



## 2023 SPONSORED CONTENT GUIDE

Destination Signals supports Crystal River with community activation — connecting local businesses with residents and visitors through [DiscoverCrystalRiverFL.com](https://DiscoverCrystalRiverFL.com)



d e s t i n a t i o n  
s i g n a l s

# SPONSORED CONTENT

DISCOVER CRYSTAL RIVER  
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. Discover Crystal River 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.

**3.2M+** ANNUAL  
PAGEVIEWS ON  
WEBSITE

**16%** YEAR-OVER-YEAR  
INCREASE IN SITE  
TRAFFIC

**42%** 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** Crystal River. Your advertising dollars help power ongoing marketing campaigns to drive increased visibility and visitation for our community

TO GET STARTED, PLEASE EMAIL  
[CRYSTALRIVER@DESTINATION SIGNALS.COM](mailto:CRYSTALRIVER@DESTINATION SIGNALS.COM)



# FREQUENTLY ASKED QUESTIONS

## 1 WHO IS DESTINATION SIGNALS?

In partnership with Discover Crystal River, Destination Signals manages all digital advertising and sponsored content opportunities on DiscoverCrystalRiverFL.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

## 8 DO YOU OFFER DISCOUNTS?

Yes. After 12 consecutive months with DS, partners will receive 15% off the initial payment terms. After 2 years with DS, partners will receive a 30% discount off the initial payment terms.

# PEAK SHOWCASE

BE THE FIRST THING VISITORS SEE,  
PEAK SHOWCASE'S APPEAR AT  
THE TOP OF THE PAGE

## AD SPECS

IMAGE: 640x480 pixels



TITLE: 30 characters


BODY: 215 characters


\*\*\*Character count includes spaces

CRYSTAL RIVER  
HOMOSASSA  
INVERNESS  
FLORAL CITY

DISCOVER  
CRYSTAL RIVER  
FLORIDA






70°

  
MENU


## WHERE TO STAY

Experience real Southern hospitality at our resorts, hotels, inns, B&Bs, and vacation rentals where we strive to make your stay awesome.

 Share >>


The hotels, bed & breakfasts, inns, vacation rentals, and motels of Citrus County are operated by people who strive to make your stay as pleasant and as rewarding as possible. Count on them to give you good **directions** and excellent suggestions for the day's **activities**. They'll also help with guide and tour arrangements and reliable suggestions for **dining**.

Looking for something a little more rustic? We're tent camper friendly too with sites bringing the best of land and water experiences together.



Sponsored by Plantation on Crystal River

**FAMILY-FRIENDLY GUEST ROOMS** Unwind in comfortable & spacious rooms with beautiful views of the gardens or waterways. Enjoy access to the golf course & driving range, tennis, the heated Outdoor Lagoon Pool, lawn games & more with your stay! [BOOK NOW](#)



# FEATURED BLOCK

RUN-OF-SECTION PLACEMENT,  
NETS LOTS OF IMPRESSIONS FOR  
YOUR MESSAGE AND BUSINESS

## AD SPECS

IMAGE: 640x480 pixels



TITLE: 25 characters


BODY: 125 characters


\*\*\*Character count includes spaces


CRYSTAL RIVER  
HOMOSASSA  
INVERNESS  
FLORAL CITY

DISCOVER  
CRYSTAL RIVER  
FLORIDA



70°

  
MENU




2

*Sponsored by Bird's Underwater*

**FLOAT WITH MANATEES**

We have everything you need for an unforgettable snorkel experience! Sign up for a guided snorkel with gentle giants! [ BOOK NOW ]




2

*Sponsored by Plantation on Crystal River*

**STAY & PLAY, RESORT-STYLE**

From classic accommodations to farm-to-table fare, & manatee boat tours to an 18-hole golf course, you'll find it all here! [ BOOK NOW ]








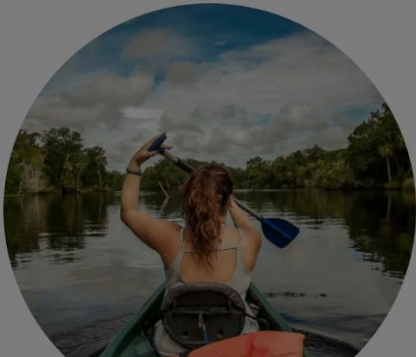
2

*Sponsored by Hunter Springs Kayaks & Tours*

**ADVENTURE AWAITS**

Find everything you need for your kayaking excursion! Sign up for a guided tour or rent equipment & head out on your own. [ BOOK NOW ]

 Things To Do



# EDITORIAL SHOWCASE

LARGE FORMAT PLACEMENT,  
PLENTY OF ROOM TO GET YOUR  
MESSAGE ACROSS

## AD SPECS

IMAGE: 640x480 pixels

TITLE: 50 characters

BODY: 345 characters

\*\*\*Character count includes spaces

CRYSTAL RIVER  
HOMOSASSA  
INVERNESS  
FLORAL CITY

DISCOVER  
CRYSTAL RIVER  
FLORIDA



70°



3



*Sponsored by Hunter Springs Kayaks & Tours*

## Experience Pure Florida

Find everything you need to enjoy time on the water. Sign up for a 3-hr guided eco-tour of King's Bay and discover beautiful springs, uninhabited islands, wildlife, and maybe even meet a manatee. If you'd prefer a self-guided experience, rentals for 3, 5, and 8 hours, or multi-day are available.

[ [BOOK TODAY](#) ]





# MASHUP BLOCK

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

## AD SPECS

IMAGE: 640x480 pixels

TITLE: 35 characters

BODY: 250 characters

\*\*\*Character count includes spaces

CRYSTAL RIVER  
HOMOSASSA  
INVERNESS  
FLORAL CITY

DISCOVER  
CRYSTAL RIVER  
FLORIDA

Q

70°

MENU

4

Sponsored by Best Western Crystal River Resort

**A RELAXING RETREAT**

[ BOOK NOW ]

4

Sponsored by Retreat at  
Crystal Manatee

**NATURAL GETAWAY**




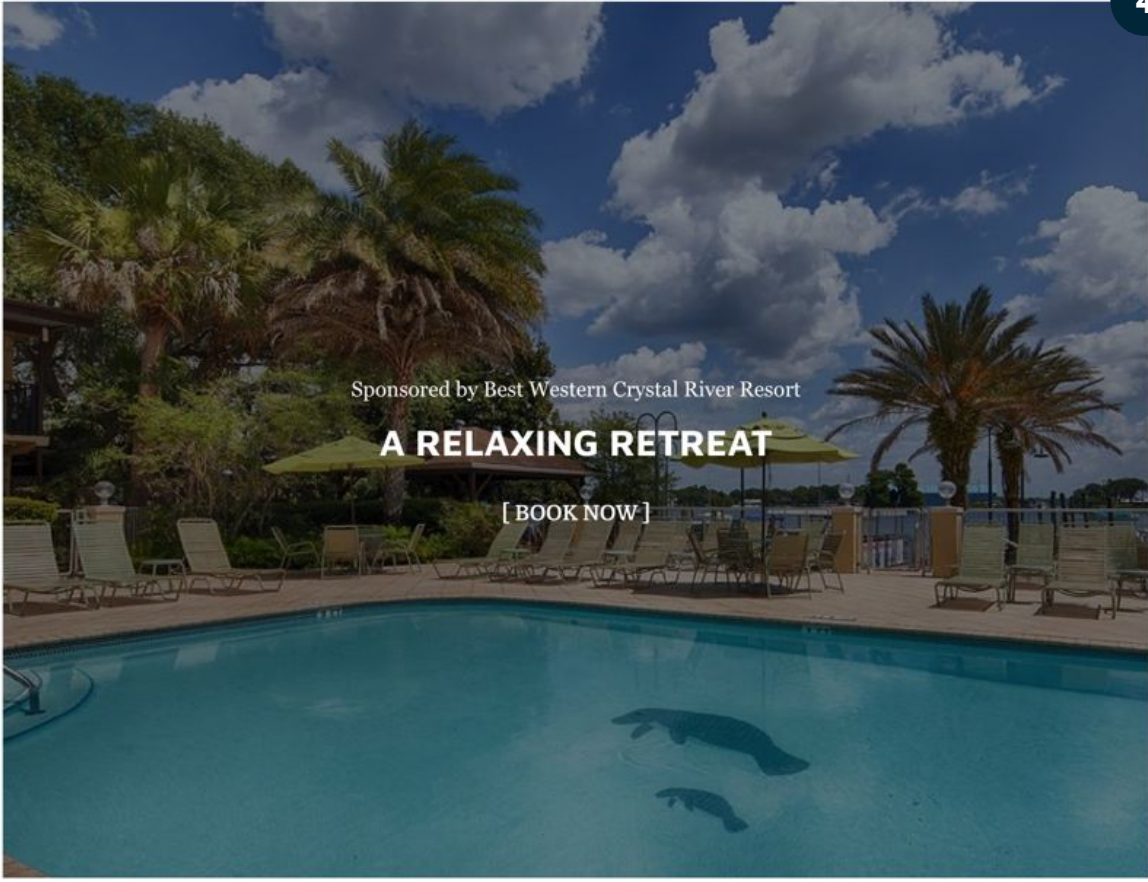
[ BOOK NOW ]

4

Sponsored by Crystal River Lullaby

**ON THE WATER**

[ BOOK NOW ]



# FEATURED PARTNER

STAND OUT FROM OTHER  
BUSINESSES IN THE WEBSITES  
DIRECTORIES

## AD SPECS

IMAGE: 640x480 pixels





TITLE: 30 characters

BODY: 150 characters

*\*\*\*Character count includes spaces*

CRYSTAL RIVER  
HOMOSASSA  
INVERNESS  
FLORAL CITY

DISCOVER  
CRYSTAL RIVER  
FLORIDA

70°

MENU

5

Sponsored by Your Business

**FEATURED LISTING AD**

[ VIEW MEDIA KIT ]

5

Sponsored by Your Business

**FEATURED LISTING AD**

[ VIEW MEDIA KIT ]

5

Sponsored by Your Business

**FEATURED LISTING AD**


[ VIEW MEDIA KIT ]


Category | ▼



SEARCH

A-Z

RESET











# THANK YOU!!

TO GET STARTED TODAY, PLEASE CALL (800) 274-8774 x731 OR  
EMAIL [CRYSTALRIVER@DESTINATION SIGNALS.COM](mailto:CRYSTALRIVER@DESTINATION SIGNALS.COM)