Explore YORK

EXPLORE YORK | DESTINATION SIGNALS

DIGITAL ADVERTISING GUIDE

Destination Signals supports Explore York with community activation — connecting local businesses with motivated travelers and locals.

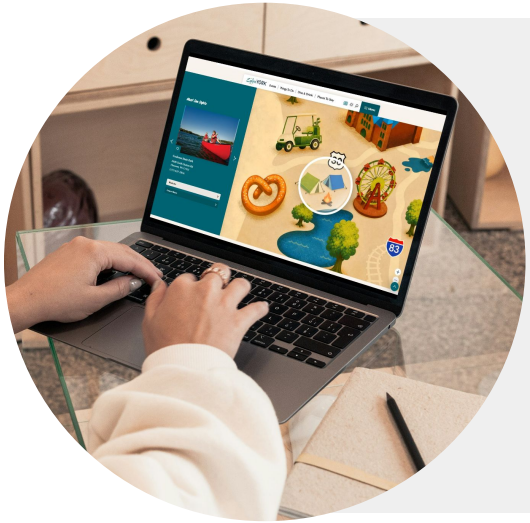
DESTINATION SIGNALS

A TEMPEST COMPANY

ADVERTISING OVERVIEW

1.4 MILLION
Annual Pageviews

602 THOUSAND
Annual Visitors



VALUE PROPOSITION

Travelers view the Explore York 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@DESTINATIONSIGNALS.COM

FREQUENTLY ASKED QUESTIONS

1 WHO IS DESTINATION SIGNALS?

In partnership with Explore York, 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?

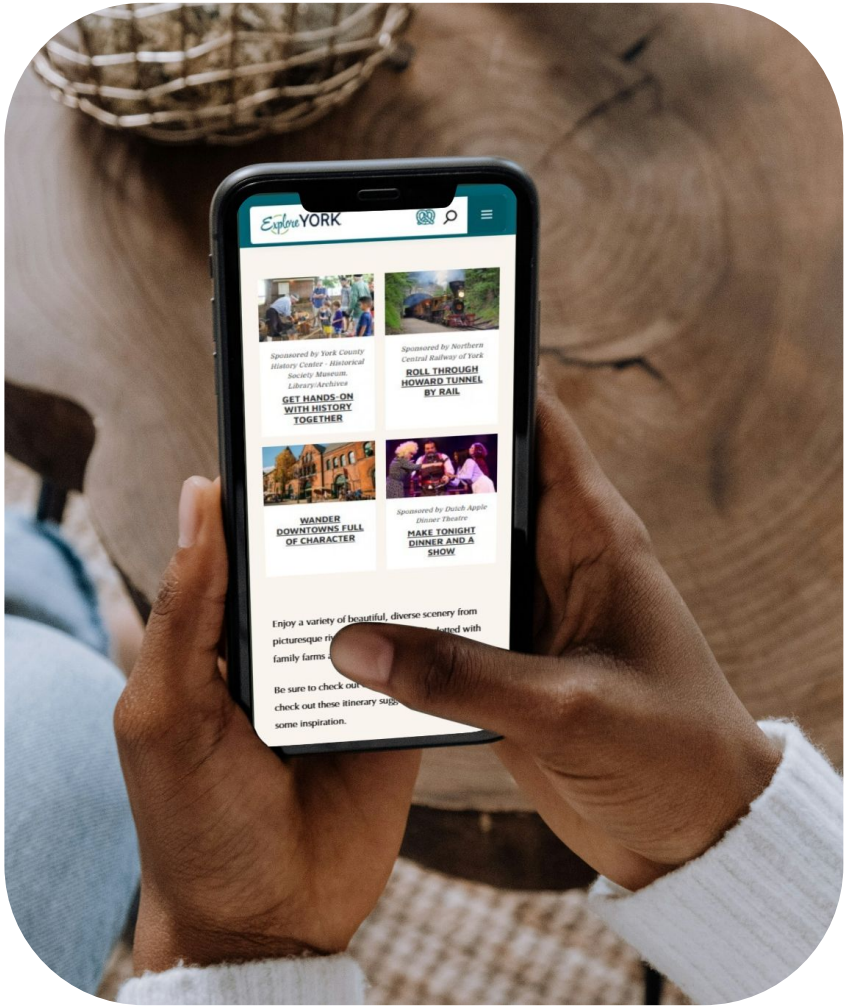
We can feature up to two businesses in one placement if there's a strong tie-in, but we recommend separate ads for better targeting.

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 **YorkPA.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

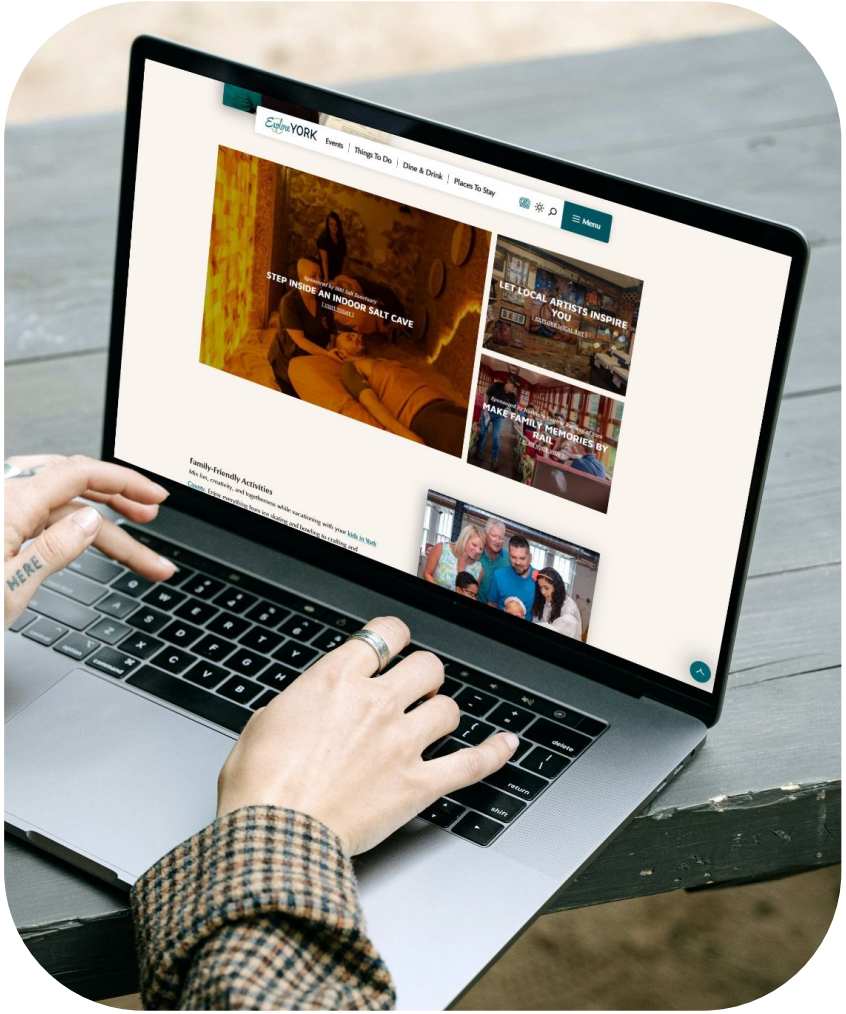
640 x 480
Image Specs

35 CHARACTERS*
Headline/Title

250 CHARACTERS*
Body Copy

20 CHARACTERS*
Call-to-Action

**Character count includes spaces*



FEATURED BLOCK

- Looking for huge exposure? This placement is our best option for coverage across the site
- **Featured Block** is a run-of-site placement that is showcased above the footer of the page.
- Partners rotate evenly around the three spots available through this placement

640 x 640 Image Specs	**25 CHARACTERS*** Headline/Title
125 CHARACTERS* Body Copy	**20 CHARACTERS*** Call-to-Action

**Character count includes spaces*

TOP DIGITAL OPTIONS

Monthly Rates

	FEATURED PARTNER	FEATURED CONTENT	FEATURED BLOCK
RUN OF SITE			$110.00
HOMEPAGE	$185.00		
THINGS TO DO	$135.00	$110.00	
WEEKEND EVENTS	$125.00		
DINE & DRINK	$40.00	$35.00	
ATTRACTIONS	$35.00		
PLACES TO STAY	$15.00	$15.00	
PLAN YOUR TRIP	$10.00		

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THANK YOU!

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