	-
THINGS TO DO	\$265.00	\$210.00	-
SPIRITUAL & WELLNESS	\$135.00	\$110.00	-
OUTDOOR ADVENTURE	\$95.00	\$80.00	-
EVENTS	\$125.00	\$100.00	-
DINING & DRINKS	\$50.00	\$40.00	-
WHERE TO STAY	\$95.00	\$65.00	-

SPONSORED BLOG

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

72°

SEDONA
ARIZONA

BOOK SEDONA NOW



MENU

<< BACK

SPONSORED CONTENT

5

SENSATIONAL SUMMER ABOARD AN AUTHENTIC ARIZONA ADVENTURE

Summer in the Sedona area is the perfect time for early morning and early evening excursions, and on Saturdays, now through September, Verde Canyon Railroad offers both.



AUTHOR

**ELLEN ROBERTS VERDE CANYON
RAILROAD**



SEARCH BLOGS BY CATEGORY

Awards Art Events Food
General Sedona Info Health Hiking
History Leave No Trace Lodging
Music Outdoor recreation Spa

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

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THANK YOU!!

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



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