

VISIT
SANTA BARBARA
THE AMERICAN RIVIERA®

2016-2017 Co-op Advertising Agreement
Digital, Print, & Social Media

Visit Santa Barbara is pleased to offer the following cooperative advertising placements available exclusively to VSB Members. Please refer to the Spec Sheet on page three or the Sales Deck at <http://santabarbaraca.com/vsb-members/members/co-op-advertising/> for additional detail.

PRINT		TIMEFRAME	TOTAL
Los Angeles Magazine - Miss Nothing campaign partner			
Quarter inclusion \$1420	<input type="checkbox"/>	In Market Dates: Dec 24 - Jan 23	
Dedicated inclusion (complete buy-out) \$5680	<input type="checkbox"/>	In Market Dates: Dec 24 - Jan 23	
Note: buy-out of above opportunity for sole dedicated inclusion			
Los Angeles Magazine - Individual Print Ads*			
Quarter Page + Advertorial \$3279	<input type="checkbox"/>	In Market Dates: Dec 24 - Jan 23	
Half Page + Advertorial \$7226	<input type="checkbox"/>	In Market Dates: Dec 24 - Jan 23	
Note: partner supplies all artwork			
Full Page + Advertorial \$11,370	<input type="checkbox"/>	In Market Dates: Dec 24 - Jan 23	
Note: partner supplies all artwork			
Sunset Magazine - Miss Nothing campaign partner			
Quarter inclusion \$400	<input type="checkbox"/>	In Market Dates: Jan 15 - Feb 14	
Note: 4 partner spaces available			
Sunset Magazine - Individual Advertorial*			
Advertorial Inclusion \$1250	<input type="checkbox"/>	In Market Dates: Jan 15 - Feb 14	
Note: partner supplies all artwork			
Sunset Summer Trips - Miss Nothing campaign partner			
Quarter inclusion \$1250	<input type="checkbox"/>	In Market Dates: May 6 - Sep 30	
Note: 4 partner spaces available			

DIGITAL BANNERS		TIMEFRAME						TOTAL
Note: Select month by listing requested start date.		Nov	Dec	Jan	Feb	Mar	Apr	
Sunset \$500 (per 3 week run time)	<input type="checkbox"/>	write start date	unavailable	write start date	write start date	write start date	write start date	
Timeout \$500 (per 4 week run time)	<input type="checkbox"/>	write start date	unavailable	write start date	write start date	write start date	write start date	
Roots Rated \$500 (per 6 week run time)	<input type="checkbox"/>	write start date	unavailable	write start date	write start date	write start date	write start date	
Tasting Table \$500 (per 4 week run time)	<input type="checkbox"/>	write start date	unavailable	write start date	write start date	write start date	write start date	
Traveler Targeting \$500 (per 6 week run time)	<input type="checkbox"/>	write start date	unavailable	write start date	write start date	write start date	write start date	
Trip Advisor \$200 (per 3 week run time)	<input type="checkbox"/>	write start date	unavailable	write start date	write start date	write start date	write start date	
Video Overlay \$500 (per 2 week run time)	<input type="checkbox"/>	write start date	unavailable	write start date	write start date	write start date	write start date	

DIGITAL ADVERTORIAL		TIMEFRAME	TOTAL
RootsRated.com			
Dedicated advertorial article \$400	<input type="checkbox"/>	In Market Dates: In perpetuity	
Note: partner supplies all artwork			
Timeout.com			
Advertorial Inclusion \$500	<input type="checkbox"/>	In Market Dates: Nov 22 - Mar 31	
Note: partner supplies all artwork			
TastingTable.com			
Advertorial Inclusion \$200	<input type="checkbox"/>	In Market Dates: Jan 1 - Mar 31	
Note: partner supplies all artwork			

SOCIAL MEDIA*		TIMEFRAME							TOTAL	
MONTHLY OPPORTUNITIES										
Note: VSB will work with partners on timing during month selected.		Nov	Dec	Jan	Feb	Mar	Apr	May	June	
Original Promoted Content \$750 <input type="checkbox"/>										
Custom Social Itinerary (shared) \$800 <input type="checkbox"/>										
(dedicated buy-out) \$2350 <input type="checkbox"/>										
CUSTOM VIDEO SHOOT										
Note: Timing to be dependent upon VSB's editorial calendar.										
Original Video Content + Advertising \$5000 <input type="checkbox"/>		Note: Timing to be dependent upon VSB's editorial calendar.								
With Facebook Canvas Advertising upgrade \$1650 <input type="checkbox"/>										

All content and materials submitted for co-op inclusion must adhere to Visit Santa Barbara's standards of quality, particularly social media. Visit Santa Barbara retains the right approve, reject, or modify content in consultation with co-op participants in order optimize reach and engagement with its community.

GRAND TOTAL	\$
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☐ Yes, keep me posted by email of additional Miss Nothing campaign opportunities that Visit Santa Barbara may have available throughout the year: _____

All fields required.

Name:	Company:		
Full Billing Address:			
Creative Assets	Email Address:		
Contact Name:			
Signature:			Date

Orders will be accepted beginning October 13, 2016, at 10am. Email agreements to Membership@SantaBarbaraCA.com.

Sponsorships will be assigned based upon availability and in the order received by Visit Santa Barbara. All creative must be approved by Visit Santa Barbara.

Visit Santa Barbara's Co-op Advertising Policy: Only TBID lodging members and county-wide non-lodging VSB members can purchase Co-Op advertising offered from Visit Santa Barbara, including website and direct communication sponsorships, offline and online Co-Op advertising placements. Non-lodging VSB members include; Attractions, Museums, Tours, Entertainment, Professional Associations, Dining, Professional Services, Retail, Transportation, Wineries. Members with invoices delinquent 60 days and over are not eligible to participate in additional cooperative opportunities. All invoices are due upon receipt.

*Designates opportunities available outside of Miss Nothing campaign.

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2016-2017 Co-op Advertising Spec Sheet

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For further details, refer to the Sales Deck at

<http://santabarbaraca.com/vsb-members/members/co-op-advertising/>.

Oulet	Opportunity	Assets Required	Ad Run Date	Asset deadline for partners
PRINT				
Los Angeles Magazine	Quarter inclusion or Dedicated inclusion	25 words of copy Hi res image(s)	In market: 12/24 - 1/23	10/25/2016
Los Angeles Magazine	1/4 page individual print ad	3.5 x 4.75" partner-provided ad 1 hi res image 60 words of copy	In market: 12/24 - 1/23	10/25/2016
Los Angeles Magazine	1/2 page individual print ad	6.75 x 4.625" partner-provided ad 1-3 hi res images 125 words of copy	In market: 12/24 - 1/23	10/25/2016
Los Angeles Magazine	Full page individual print ad	6.75 x 9.5" partner-provided ad 3-5 hi res image 250 words of copy	In market: 12/24 - 1/23	10/25/2016
Sunset Magazine	Quarter inclusion	25 words of copy Hi res image	In market: 1/15 - 2/14	10/25/2016
Sunset Magazine	Individual advertorial	250 words of copy Hi res image	In market: 1/15 - 2/14	10/25/2016
Sunset Summer Trips	Quarter inclusion	25 words of copy Hi res image	In market: 5/6 - 9/30	2/22/2017
DIGITAL BANNERS				
Digital banners	Banner Ad	Hi res image Logo	ongoing	six weeks prior to start date
DIGITAL ADVERTORIAL				
Roots Rated	Full article	Bullet points Hi res image	In market in perpetuity	six weeks prior to live date
Timeout	Advertorial inclusion	Bullet points Hi res image	11/22 - 3/31	10/25/2016
Tasting Table	Advertorial incusion	Bullet points Hi res image	1/1 - 3/31	10/25/2016
SOCIAL MEDIA				
Facebook, Twitter	Original Promoted Content	Bullet points Hi res images	ongoing	two weeks prior to run date
Facebook, Twitter, Pinterest, SantaBarbaraCA.com	Custom Social Itinerary	Bullet points Hi res images	ongoing	two weeks prior to run date
Facebook, Twitter, Instagram, YouTube, SantaBarbaraCA.com	Original Video Content + Advertising	Ability to schedule 1-3 days of shooting Bullet points Hi res images	ongoing	TBD upon contract receipt
Facebook, Instagram, Twitter, YouTube, SantaBarbaraCA.com	Facebook Canvas Advertising	Hi quality video Bullet points Hi res images	ongoing	TBD upon contract receipt