



2024 DIGITAL ADVERTISING GUIDE

Destination Signals supports Discover Crystal River with community activation — connecting local businesses with motivated travelers and locals.



destination
signals

ADVERTISING OVERVIEW

DISCOVERCRYSTALRIVERFL.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.

3.2M+ ANNUAL PAGEVIEWS ON WEBSITE

16% YOY INCREASE IN ANNUAL SITE TRAFFIC

42% OF WEBSITE VISITS ARE ON MOBILE



OUR VALUE PROPOSITION:

Travelers view the DiscoverCrystalRiverFL.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 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?

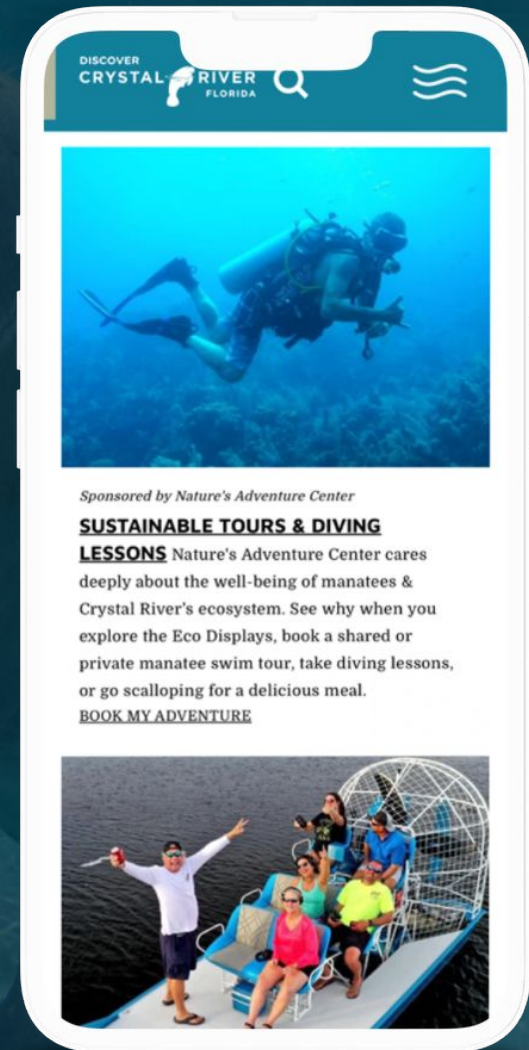
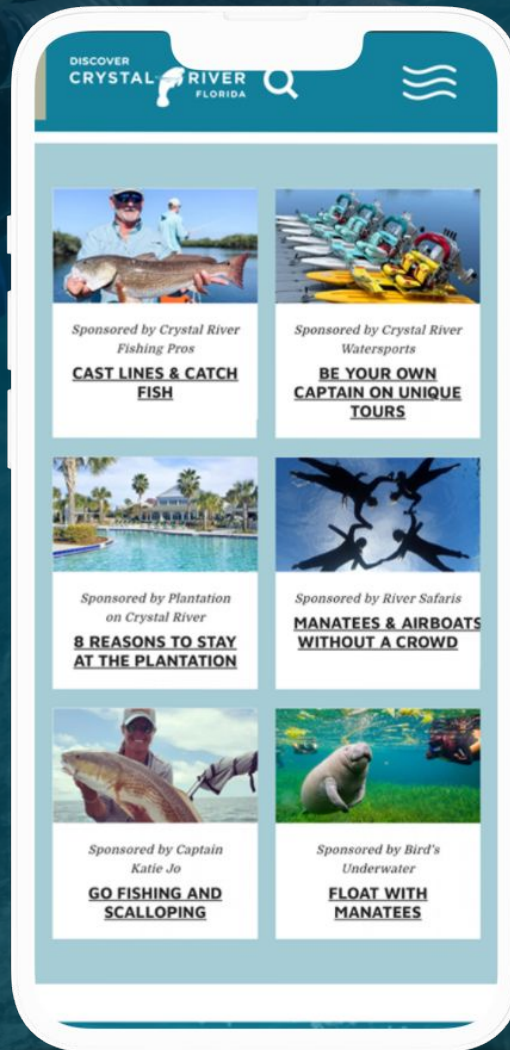
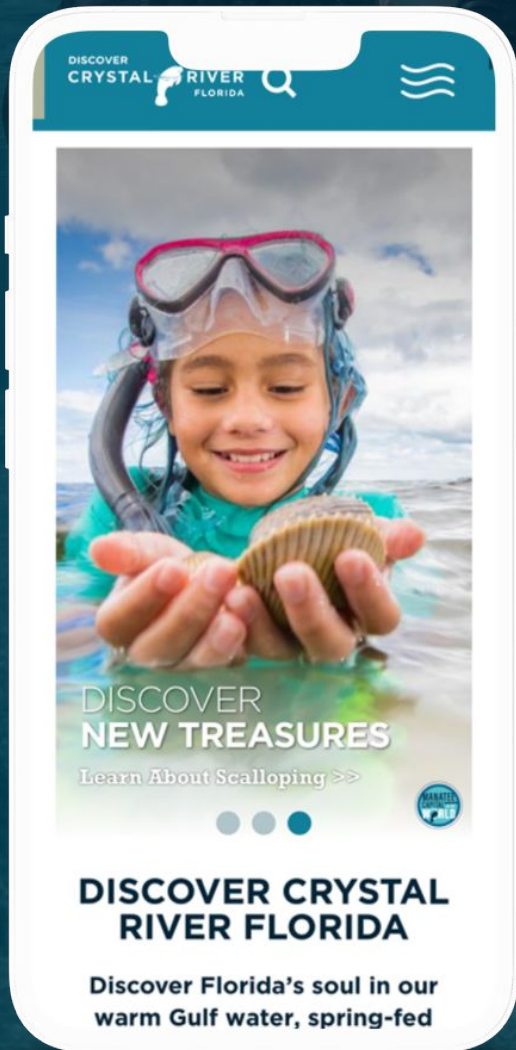
Destination Signals offers a turnkey service that will assist you in building out your ad content as a complimentary service

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

DIGITAL ADVERTISING

DIGITAL ADVERTISING & SPONSORED CONTENT
THROUGH DISCOVERCRYSTALRIVERFL.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

CRYSTAL RIVER
HOMOSASSA
INVERNESS
FLORAL CITY

DISCOVER
CRYSTAL RIVER
FLORIDA



55°



THINGS TO DO

Swim with the manatees, reel in Florida's best fishing, play great golf, hike through unspoiled forests, dive for scallops, and cycle on one of America's top-rated trails.



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

Fun-filled with aquatic pursuits, unique shopping and dining, fascinating history, and remarkable natural surroundings.

Experience some incredible fishing, explore our lakes and rivers, play great golf courses, take a hike through unspoiled forests, go and attractions.

Whether you visit Homosassa, Inverness, and Floral City, you will leave with an abundance of memories and a desire to return soon!



Sponsored by Salty Siren
Tours & Charters

**SNORKEL WITH
GENTLE GIANTS**



Sponsored by Plantation on
Crystal River

**ENDLESS EXCITEMENT
ON THE WATER**



Sponsored by Crystal River
Fishing Pros

**YOUR DREAM FISHING
TRIP IS HERE**



Sponsored by Crystal River
Kayak Company

**CHOOSE YOUR
ADVENTURE TODAY**



Sponsored by Crystal River
Watersports

**MANATEES,
MERMAIDS, & MORE!**



**PLANNING YOUR
NEXT ADVENTURE?**

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

CRYSTAL RIVER
HOMOSASSA
INVERNESS
FLORAL CITY

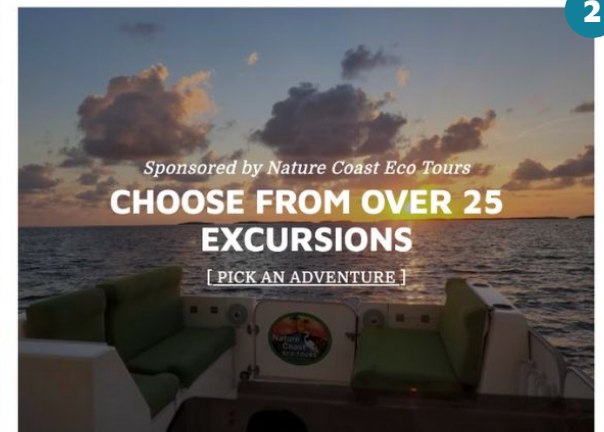
DISCOVER
CRYSTAL RIVER
FLORIDA



55°



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



TOP DIGITAL OPTIONS

***MONTHLY RATES

	FEATURED PARTNER	FEATURED CONTENT	FEATURED BLOCK
RUN OF SITE	-	-	SOLD OUT
RUN OF BLOG	-	\$75.00	-
HOMEPAGE	\$195.00	\$150.00	-
THINGS TO DO	\$170.00	\$140.00	-
MEET A MANATEE	\$125.00	\$100.00	-
WATER ADVENTURES	\$110.00	\$90.00	-
FISHING	\$75.00	\$60.00	-
WHERE TO STAY	\$80.00	\$65.00	-
DINING	\$110.00	\$85.00	-

SPONSORED BLOG

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

CRYSTAL RIVER
HOMOSASSA
INVERNESS
FLORAL CITY

DISCOVER
CRYSTAL RIVER
FLORIDA



55°



3

Sponsored Content

FAMILY FUN DAYS: COMBINING ADVENTURES FOR A MEMORABLE WEEKEND WITH CRYSTAL RIVER WATERSPORTS

Florida's Nature Coast beckons water-loving families seeking a blend of excitement and relaxation amidst nature's wonders.



Share >>

To simplify your planning, we've crafted a day-by-day itinerary for a weekend filled with captivating experiences that exemplify Crystal River's charm. From scalloping to mermaiding, swimming with manatees, scenic boat tours, and more, we'll guide you through the top **family-friendly adventures** above, in, and under the water with **Crystal River Watersports** so you can get your feet wet before you dive in.



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



THANK YOU!!

TO GET STARTED,
PLEASE EMAIL SIDNEY.ABRAMSON@DESTINATION SIGNALS.COM

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

