

Visit  
**SAINT PAUL**  
.COM



## 2023 SPONSORED CONTENT GUIDE

Destination Signals supports Saint Paul with community activation — connecting local businesses with residents and visitors through VisitSaintPaul.com



destination  
signals

# SPONSORED CONTENT

## VISIT SAINT PAUL REACHES VISITORS BEFORE, DURING, AND AFTER THEIR VACATION

When traveling, visitors want to experience our community as locals do. They want to eat where locals eat, shop where locals shop, and find all the "hidden spots" to experience. Visit Saint Paul is viewed as a trustworthy resource for everything there is to do, positioning us perfectly to promote your business to the millions a year who ask us.

**1.3M+** ANNUAL  
PAGEVIEWS ON  
WEBSITE

**37%** YEAR-OVER-YEAR  
INCREASE IN SITE  
TRAFFIC

**64%** OF WEBSITE VISITS  
ARE ON MOBILE



### TOP 5 REASONS TO ADVERTISE:

**REACH** a qualified audience of wealthy, educated visitors and locals

**BUILD** targeted, custom-tailored campaign strategies

**ACCESS** sponsored content placements, which outperform traditional display advertising 4 to 1

**MEASURE** your sponsored content performance and results

**SUPPORT** Saint Paul. Your advertising dollars help power ongoing marketing campaigns to drive increased visibility and visitation for our community

**TO GET STARTED, PLEASE EMAIL  
SAINTPAUL@DESTINATION SIGNALS.COM**

# FREQUENTLY ASKED QUESTIONS

## 1 WHO IS DESTINATION SIGNALS?

In partnership with Visit Saint Paul, Destination Signals manages all digital advertising and sponsored content opportunities on VisitSaintPaul.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

## 4 HOW DOES BILLING WORK?

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 HOW MUCH DOES IT COST TO PARTICIPATE IN THE DESTINATION ADVERTISING PROGRAM?

Pricing ranges from \$10-\$130 monthly depending on the page you'd like to be placed on.

## 8 DO YOU OFFER NON-PROFIT DISCOUNTS?

Yes. All non-profits receive a 50% discount on all digital ads purchased and placed on VisitSaintPaul.com



# FEATURED PARTNER

STAND OUT FROM OTHER  
BUSINESSES

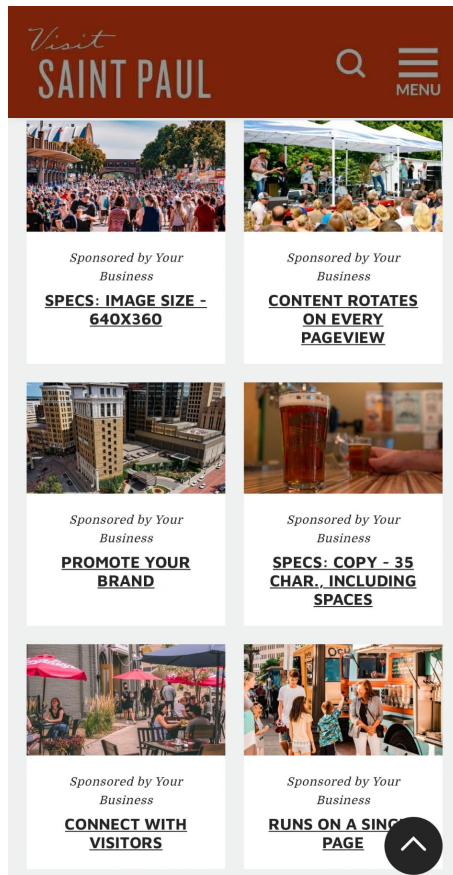
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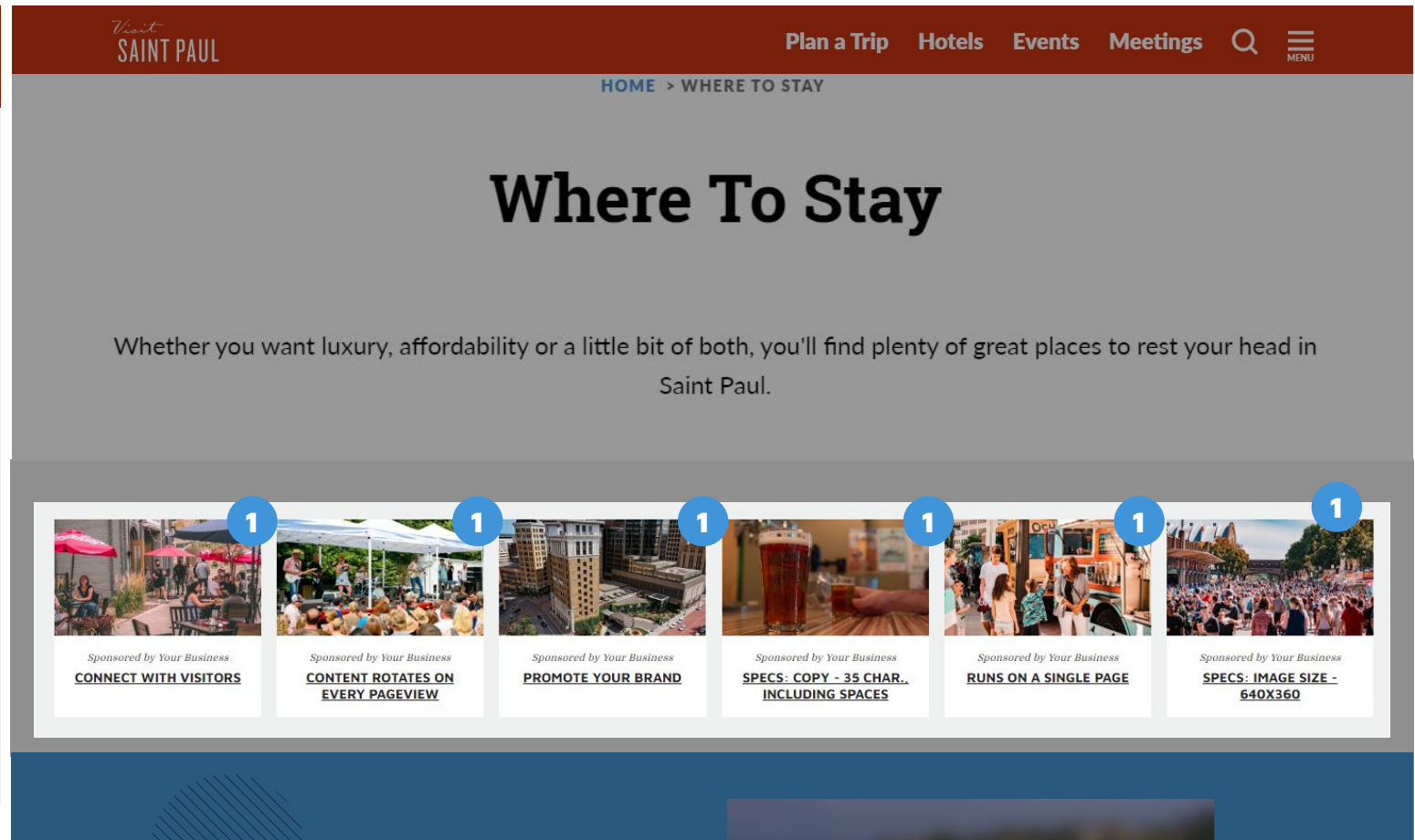
TITLE: 35 characters

BODY: N/A

\*\*\*Character count includes spaces



( MOBILE )



( DESKTOP )

# FEATURED CONTENT

VISUAL PLACEMENT, SECURE  
ONE OR ALL THREE BOXES TO  
PROMOTE YOUR BUSINESS

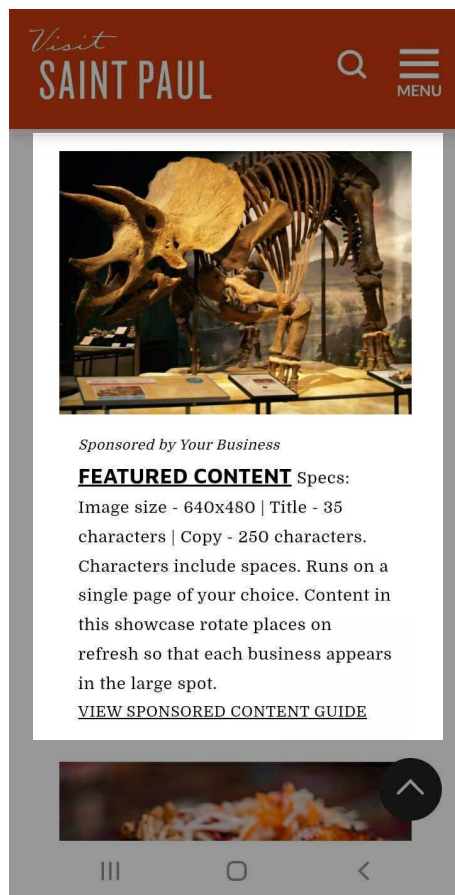
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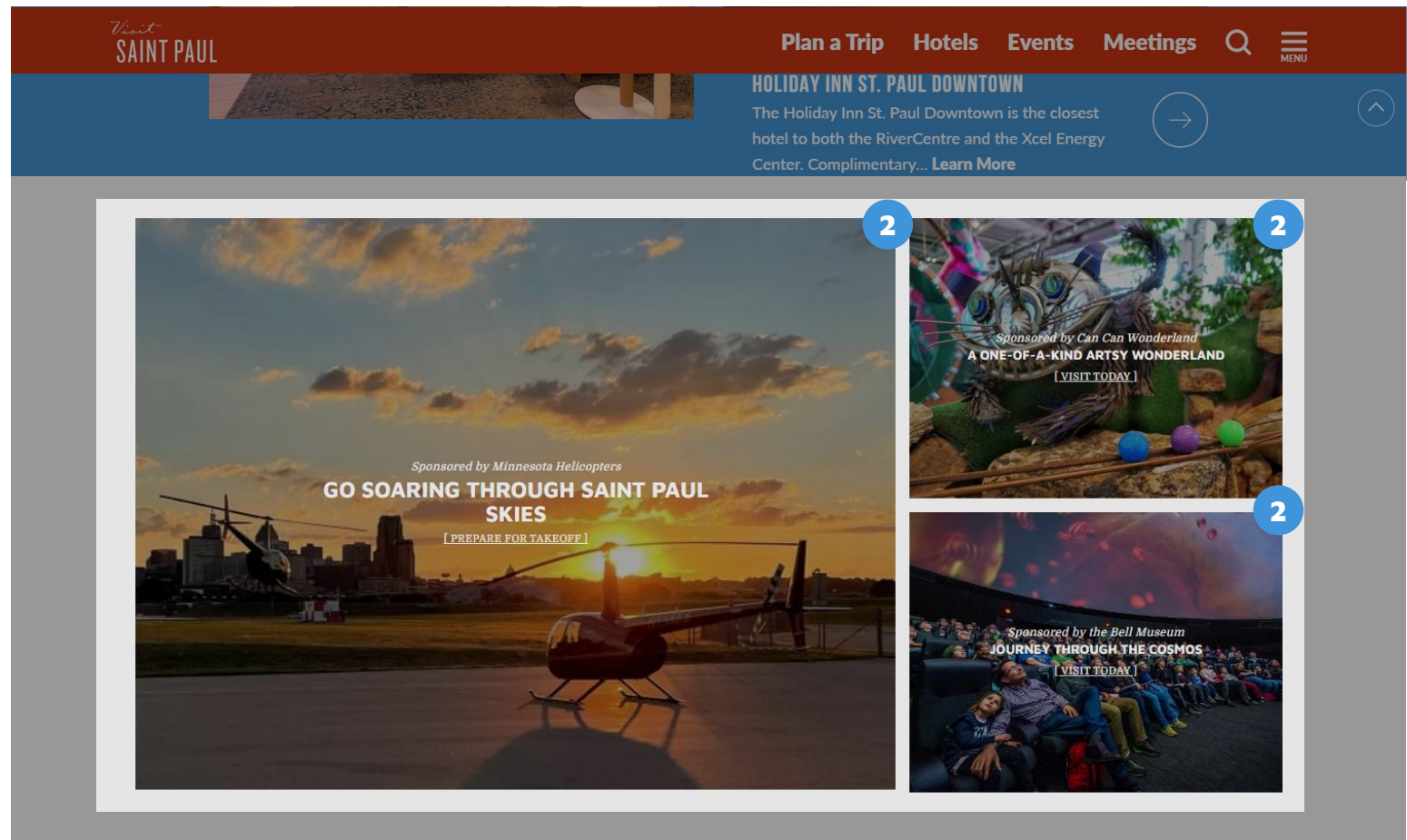
TITLE: 35 characters

BODY: 250 characters

\*\*\*Character count includes spaces



( MOBILE )



( DESKTOP )

*Visit*  
**SAINT PAUL**  
.COM



**THANK YOU!!**

TO GET STARTED TODAY, PLEASE CALL (800) 274-8774 x713 OR  
EMAIL [SAINTPAUL@DESTINATION SIGNALS.COM](mailto:SAINTPAUL@DESTINATION SIGNALS.COM)