



LONGBOAT KEY | ST. ARMANDS | LIDO KEY | SIESTA KEY | CASEY KEY | VENICE | MANASOTA KEY | ENGLEWOOD | NORTH PORT

2023 MARKETING OPPORTUNITIES



VisitSarasota.com

VISIT SARASOTA MARKETING PROGRAMS



SOCIAL MEDIA TAKEOVER

Benefit from Visit Sarasota's highly engaged audience on FACEBOOK and INSTAGRAM.

- › Submit your content for posting on VSC's channels
- › Perfect for arts groups, attractions and outdoor activities outfitters

OFFICIAL SARASOTA COUNTY MAP

- › Reach in-market visitors with your ad on maps distributed inside our Visitor Information Centers



CUSTOM SAVOR SARASOTA PACKAGES

- › Receive an enhanced listing on SavorSarasota.com and a one-day takeover of Visit Sarasota County's Facebook and Instagram channels



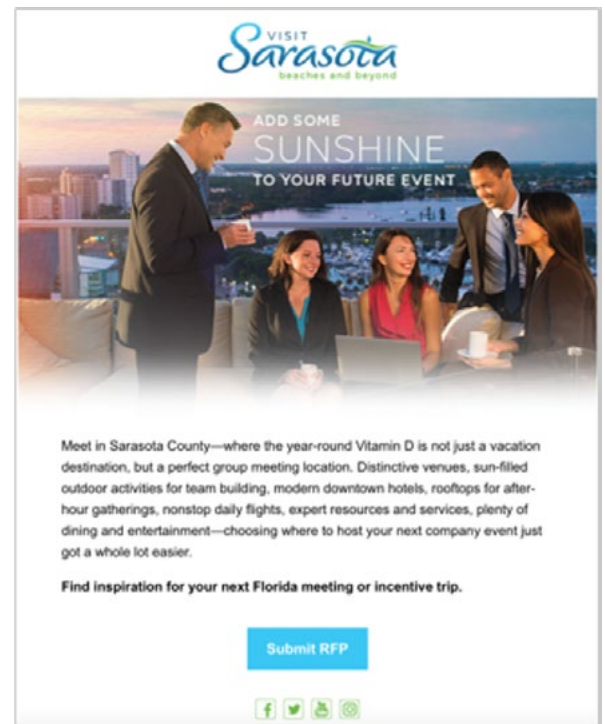
CO-OP MARKETING PROGRAMS

Participate in Visit Sarasota County's cooperative marketing program and receive premium space in digital advertising targeted to highly qualified audiences of travelers interested in exploring Florida.

DIRECT EMAIL PROGRAMS

ePro for Meeting Planners

- › Placement in co-branded email sent to 81,000 opted-in meeting organizers that are actively deciding where to bring their business meetings, conventions and trade-show audiences
- › Features your photo and text following Visit Sarasota's introductory photo and text, and links to your webpage
- › Visit Sarasota County paying down 55% of the cost
- › **Partner Cost:** \$1,500 per email placement
- › 6 packages available (2 emails with 3 spaces each, dates TBD)



eTarget for Sports & Events Planners

- › Placement in co-branded email sent to 52,871 opted-in U.S.-based coaches and event organizers searching for destinations and spaces to host and entertain their athletes, teams and supporters
- › Features your photo and text following Visit Sarasota's introductory photo and text, and links to your webpage
- › **Partner Cost:** \$250 per email placement (includes follow-up email!)
- › 6 packages available (2 emails with 3 spaces each, dates TBD)

CO-OP MARKETING PROGRAMS

VISIT FLORIDA DISPLAY AD PROGRAMS

*Digital banner ads
must feature VISIT
FLORIDA's logo*

VISIT FLORIDA First-Party

- › Co-branded ads are served to users who have already expressed interest in visiting Florida
- › Features your photography and brand alongside VISIT FLORIDA's and links to your webpage
- › 2-month campaign, with 70% paid by VISIT FLORIDA and Visit Sarasota
- › **Partner Cost:** \$3,000 total

TripAdvisor First-Party

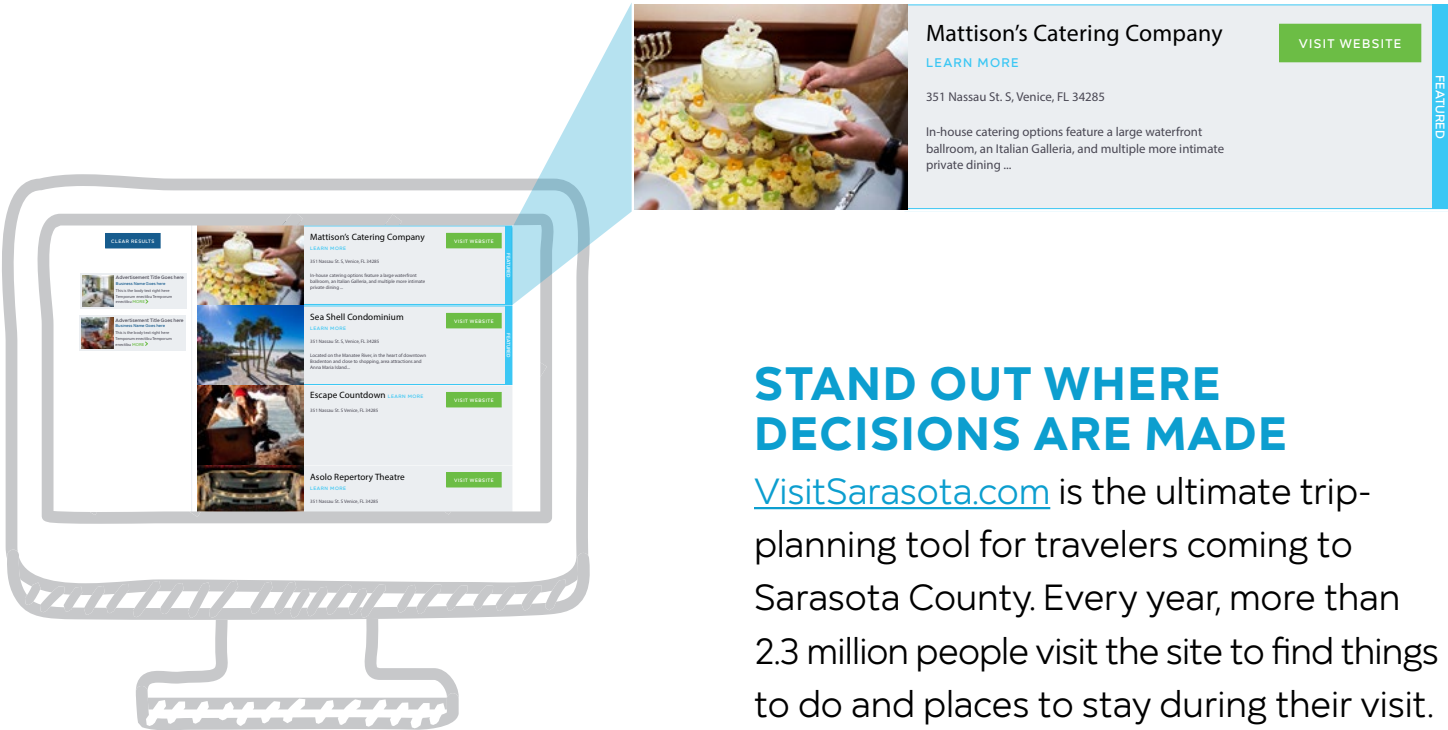
- › Serves your ads to active TripAdvisor travel planners
- › Average CTR for Visit Sarasota campaign is 0.12% (national average is 0.09%)
- › 1-month campaign
- › 500,000 impressions
- › Features your creative ad and/or native content, and links to your webpage
- › 50% savings, with 50% paid down by Visit Sarasota's contribution
- › **Partner Cost:** \$2,500
- › 4 packages available



FEATURED BUSINESS LISTINGS

Featured **BUSINESS LISTINGS** allow you to reach an incredibly qualified audience that is looking to convert.

FEATURED LISTING



STAND OUT WHERE DECISIONS ARE MADE

VisitSarasota.com is the ultimate trip-planning tool for travelers coming to Sarasota County. Every year, more than 2.3 million people visit the site to find things to do and places to stay during their visit.

Listings Rates

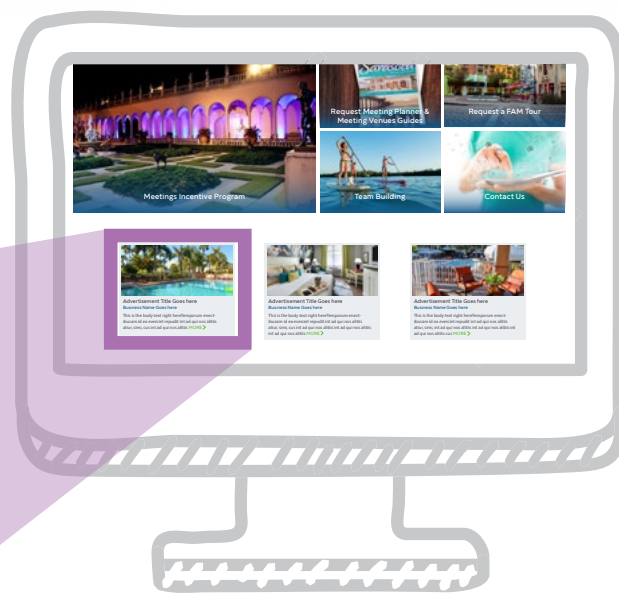
	Partner Rate
Featured Listing on VisitSarasota.com (12 months)	\$995
Featured Listing on SavorSarasota.com (3 months)	\$250

LISTINGS ADVANTAGES

- › Includes picture & highlighted background
- › Clicks directly to advertiser's website

BANNER ADVERTISING

Promote your business to the 2 million+ people that use [VisitSarasota.com](https://www.visit Sarasota.com) to plan their trips. Clicks drive consumers directly to your website.




1



40 max character Headlines
45 max character Business Name
180 max body text right hereTemporum enectibusam id ea everciet repudit int ad qui nos alitiis atitur, simi, cus int ad qui nos alitiis int ad qui nos alitiis int ad qui nos alitiis [MORE >](#)

2



25 max character headline
30 max character Business Name
80 max body characters right heres int ad qui nos alitiis int ad qui nos alitiis [MORE >](#)

AD UNITS

Both your NATIVE BANNER and NATIVE RECTANGLE (at left) are seamlessly integrated into the site design.

1. Native Banner
2. Native Rectangle

Rates

Units are sold in a package. Earn a lower CPM at each impression tier below. Impression amounts are available between tiers.

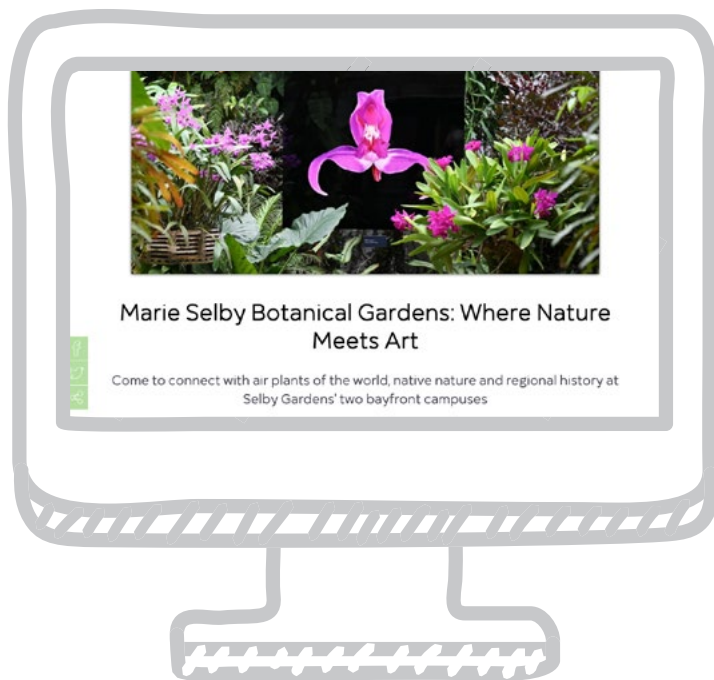
Total Impressions	Partner Rate	Non-Partner Rate
25,000	\$500	\$625
100,000	\$1,800	\$2,250
300,000	\$4,800	\$6,000
500,000	\$7,000	\$8,750

CREATIVE BEST PRACTICES:

- **Frame 1 (attention):** Use an attention-grabbing tagline and a powerful image. Copy should communicate why you are a not-to-be-missed experience.
- **Frame 2 (interest/desire):** Create interest and desire by utilizing experiential imagery, tagline and body copy.
- **Frame 3 (call to action):** Drive response by using a strong call-to-action (CTA). Tell the users what you want them to do (Click Here) and why they should do it.

CUSTOM CONTENT CREATION

Leverage the expertise of our editorial and video teams, who will write an article or produce a video (or both!) featuring your experience. Your custom, high-quality content will be featured on [VisitSarasota.com](https://www.visit Sarasota.com) for one year. You also own the content for use on your site indefinitely.



ARTICLE CREATION

- 1. EXPERIENTIAL ARTICLE** to live on VisitSarasota.com for 1 year. Our editorial team will conduct keyword research to ensure you get the most lift and exposure.
- 2. Your article will be PROMOTED** across the website, through house ad inventory and on Visit Sarasota's social media channels.
- 3. QUALITY TRAFFIC** is driven to your site through organic links within the article and 100% ownership of all native and display ad units on the page, giving you the ability to communicate relevant and timely messaging.

VIDEOS CONVERT TRAVELERS.

We'll create a custom video showcasing your destination or business, to be promoted on VisitSarasota.com as well as through your channels.

Custom Content Rates

Partner Rates*

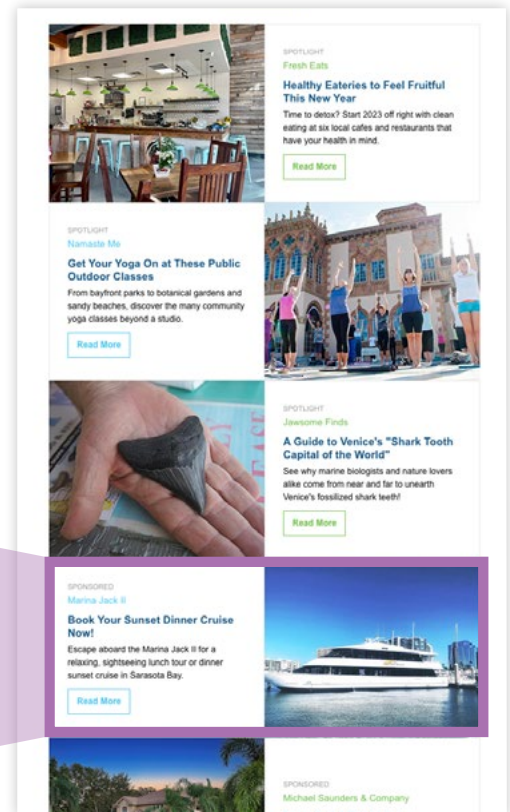
Video Creation	\$7,500 with VO talent only, no on-camera talent**	\$10,900 with on-camera talent/host**
	\$2,750 optional add-on for additional shoot day	\$3,500 optional add-on for additional shoot day
Article Creation	\$3,000	
NEW Content Package: Video, Article & Social Media Post	\$10,000	

*Add 20% to above rates for non-partners. **Hotel costs not included.

CONSUMER ENEWSLETTERS

MONTHLY ENEWSLETTER

- › Partners are showcased in a native format integrated into the newsletter content.
- › Clicks are driven directly to your site with a tracking code that allows you to measure results.
- › Reach an engaged and active travel-planning audience. Every month, subscribers are inspired with rich stories showcasing what to see and do in Sarasota County.



CUSTOM ENEWSLETTER

Reach Visit Sarasota's **45,000+** audience of opt-in subscribers through email targeting.

It's all about you. The **100% SHARE OF VOICE CUSTOM EMAIL** focuses solely on your business, destination or event, driving all clicks to your website. This newsletter is sent to Visit Sarasota's subscriber database in a branded template featuring a single message, allowing you to tailor your approach.

Newsletter Rates Per Issue

	Partner Rate	Non-Partner Rate
Featured Spotlight in Monthly Newsletter	\$750	\$940
Custom Enewsletter	\$4,000	\$5,000
Relocation-Specific Custom Enewsletter	\$4,000	\$5,000



LEAD GENERATION

Gain exposure in front of our most qualified audience and grow your opt-in database with our Lead Generation program.

RECEIVE
LEADS
ON A WEEKLY
BASIS

GROW
YOUR
OPT-IN
DATABASE

HOW IT WORKS:

1. When a user selects to receive an newsletter or guide from our website, they are directed to a confirmation page upon submitting their request.
2. There, users are able to choose to receive info from any mix of participating partners.
3. Upon opting to receive info, the user immediately receives an auto-generated email from the partner. You in turn receive weekly leads for your fulfillment. This program enhances the user's vacation-planning experience by allowing them instant and easy access to travel-planning info from partners.

Upon requesting info from you, visitors receive an immediate, auto-generated email written by you.

Leads Rates

Per Lead

Minimum

\$2

200 leads

Must be a Visit Sarasota partner to participate. No leads will be distributed to a non-partner.

MEDIA RELATIONS OPPORTUNITIES

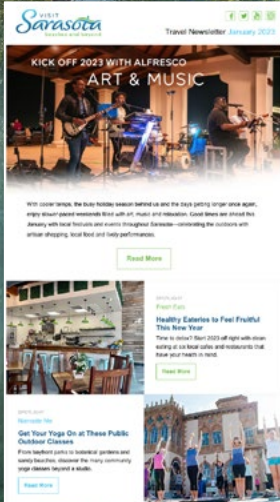
Participate in the Media Marketplace at IPW in San Antonio, Texas in May 2023. The opportunity for access and appointments to the attending International and Domestic Media. Must represent accommodations based in Sarasota County and have the ability to host media at your property/properties. **Cost: \$500** Email Erin Duggan at EDuggan@VisitSarasota.com.

Interested in hosting visiting VIPs? (Media, Influencers, Meeting Planners, Sports Event Rights holders, Coaches, etc.) If interested in garnering press and group business for your property, please alert Nate Sweetman at NSweetman@VisitSarasota.com with information on what dates you'd be available to host and, if you are able to host at a complimentary rate, the rate that you can offer.

PROGRAM AT A GLANCE

Integrated Marketing Packages

CONSUMER ENEWSLETTER



VISITSARASOTA.COM



VISIT SARASOTA SOCIAL CHANNELS



VISIT FLORIDA CO-OPS



BEFORE YOU GO...

Custom opportunities are available. Tell us what interests you, and we'll work with you to create a program that fits your goals.

To participate in the 2023 program, contact:



Andy Roberts
Travel Media Marketing Executive

941-342-2429

Sales@VisitSarasota.org

Andy works directly with Sarasota partners to architect a tailored and diversified campaign strategy.



Visit Sarasota County
internal contact:

Erin Duggan
Vice President

941-955-0991 ext.108

EDuggan@VisitSarasota.org

