



2024 DIGITAL ADVERTISING GUIDE

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



destination
signals

ADVERTISING OVERVIEW

GOTOLOUISVILLE.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.

4.2M+ ANNUAL PAGEVIEWS ON WEBSITE

64% OF WEBSITE VISITORS ARE AGED 25-54

73% OF WEBSITE VISITS ARE ON MOBILE



OUR VALUE PROPOSITION:

Travelers view the GoToLouisville.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 Louisville, Destination Signals manages all digital advertising and sponsored content opportunities on GoToLouisville.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?

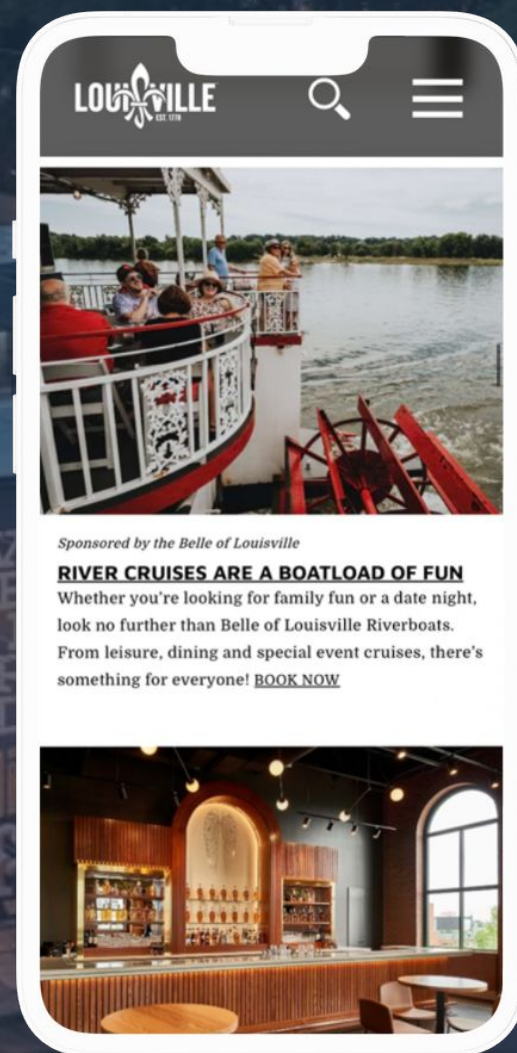
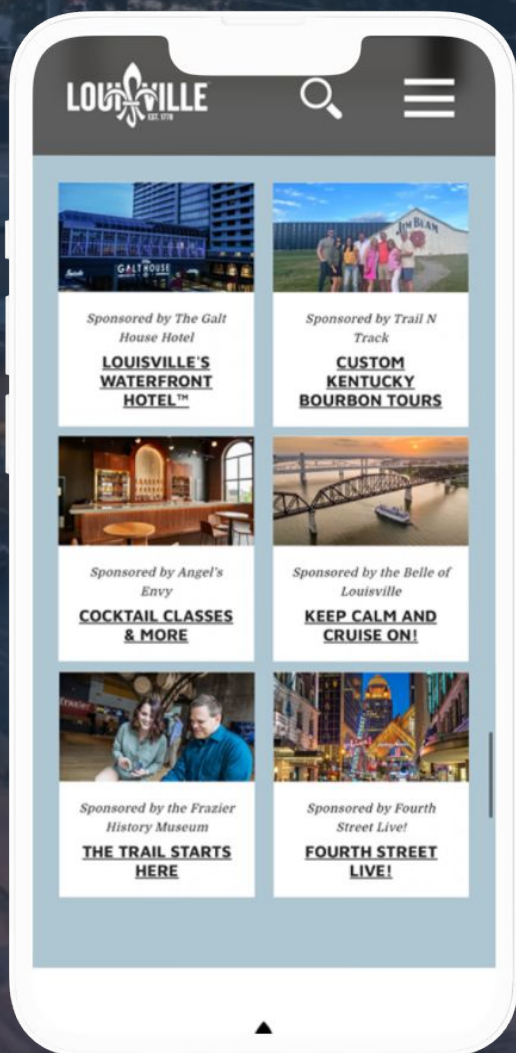
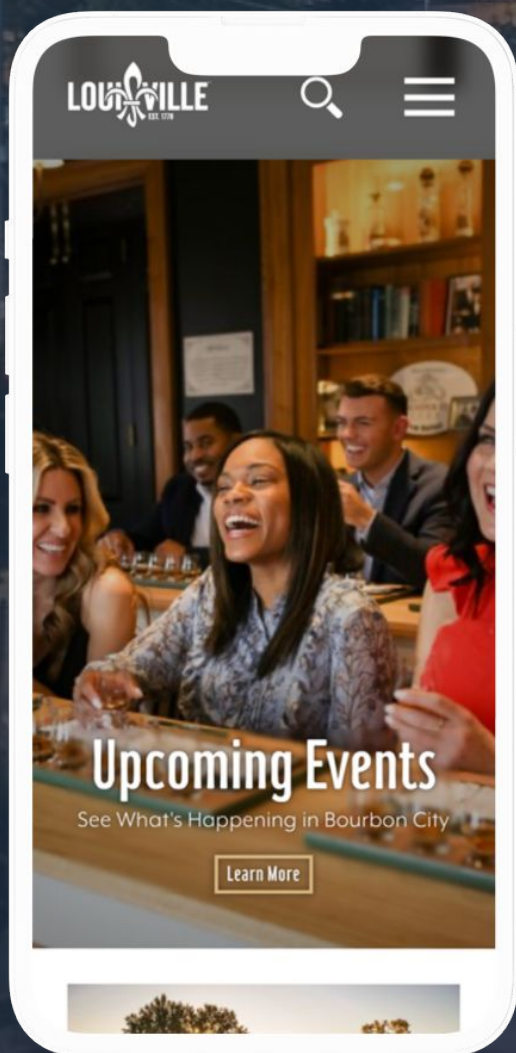
Destination Signals offers a turnkey service that will assist you in building out your ad content as a complimentary service

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 GOTOLOUISVILLE.COM



FEATURED PARTNER

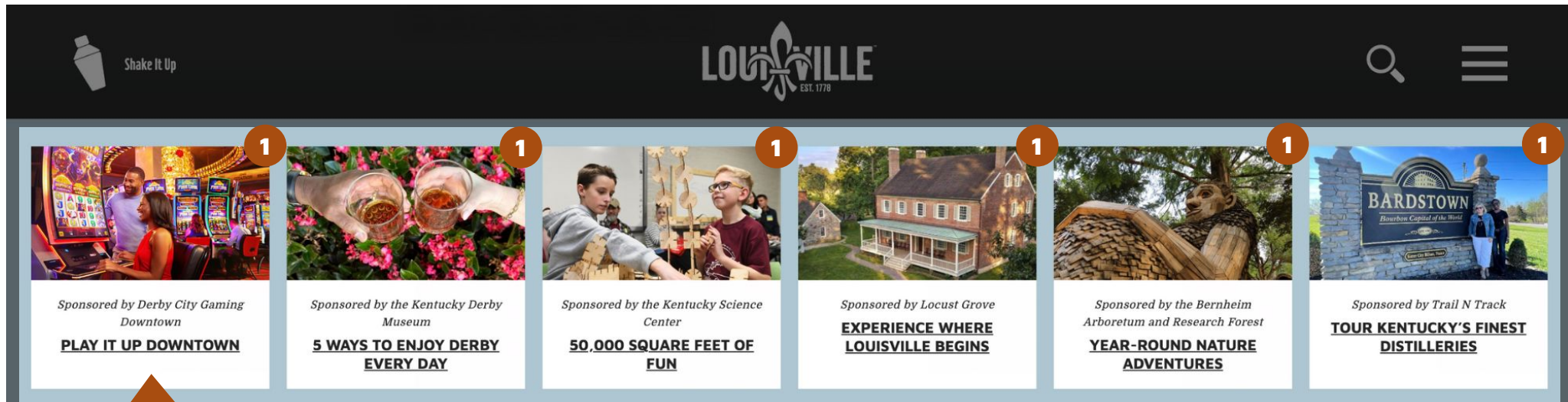
INSPIRE VISITORS, BE ONE OF THE FIRST THINGS THEY SEE WHEN THEY LAND ON OUR WEBSITE

SPECS

IMAGE: 640x360 pixels

TITLE: 35 characters

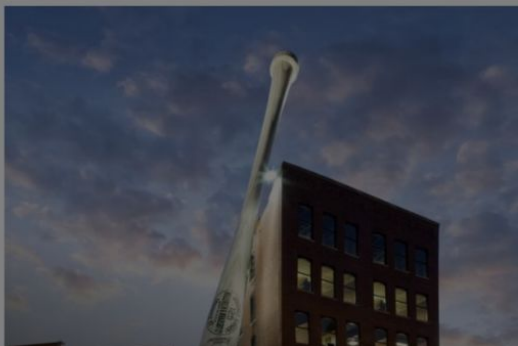
***Character count includes spaces



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

Louisville Experiences

From a booming bourbon renaissance, to iconic attractions and a renowned culinary scene, here are some of Louisville's "can't miss" experiences.



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



2



2

2



2

Sponsored by Fourth Street Live!
LIVE MUSIC, FESTIVALS, AND EVENTS!
[VIEW EVENTS]

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 | - | \$50.00 | - |
| HOMEPAGE | \$125.00 | \$95.00 | - |
| THINGS TO DO | \$230.00 | \$185.00 | - |
| FAMILY FUN | \$45.00 | \$40.00 | - |
| ARTS & ENTERTAINMENT | \$30.00 | \$25.00 | - |
| CALENDAR OF EVENTS | \$200.00 | \$160.00 | - |
| PLACES TO STAY | \$80.00 | \$65.00 | - |
| EAT & DRINK | \$35.00 | \$30.00 | - |

SPONSORED BLOG

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



3

share



Sponsored Content

The Outlet Shoppes of the Bluegrass: It's Worth the Trip

Welcome to Louisville, the heart of horse country, bourbon, and Southern style. Discover your signature look and partake in exciting events at Kentucky's premier shopping destination, a sprawling 366,750 sqft outdoor shopping complex just 10 minutes from Louisville, nestled in Simpsonville, Kentucky.



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!!

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

