



2023 SPONSORED CONTENT GUIDE

Destination Signals supports Roswell with community activation — connecting local businesses with residents and visitors through VisitRoswellGA.com



destination
signals

SPONSORED CONTENT

VISIT ROSWELL GA 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. Visit Roswell GA 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.

275K+

ANNUAL
PAGEVIEWS ON
WEBSITE

23%

YEAR-OVER-YEAR
INCREASE IN SITE
TRAFFIC

66%

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 Roswell. Your advertising dollars help power ongoing marketing campaigns to drive increased visibility and visitation for our community

TO GET STARTED, PLEASE EMAIL
ROSWELL@DESTINATION SIGNALS.COM

FREQUENTLY ASKED QUESTIONS

1 WHO IS DESTINATION SIGNALS?

In partnership with Visit Roswell GA, Destination Signals manages all digital advertising and sponsored content opportunities on VisitRoswellGA.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

PEAK SHOWCASE

BE THE FIRST THING VISITORS SEE,
PEAK SHOWCASES APPEAR AT THE
TOP OF THE PAGE

AD SPECS

IMAGE: 640x480 pixels

TITLE: 30 characters

BODY: 215 characters

****Character count includes spaces*



Things to Do

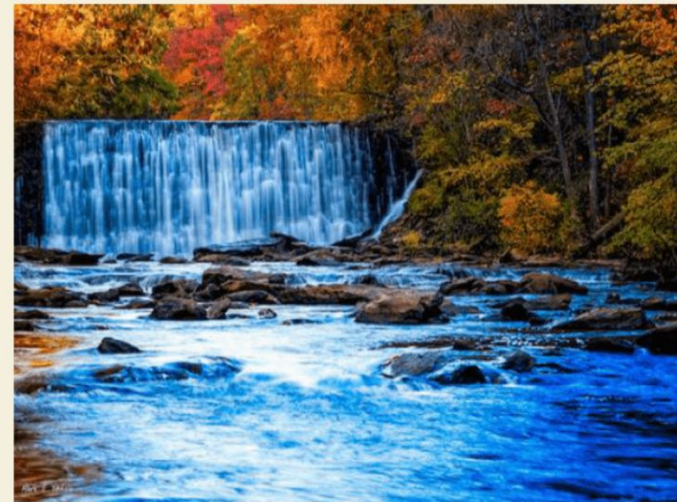
WOULD IT BE A CLICHÉ TO SAY
THERE'S SOMETHING FOR EVERYONE?



We dare you to go bored in our city. Go back in time within any of our historical homes that are open to the public for tours, play in the outdoors – whether on the trails or in the river, dance the night away at a concert, shop ‘til you drop and bask in the beauty of our variety of art showcased throughout our community. Whatever you're looking for, do it At Your Natural Pace.



1



Sponsored by Visit Roswell

FREE FOR ALL From hiking trails and waterfalls to historic walking tours and public art - have a blast in Roswell without spending a dime! [VIEW ATTRACTIONS](#)

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







50°








Sponsored by Sunny & Ranney
HOME GOODS THAT DO GOOD
Each purchase of designer home goods & furniture support home makeovers transforming the lives of kids with special needs. [[LEARN MORE](#)]






Sponsored by Big Oak Tavern
EAT WELL, FEEL GOOD
American style cuisine made with local ingredients from sustainable farmers. Now open for in-person dining. [[VISIT TODAY](#)]



Sponsored by the Chattahoochee Nature Center
GET YOUR NATURE ON AT CNC
Visit CNC and explore the whimsical fairy houses and gnome homes. Enchanted Woodland Trail is open daily through Feb. 28. [[PLAN YOUR VISIT](#)]

Welcome to Roswell, Georgia

AT YOUR NATURAL PACE.

 [[share](#)]

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



3



Sponsored by Deep Roots Wine Market & Tasting Room

Come Sip with Us!

Dive into a self guided wine tour with 32 unique wines at our wine stations - our wine-tenders are on hand to help you make a selection. Or join us at one of our events for wine & crafts, food pairing events & more!

[[VISIT US](#)]

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



FEATURED PARTNER

STAND OUT FROM OTHER
BUSINESSES IN THE WEBSITE'S
DIRECTORIES


AD SPECS




IMAGE: 640x480 pixels


TITLE: 30 characters


BODY: 150 characters

****Character count includes spaces*

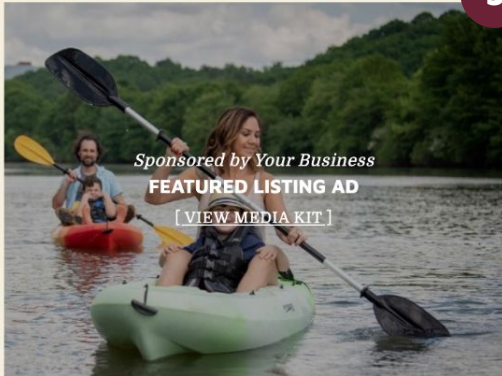




50°

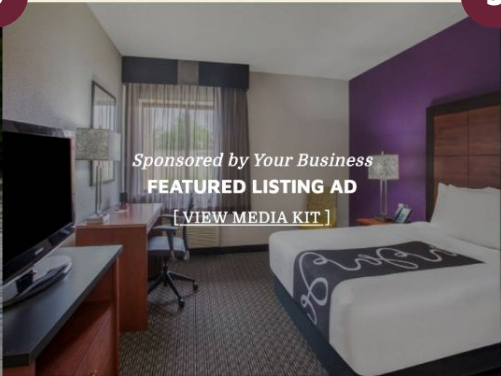


5




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
[\[VIEW MEDIA KIT\]](#)

CUISINE

show all cuisines

SEARCH

keywords

SEARCH





THANK YOU!!

TO GET STARTED TODAY, PLEASE CALL (800) 274-8774 x731 OR
EMAIL ROSWELL@DESTINATION SIGNALS.COM