



Visit
SAINT PAUL

VISIT SAINT PAUL | DESTINATION SIGNALS

2025 ADVERTISING GUIDE

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


destination
signals



TABLE OF CONTENTS

ADVERTISING OVERVIEW

DEMOGRAPHICS

FAQ

PRINT ADVERTISING

Print Overview

Print Options

Print Specs

DIGITAL ADVERTISING

Featured Partner

Featured Content

Sponsored Blog

THANK YOU



ADVERTISING OVERVIEW

PRINT

Saint Paul Insider's Guide

DIGITAL

VisitSaintPaul.com

CONTENT

Visit Saint Paul Blog



VALUE PROPOSITION

Travelers view the [Visit Saint Paul](#) 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

DEMOGRAPHICS

9.8 M

Visitors Annually

\$900 M

Economic Impact

\$255

Avg. Daily Spend

62%

Overnight Visitors

52%

April - September

INTERESTS BY GROUP

Entertainment: 88%

Culture: 72%

Food & Culinary: 62%

Shopping: 56%

Business: 41%

STATE OF ORIGIN

Mississippi: 27%

Texas: 12%

Georgia: 10%

Illinois: 7%

Louisiana: 7%

TOP WEBSITE PAGES

Homepage: 20%

Things to Do: 9%

Events: 5%

Restaurants: 3%

Plan Your Trip: 2%



GENDER & AGE

Female: 56.2%

Male: 43.8%

15%

18 - 24

19%

25 - 34

25%

35 - 44

17%

45 - 54

15%

55 - 64

9%

65+

FREQUENTLY ASK QUESTIONS

1 WHO IS DESTINATION SIGNALS?

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

2 HOW DOES BILLING WORK?

Invoices are sent digitally via email from Destination Signals. Those can be paid online monthly, quarterly, or annually for digital ads. Print ads are as a deposit up front and the remainder at delivery.

3 HOW DO I BUILD CREATIVE FOR MY ADS?

Our team will provide complimentary content recommendations for your digital ads, sponsored blogs, and formatted print ads. For all other advertising options we will send you specs and guidelines to assist with building out your own ad creative.

4 DO YOU OFFER NON-PROFIT DISCOUNTS?

Yes. All non-profits, minority-owned, and veteran-owned businesses receive a 50% discount on all digital advertising.

5 I HAVE MULTIPLE BUSINESSES THAT I NEED TO PROMOTE, CAN I PURCHASE ONE SPOT FOR BOTH?

Yes. We can accommodate co-op type placements in both digital and print. Digital offers more flexibility to do things like A/B testing and hyper-targeted messaging.

6 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.

7 CAN I PLACE SHORT TERM OR SEASONAL PLACEMENTS?

Yes and No. Our printed visitor magazine has strict deadlines for when final ad content must be approved and delivered. Through our digital channels you can enjoy unlimited content updates and short-term or seasonal placements throughout the year.

VISIT SAINT PAUL | DESTINATION SIGNALS

PRINT ADVERTISING



PRINT OVERVIEW

100,000

Print & Digital Distribution

280,000

Total Readership

MARCH 2025

Publication Distribution



EXPANDED DISTRIBUTION

In Market

Saint Paul Welcome Center
25+ Saint Paul Hotels
50+ Saint Paul Attractions
Saint Paul Chamber + Events
Saint Paul Convention Center
Media Visits & FAM Tours
Local Events

Out of Market

Sales Missions
National Trade Shows & Conventions
50+ Surrounding Area Brochure Racks
Minnesota Welcome Centers
Meeting Planners
Direct Mail to Travelers
Individuals Relocating to Saint Paul

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PRINT PRICING

	FULL RACK RATE	SPOTS
Back Cover	\$10,500.00	1
2-Page Spread	\$8,950.00	2
Inside Front Cover	\$7,950.00	1
Inside Back Cover	\$7,950.00	1
First Page	\$6,950.00	1
Table of Content	\$6,750.00	1
Full Page (Formatted)	\$4,250.00	12
1/2 Page (Formatted)	\$1,950.00	6
1/4 Page (Formatted)	\$1,050.00	8



PRINT SPECS



PREMIUM PLACEMENTS

Bleed: 8.75" W x 8.75" H

Trim: 8.5" W x 8.5" H

Text Safe: 7" W x 7" H

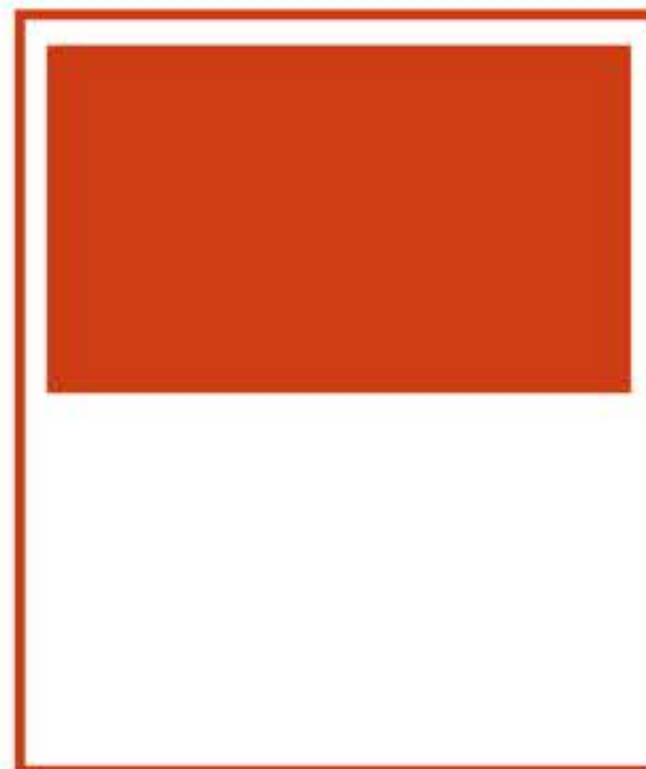


FULL PAGE (FORMATTED)

Image: Landscape, 300dpi

Headline: 50 Characters

Body: 345 Characters



1/2 PAGE (FORMATTED)

Image: Square, 300dpi

Headline: 50 Characters

Body: 345 Characters



1/4 PAGE FORMATTED

Image: Landscape, 300dpi

Headline: 30 Characters

Body: 215 Characters

PRINT REMINDERS

1 MEDIA & FILE FORMATS

Preferred File Format: High-quality PDF

PDF files must contain only 4-color process images (CMYK).

Visit Saint Paul is not responsible for PDF files prepared incorrectly.

Image Requirements: All images provided for ads should be final, color corrected, hi-resolution (300dpi) CMYK files.

2 FORMATTED ADS

All formatted ads in our publications adhere to our editorial style guide, ensuring a consistent and professional presentation.

Designed in the style of an engaging article, these ads highlight the key benefits of the featured business. Whenever possible, they incorporate real-life scenarios to illustrate their effectiveness and build credibility.

3 PRODUCTION REMINDERS

Do NOT send JPEG or GIF files.

Do NOT send files in RGB.

All spot colors should be converted to process CMYK.

The magazine prints at 300dpi (150 line screen), maximum ink density is 280%.

Ads created in any unacceptable format will not be accepted and will need to be resubmitted or re-created.

4 IMPORTANT DEADLINES

Reservation: January 10th, 2025

50% Deposit: Upon Execution

Final 50% Payment: January 15th, 2025

Artwork Deadline: January 25th, 2025

Distribution Date: March 15th, 2025

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DIGITAL ADVERTISING



DIGITAL OVERVIEW

1 MILLION

Annual Website Visitors

2 MILLION

Annual Page Views

69%

Visits Are Mobile

TARGETED SPONSORED CONTENT

Targeted sponsored content, or native ads, seamlessly blends with the [VisitSaintPaul.com](https://www.VisitSaintPaul.com) website design. Enhancing user experience without feeling intrusive.

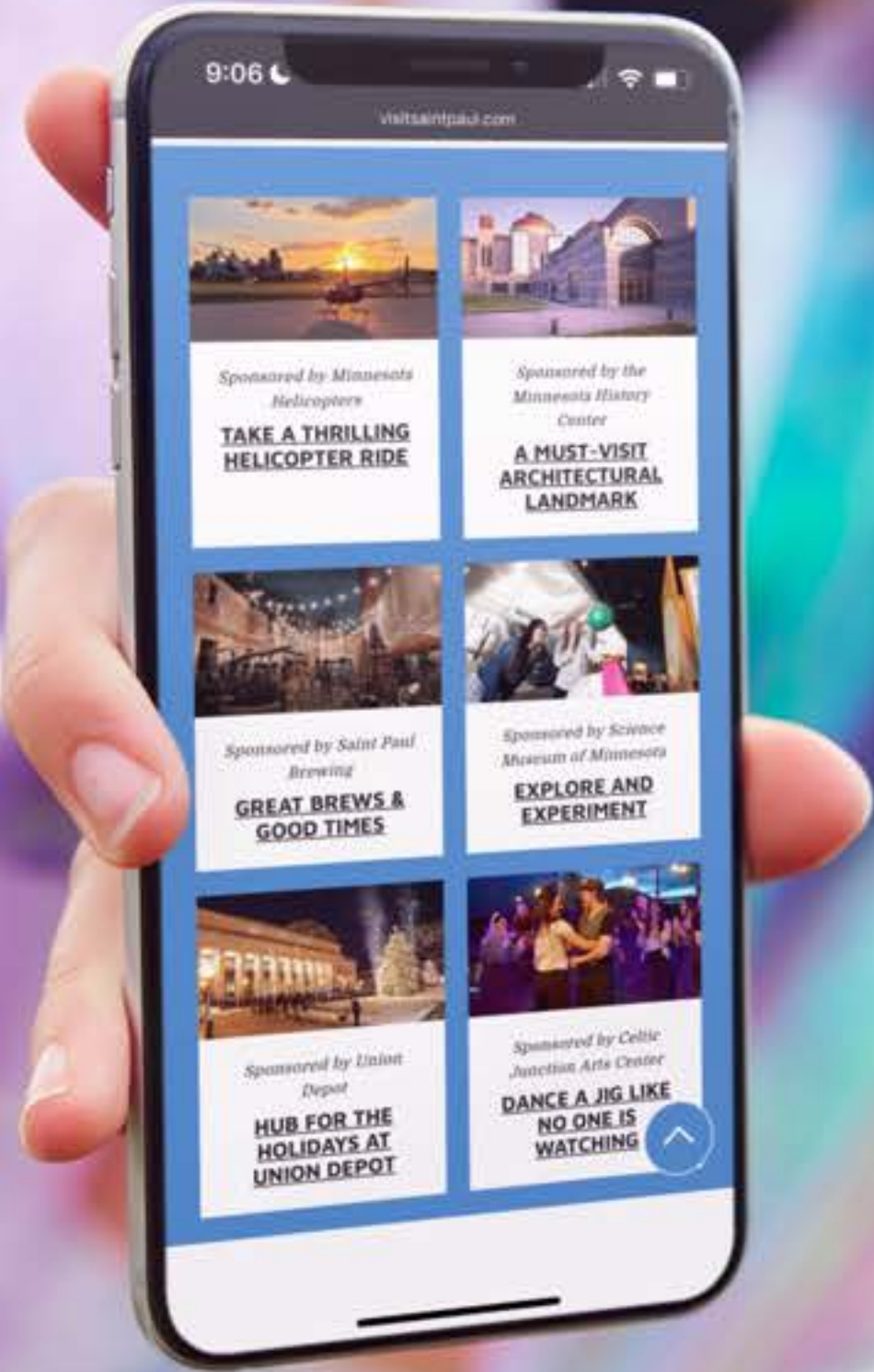
By aligning with the interests of visitors, these ads increase engagement and drive meaningful interactions with potential customers.

Sponsored Content often generate higher click-through rates compared to traditional display ads, delivering better ROI for advertisers.

They allow businesses to tell their story in a more engaging format, fostering stronger emotional connections with potential customers.

TO GET STARTED, PLEASE EMAIL ASHLEY.FREEBURG@DESTINATION SIGNALS.COM

HOMEPAGE - FEATURED PARTNER



FEATURED PARTNER

- Inspire visitors, be one of the first things they see when they come to [VisitSaintPaul.com](#)
- **Featured Partners** are targeted placements that are 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

N/A

Body Copy

N/A

Call-to-Action

***Character count includes spaces



FEATURED CONTENT

- Leverage this large format display to promote your business and everything you offer
- **Featured Content** is a targeted placements that are 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

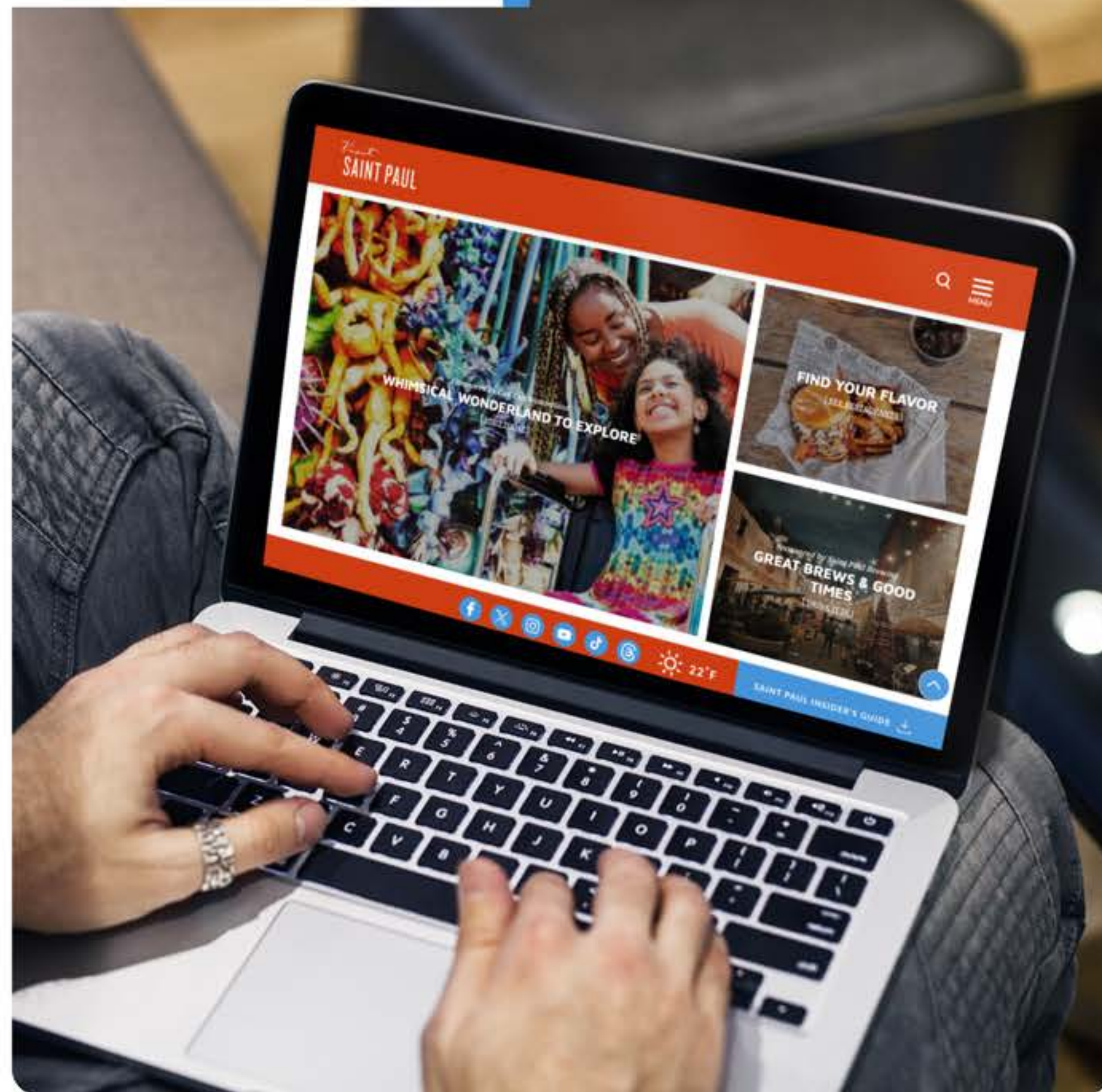
Body Copy

20 CHARACTERS

Call-to-Action

***Character count includes spaces

THINGS TO DO - FEATURED CONTENT



RUN-OF-SITE FEATURED BLOCK



FEATURED BLOCK

- Looking for huge exposure? This placement is our best option for coverage across the site
- **Featured Blocks** are run-of-site placements that are 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

AVAILABLE PACKAGES

	SPOTLIGHT	FOCUS	IMPACT	A LA CARTE
Monthly Costs	\$150.00	\$300.00	\$500.00	Custom
Annual Impressions	60,000 - 90,000	120,000 - 180,000	200,000 - 300,000	Custom
Target CPM	\$25.00	\$25.00	\$25.00	\$25.00
Target CPC	\$1.00 - \$2.00	\$1.00 - \$2.00	\$1.00 - \$2.00	\$1.00 - \$2.00
Content Creation	Complimentary	Complimentary	Complimentary	Complimentary
Content Updates	Unlimited	Unlimited	Unlimited	Unlimited
Ongoing Optimization	Included	Included	Included	Included
Performance Monitoring	Included	Included	Included	Included
Reporting	Quarterly	Quarterly	Monthly	TBD

TOP “A LA CARTE” OPTIONS

***Monthly Rates

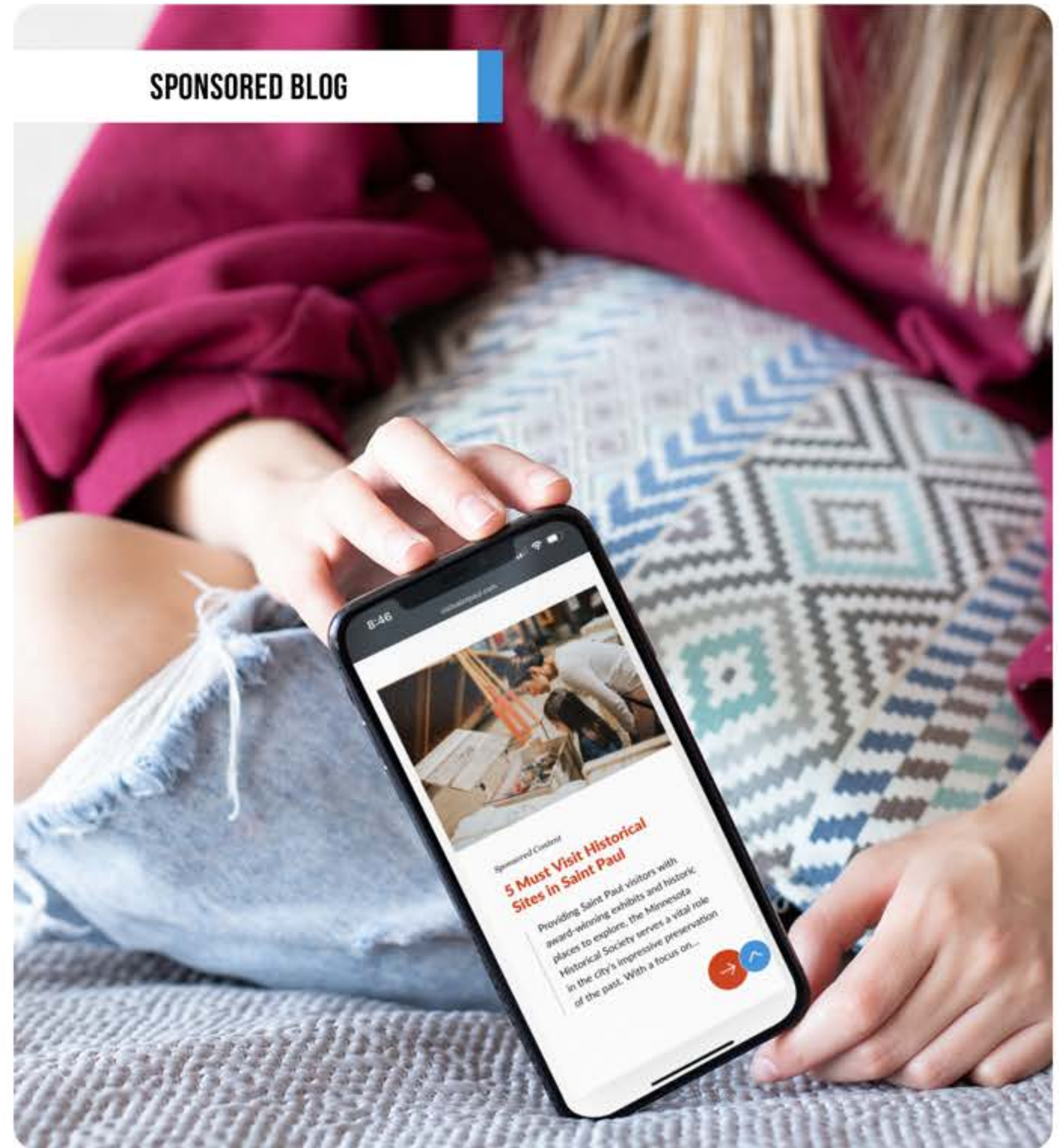
	FEATURED PARTNER	FEATURED CONTENT	FEATURED BLOCK
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Run of Site	-	-	COMING SOON
Run of Blog	-	\$90.00	-
Homepage	\$120.00	\$90.00	-
Things To Do	\$110.00	\$85.00	-
Arts & Entertainment	\$15.00	\$10.00	-
Museums & History	\$20.00	\$15.00	-
Events Calendar	\$150.00	\$120.00	-
Where to Stay	\$20.00	\$15.00	-
Eat & Drink	\$75.00	\$60.00	-

SPONSORED BLOG

- A **Sponsored Blog** is a professionally written article tailored towards your business, service, or offerings in an evergreen format
- It lives in the blog section of VisitSaintPaul.com for 1, 3, 6 or 12 month periods of time and is promoted using Featured Partner and Featured Content placements
- This collaboration between our team and yours, allows us to research topics, create content, and initiate ongoing optimization to ensure high performance
- Our team conducts in-depth keyword research to ensure your Sponsored Blog targets high-performing search terms, maximizing visibility & engagement
- You also have the option of doing a round up, which is a blog article featuring multiple businesses

SPONSORED BLOG



SPONSORED BLOG OPTIONS

	1-MONTH	3-MONTH	6-MONTH	12-MONTH
Monthly Costs	\$450.00	\$350.00	\$300.00	\$200.00
Word Count	At Least 500	At Least 500	At Least 500	At Least 800
Links	At Least 3	At Least 5	At Least 5	At Least 10
Images	At Least 3	At Least 3	At Least 3	At Least 5
Content Creation	Included	Included	Included	Included
Content Updates	Unlimited	Unlimited	Unlimited	Unlimited
Ongoing Optimization	Included	Included	Included	Included
Blog Promotion	Included (x2)	Included (x2)	Included (x2)	Included (x2)
Keyword Research	Included	Included	Included	Included

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THANK YOU!

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