

2022 KIDS FREE PACKAGES



San Diego®

TOURISM AUTHORITY



Drive Your Kids Free Promotions

Package includes:

- Featured content on **three** Kids Free email blasts.

Dates: 8/18, 9/11 & 10/1

- Display advertising on SanDiego.org/Kids-Free campaign pages.

Dates: 8/15 – 10/31/22

Email Placement

Reach an engaged and active leisure travel planning audience. Our email subscribers will receive your Kids Free offer multiple times that will link back to SanDiego.org or directly to your site.

Email Send Dates:

- 8/18/22
- 9/11/22
- 10/1/22

Premier →

Featured Hotel →

Featured →

The screenshot shows an email campaign for San Diego's Kids Free promotion. At the top, there's a banner with the text "Kids Free! All October Long DISCOVER DEALS" and "GET READY, FUN-LOVING FAMILIES". Below this, a section for the San Diego Zoo features a "GO WILD! KIDS FREE ALL OCTOBER" graphic and the text "KIDS FREE IS BACK AT THE SAN DIEGO ZOO!". The main body of the email lists several hotels and activities with their respective rates and "Kids Eat Free" offers. The hotels listed are The Dana on Mission Bay, Best Western Plus Island Palms Hotel and Marina, Kings Inn, Town and Country Resort, Ocean Park Inn, and Bahia Resort Hotel. At the bottom, there are sections for "Oceanside Adventures Luxury Cruises" and "San Diego Whale Watch".

Kids Free! All October Long DISCOVER DEALS

GET READY, FUN-LOVING FAMILIES

In just a few short weeks, kids can eat, stay and play for free in San Diego! October means the return of Kids Free, with more than 100 limited-time offers on attractions, activities, meals and more. Make your plans now!

SAN DIEGO ZOO

GO WILD! KIDS FREE ALL OCTOBER

KIDS FREE IS BACK AT THE SAN DIEGO ZOO!

This October, explore wild and wondrous wildlife with your children, find new adventures, and make lasting memories at the San Diego Zoo. And every visit helps save wildlife! Kids are free through October 31.

Hotel/Activity	Rates	Offer
The Dana on Mission Bay	RATES FROM \$100	KIDS EAT FREE >>>
Best Western Plus Island Palms Hotel and Marina	RATES FROM \$119	KIDS EAT FREE >>>
Kings Inn	RATES FROM \$89	KIDS EAT FREE >>>
Town and Country Resort	RATES FROM \$149	KIDS SLIDE & EAT FREE >>>
Ocean Park Inn	RATES FROM \$239	KIDS FREE WELCOME GIFT >>>
Bahia Resort Hotel	RATES FROM \$199	KIDS EAT FREE >>>

OCEANSIDE ADVENTURES LUXURY CRUISES

BUY 2 FULL FARE ADULT TICKETS & GET 1 KID TICKET FREE! (12 & UNDER)

WHIRLE & DOLPHIN TOURS

SAN DIEGO WHALE WATCH

COME SEA THE FUN WITH SAN DIEGO WHALE WATCH

Kids Free October!

KIDS RIDE FREE IN OCTOBER

Buy 2 full fare adult tickets & get 1 kid ticket free! (12 & under).

COME SEA THE FUN WITH US

Kids go free this October on one of our whale watching adventures to enjoy some of the Pacific Ocean's most magnificent creatures!

Kids Free Page Placement Attractions

Run Dates: 8/15 – 10/31/2022

Premier & Featured Attractions

Rotate in all 7 ad positions

- Premier (3): 17% S.O.V.
- Featured (6): 8% S.O.V.

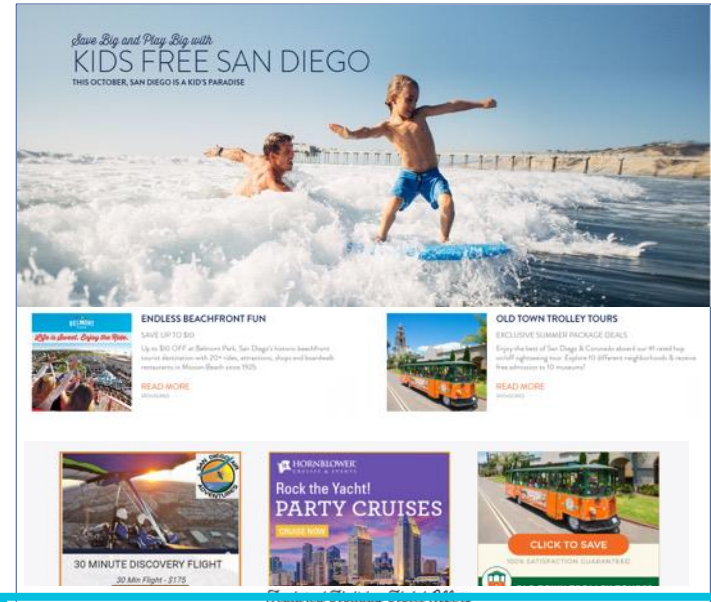
Ad placement rotation

The screenshot shows a website page for "Kids Free San Diego" with the following content:

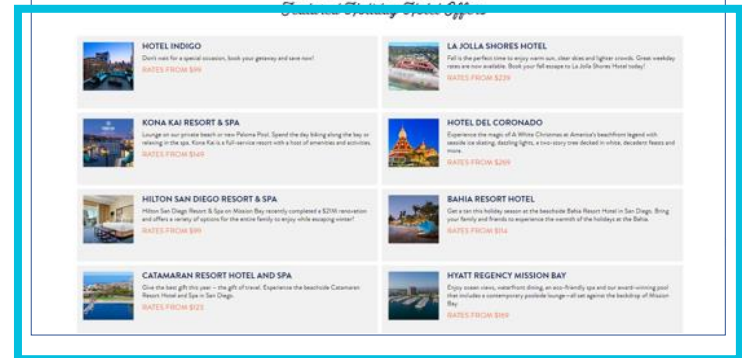
- Header:** "Save Big and Play Big with KIDS FREE SAN DIEGO THIS OCTOBER, SAN DIEGO IS A KID'S PARADISE". Below the text is a large image of a man and a child surfing.
- Grid of Ads:**
 - ENDLESS BEACHFRONT FUN:** "SAVE UP TO \$40! Up to \$40 OFF on Balboa Park, San Diego's historic beachfront scenic destination with 20+ sites, attractions, shops and handbuilt restaurants in Mission Beach since 1925." Includes a "READ MORE" button.
 - OLD TOWN TROLLEY TOURS:** "EXCLUSIVE SUMMER PACKAGE DEALS. Enjoy the best of San Diego & Coronado aboard our #1 rated hop on/off trolley from Captain Bob Williams neighborhood to receive free admission to 10 museums!" Includes a "READ MORE" button.
 - 30 MINUTE DISCOVERY FLIGHT:** "30 Min Flight - \$175". Includes a "READ MORE" button.
 - Rock the Yacht! PARTY CRUISES:** "HORNBLOWER CRUISES & EVENTS". Includes a "CLICK TO SAVE" button.
 - OLD TOWN TROLLEY TOURS:** "NON-SATISFACTION GUARANTEED". Includes a "CLICK TO SAVE" button.
- Stays in touch banner:** "Sign up to receive the latest news, events, and updates about San Diego. Our monthly and weekly newsletters will keep you informed about the latest and greatest happenings in the destination." Includes a "SIGN UP" button.
- Visitor planning guide banner:** "For the ultimate guide to planning your San Diego vacation, view and download the San Diego Visitor Planning Guide, packed with useful information that will help you plan the perfect San Diego getaway." Includes a "DOWNLOAD" button.
- SEADRAGONS & SEAHORSES:** "SEE THE NEW EXHIBIT! Celebrate seahorses and seadragons and learn about efforts to ensure their survival at Birch Aquarium's newest exhibition." Includes a "READ MORE" button.
- RIDE THE TIDE NOW SEAWORLD!:** "NOW OPEN! Introducing Tidal Twister, an all-new dueling roller coaster featuring high-speed turns and upside-down twists! The first of its kind in the world, only at SeaWorld San Diego." Includes a "READ MORE" button.

Kids Free Page Placement Hotels

Run Dates: 8/15 – 10/31/2022



Hotels will be listed by name on the Kids Free landing page Featured Hotel Offers widget and linked to your Kids Free offer on our site.



Kids Free Page Placement Hotels

Run Dates: 8/15 – 10/31/2022

Featured Hotels

Rotate in all 4 ad positions on the booking engine of our website with 2 ad types:

- 728x90 Leaderboard
- 300x250 Display Ad

Ad placement rotation

The screenshot displays a travel website's booking engine. At the top, there is a navigation bar with the 'SDrop' logo and links for 'EXPLORE', 'PLAN', and 'STAY'. Below this is a 728x90 Leaderboard ad with the text 'PLAN YOUR NEXT adventure' and 'GET UP ON THE TOP TOWER AND ATTRACTIONS'. A search bar is located below the ad, with fields for 'Check in', 'Check out', 'Rooms', 'Adults', 'Children', and a 'Keyword search' field. Below the search bar, there is a 'Hotels' section with a dropdown menu for 'Showing Hotels in: San Diego' and a 'Map View' button. The first hotel listed is 'Hilton San Diego Bayfront'. At the bottom of the page, there is a 300x250 Display Ad featuring 'SeaWorld SAN DIEGO', 'TIPAL TWISTER NOW OPEN #RIDETHETIDE2019', 'KONA KAI', and 'LA BREA SHORES HOTEL'. Arrows from the text 'Ad placement rotation' point to these four ad positions.

2022 Rates

Package	Member Rate	Average Impressions (banner impressions + email opens)	Widget Impressions	2021 Benchmark Performance
PREMIER [3 Total] SOLD OUT	\$3,000	166,000		3,214 Clicks 2.06% CTR
FEATURED [6 Total] 4 Available	\$1,000	132,000		796 Clicks 0.65% CTR
FEATURED HOTEL [8 Total] 6 Available	\$750	59,000	135,000	225 Clicks 0.31% CTR 430 Offer views

TO ADVERTISE, CONTACT YOUR SDTA REPRESENTATIVE:



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