

A large, intricate ice sculpture of a polar bear and a seal. The polar bear is on the right, standing on a platform and reaching down towards the seal. The seal is on the left, partially submerged in a pool of water. The sculpture is illuminated with blue light. In the background, there are American flags and a building with warm lights.

Visit
SAINT PAUL
.COM

2024 DIGITAL ADVERTISING GUIDE

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



destination
signals

ADVERTISING OVERVIEW

VISITSAINTPAUL.COM REACHES VISITORS BEFORE, DURING, AND AFTER THEIR VACATION & TRAVELS

Through our strategic marketing platforms, your business can connect with millions of adventurous travelers looking to discover and enjoy the very best our community has to offer. We have options for any budget and experts ready to assist you every step of the way.

1.3M+ ANNUAL PAGEVIEWS ON WEBSITE

59% OF WEBSITE VISITORS ARE AGED 25-54

64% OF WEBSITE VISITS ARE ON MOBILE



OUR VALUE PROPOSITION:

Travelers view the VisitSaintPaul.com 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 SIDNEY.ABRAMSON@DESTINATION SIGNALS.COM

FREQUENTLY ASKED QUESTIONS

1 WHO IS DESTINATION SIGNALS?

In partnership with the 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

HOW DOES BILLING WORK?

4 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?

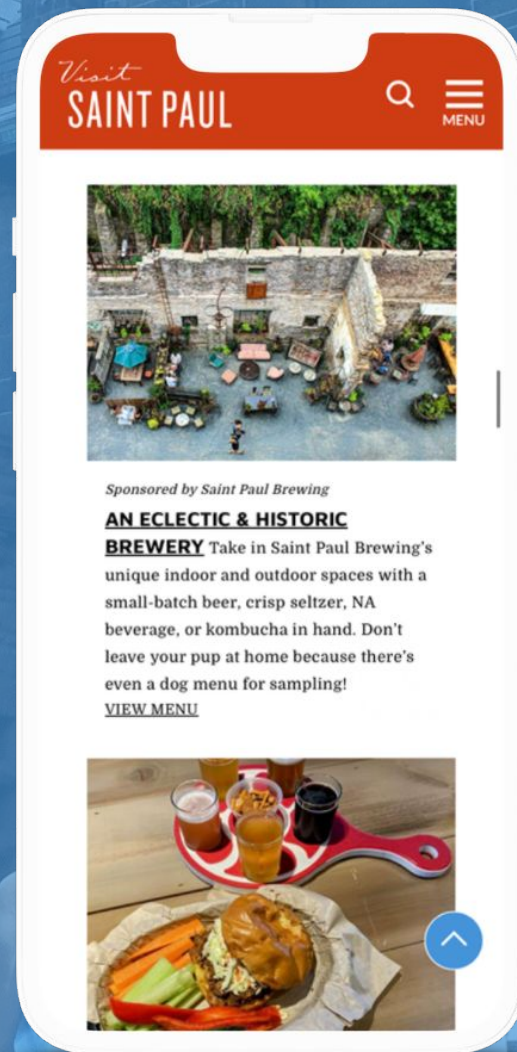
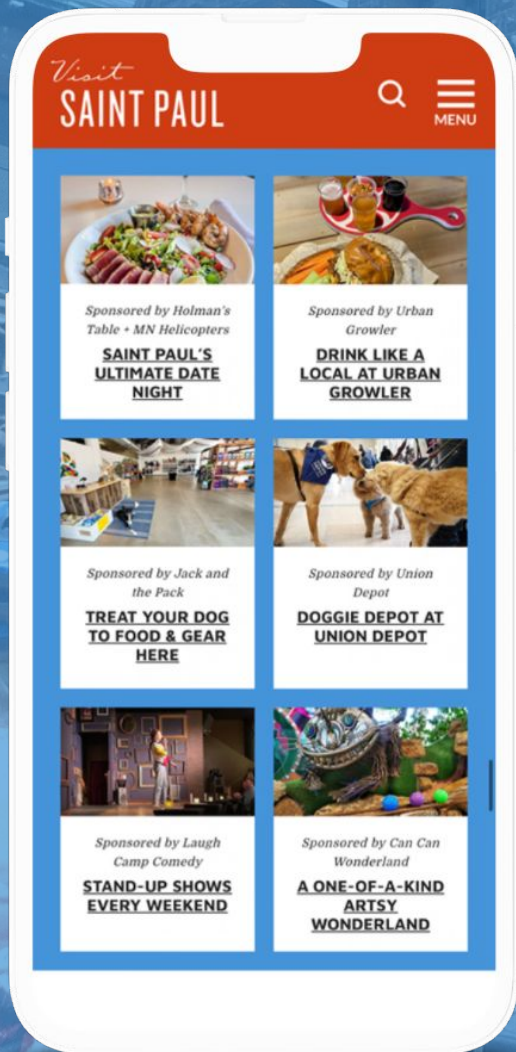
Destination Signals offers a turnkey service that will assist you in building out your ad content as a complimentary service

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

Yes. Through A/B testing we can promote two different businesses or offerings with a single spot. Some placements can also have the content split up so you are promoting relevant ads in the section they are appearing on the site

DIGITAL ADVERTISING

DIGITAL ADVERTISING & SPONSORED CONTENT
THROUGH VISITSAINTPAUL.COM



FEATURED PARTNER

INSPIRE VISITORS, BE ONE OF THE FIRST THINGS THEY SEE WHEN THEY LAND ON OUR WEBSITE

SPECS

IMAGE: 640x360 pixels

TITLE: 35 characters

***Character count includes spaces

Visit
SAINT PAUL

Plan a Trip

Hotels

Events

Meetings



HOME > THINGS TO DO

Things to Do

Trip ideas, events, tours and more.

Explore & save in Saint Paul when you visit local [restaurants](#), [shops](#), [attractions](#) and more.

Six (6) Partners rotate through these six spots. Appears near the top of the page.



1

Sponsored by Can Can
Wonderland

**A ONE-OF-A-KIND ARTSY
WONDERLAND**



1

Sponsored by Urban Growler

**DRINK LIKE A LOCAL AT
URBAN GROWLER**



1

Sponsored by Holman's Table +
MN Helicopters

**SAINT PAUL'S ULTIMATE
DATE NIGHT**



1

Sponsored by Laugh Camp
Comedy

**STAND-UP SHOWS
EVERY WEEKEND**



1

Sponsored by Jack and the Pack

**TREAT YOUR DOG TO
FOOD & GEAR HERE**



1

Sponsored by Union Depot

**DOGGIE DEPOT AT UNION
DEPOT**

FEATURED CONTENT

TELL YOUR STORY THROUGH THIS
LARGE FORMAT DISPLAY, ROTATE
THROUGH THE THREE SPOTS

SPECS

IMAGE: 640x480 pixels

TITLE: 35 characters

BODY: 250 characters

***Character count includes spaces

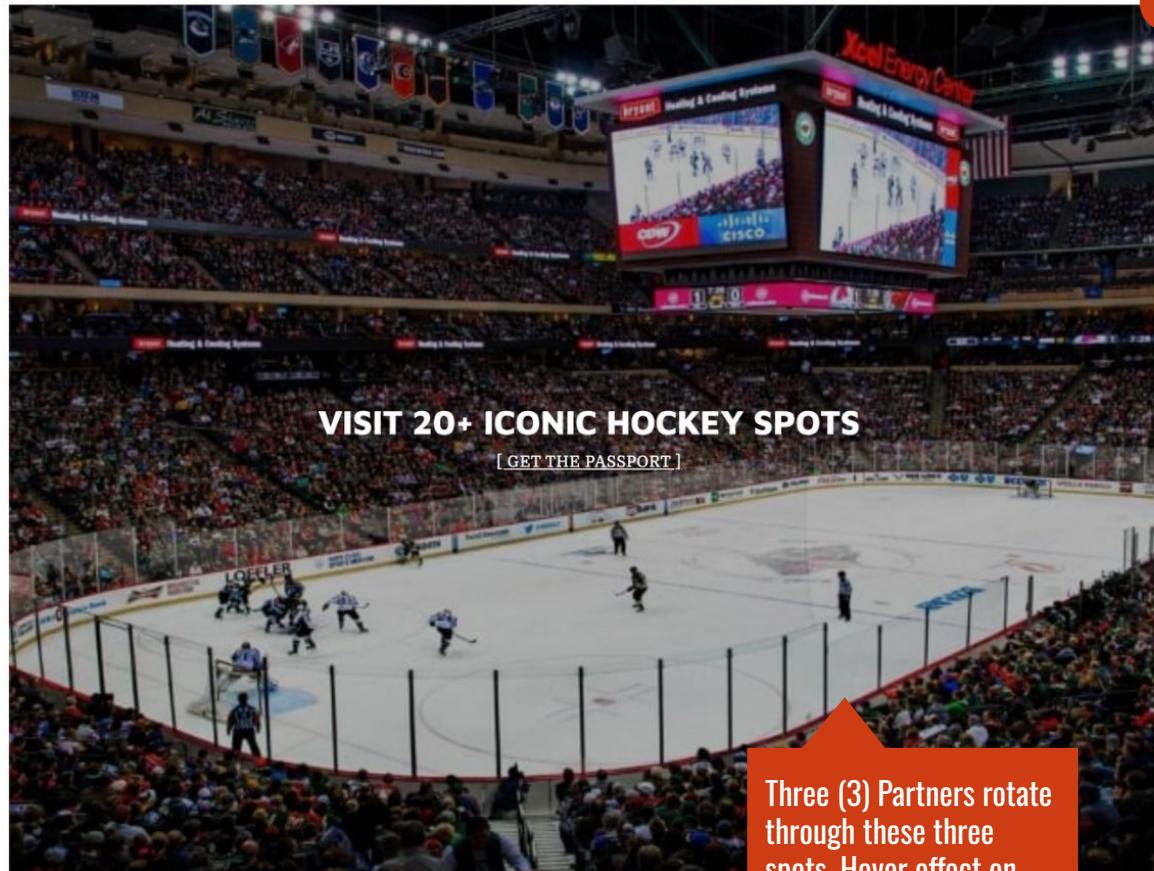
Visit
SAINT PAUL

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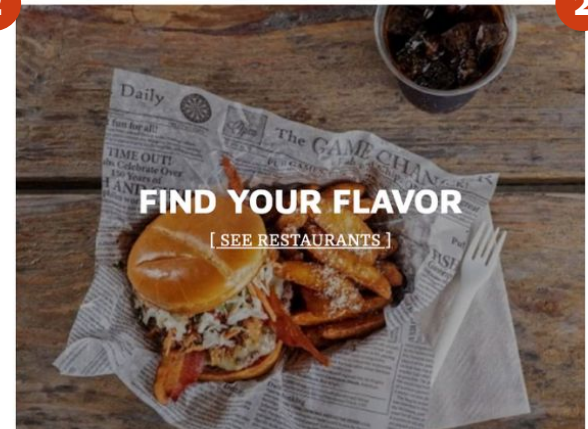
Meetings



VISIT 20+ ICONIC HOCKEY SPOTS

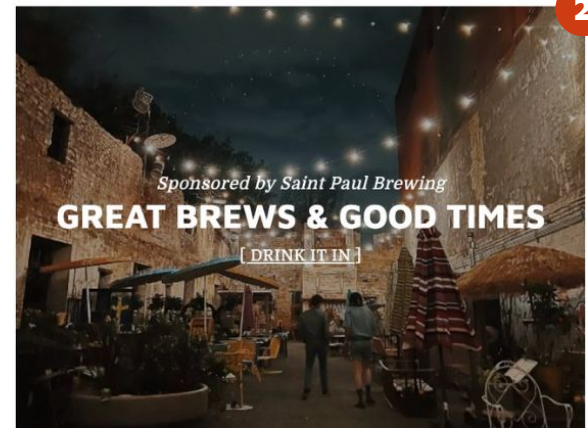
[GET THE PASSPORT]

Three (3) Partners rotate
through these three
spots. Hover effect on
desktop that displays
your content



FIND YOUR FLAVOR

[SEE RESTAURANTS]



Sponsored by Saint Paul Brewing

GREAT BREWS & GOOD TIMES

[DRINK IT IN]

Find Your Version of Fun



TOP DIGITAL OPTIONS

***MONTHLY RATES

	FEATURED PARTNER	FEATURED CONTENT	FEATURED BLOCK
RUN OF SITE	-	-	SOLD OUT
RUN OF BLOG	-	\$125.00	-
HOMEPAGE	\$75.00	\$55.00	-
THINGS TO DO	\$55.00	\$45.00	-
MUSEUMS & HISTORY	\$15.00	\$10.00	-
EVENTS CALENDAR	\$175.00	\$140.00	-
WHERE TO STAY	\$20.00	\$15.00	-
EAT & DRINK	\$35.00	\$25.00	-
BREWERIES & BREWPUBS	\$15.00	\$10.00	-

SPONSORED BLOG

PROMOTE YOUR STORY,
LEVERAGE THE FULL POWER OF
VISITSAINTPAUL.COM

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3

Explore This Summer



Kayaking the Mississippi River with
Paddle Bridge Guided Tours

SPONSORED BLOG OPTIONS

	MONTHLY RATES	WHAT'S INCLUDED
1-MONTH (EVENT GUIDE) BLOG	\$450.00	WORD COUNT: At Least 500 LINKS: At Least 3 IMAGES: At Least 3
3-MONTH SPONSORED BLOG	\$350.00	WORD COUNT: At Least 500 LINKS: At Least 5 IMAGES: At Least 3
6-MONTH SPONSORED BLOG	\$300.00	WORD COUNT: At Least 500 LINKS: At Least 5 IMAGES: At Least 3
12-MONTH SPONSORED BLOG	\$200.00	WORD COUNT: At Least 800 LINKS: At Least 10 IMAGES: At Least 3-5

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THANK YOU!!

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Destination Signals is a division of Tempest, the long time marketing partner for the Visit Saint Paul. We support Saint Paul by providing turnkey community engagement services that allow local tourism businesses to activate with their brand.

