

2023 KIDS FREE PACKAGES



San Diego®

TOURISM AUTHORITY



Drive Your Kids Free Promotions

Package includes:

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

Dates: 8/17, 9/10 & 10/1

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

Dates: 8/14 – 10/31/23

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:

- 8/17/23
- 9/10/23
- 10/1/23

Premier →

Featured Hotel →

Featured →

The screenshot shows an email campaign for San Diego's 'Kids Free' promotion. At the top, a banner features the text 'Kids Free! All October Long DISCOVER DEALS' and 'GET READY, FUN-LOVING FAMILIES'. Below this, a section for the San Diego Zoo promotes 'GO WILD! KIDS FREE ALL OCTOBER' with an image of a monkey and children swinging on a vine. Further down, there are several hotel offers, each with a small image, a rate box, and the text 'KIDS EAT FREE'. The offers include: 'THE DANA ON MISSION BAY' (Rates from \$100), 'BEST WESTERN PLUS ISLAND PALMS HOTEL AND MARINA' (Rates from \$119), 'KINGS INN' (Rates from \$89), 'TOWN AND COUNTRY RESORT' (Rates from \$149), 'OCEAN PARK INN' (Rates from \$239), and 'BAHIA RESORT HOTEL' (Rates from \$199). At the bottom, there are two more featured offers: 'OCEANSIDE ADVENTURES LUXURY CRUISES' (Buy 2 full fare adult tickets & get 1 kid ticket free!) and 'SAN DIEGO WHALE WATCH' (Come sea the fun with us).

Kids Free Page Placement Attractions

Run Dates: 8/14 – 10/31/2023

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 displays the 'Kids Free San Diego' website layout. At the top, a banner reads 'Save Big and Play Big with KIDS FREE SAN DIEGO THIS OCTOBER, SAN DIEGO IS A KID'S PARADISE' with an image of a man and a child surfing. Below this are several promotional tiles:

- ENDLESS BEACHFRONT FUN**: 'SAVE UP TO \$40! Up to \$40 OFF on Belmont Park, San Diego's historic beachfront scenic destination with 20+ rides, attractions, shops and handmade restaurants in Mission Beach since 1925. READ MORE'.
- 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! READ MORE'.
- 30 MINUTE DISCOVERY FLIGHT**: '30 Min Flight - \$175. READ MORE'.
- Rock the Yacht! PARTY CRUISES**: 'BOOK NOW'.
- OLD TOWN TROLLEY TOURS**: 'CLICK TO SAVE! 100% SATISFACTION GUARANTEED! READ MORE'.

Two large banners are positioned below the tiles:

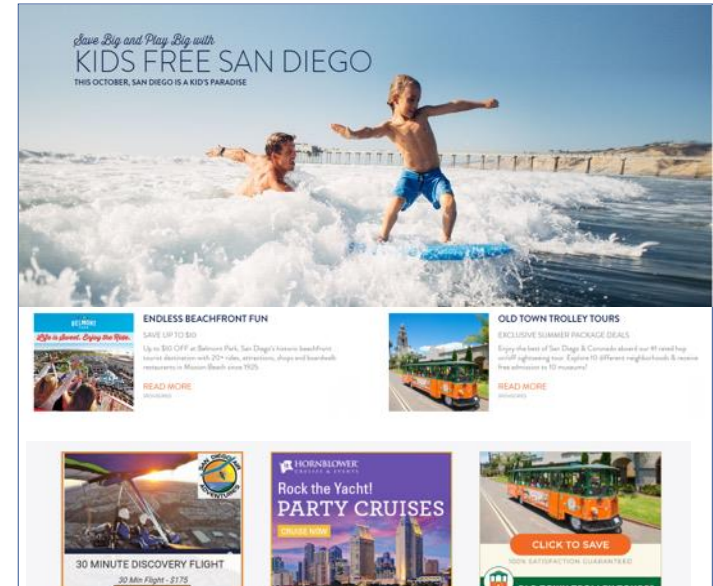
- Stay in touch**: 'Sign up to receive the latest news, events, and updates about San Diego. Our monthly and weekly newsletters will keep you informed about the latest and greatest happenings in the destination. SIGN UP'.
- Visitor planning guide**: 'For the ultimate guide to planning your San Diego vacation, view and download the San Diego Visitor Planning Guide, packed with useful information that will help you plan the perfect San Diego getaway. DOWNLOAD'.

At the bottom, there are two more attraction tiles:

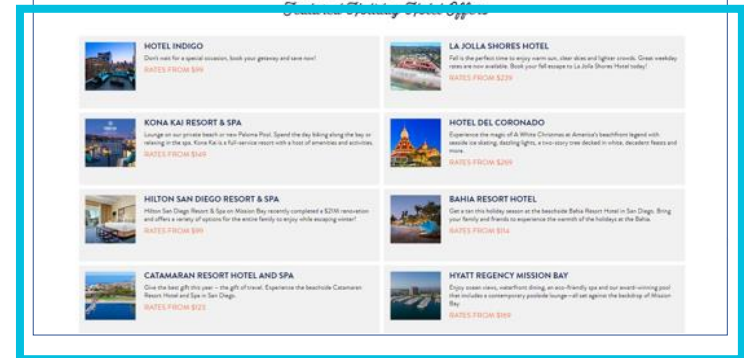
- SEADRAGONS & SEAHORSES**: 'SEE THE NEW EXHIBIT! Celebrate seahorses and seadragons and learn about efforts to ensure their survival at Birch Aquarium's newest exhibition. READ MORE'.
- RIDE THE TIDE NOW SEAWORLD!**: 'NOW OPEN! Introducing Tidal Twister, an all-new dueling roller coaster featuring high-speed turns and upside-down twists! The first of its kind in the world, only at SeaWorld San Diego. READ MORE'.

Kids Free Page Placement Hotels

Run Dates: 8/14 – 10/31/2023



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: 8/14 – 10/31/2023

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 the San Diego Zoo website's booking engine. At the top, there is a navigation bar with 'EXPLORE', 'PLAN', and 'STAY' options. Below this is a large banner ad with the text 'PLAN YOUR NEXT adventure' and 'GET UP ON THE TOP TOWER AND ATTRACTIONS'. A search bar is prominently featured, allowing users to search for hotels with fields for check-in, check-out, rooms, adults, and children. Below the search bar, a list of hotels is shown, including 'Hilton San Diego Bayfront'. At the bottom of the page, there are two large display ads. The first is for SeaWorld San Diego, featuring a roller coaster and the text 'NOW OPEN #RIDETHETIDE2019'. The second is for the Kona Kai and La Brea Shores Hotel, with the text 'Wake on Water' and 'The Ultimate Family Beach Vacation! Book Your Summer Getaway Today'.

2023 Rates

Package	Member Rate	Average Impressions (banner impressions + email opens)	Widget Impressions	2022 Benchmark Performance
PREMIER [3 Total]	\$3,000	270,000		10,300 Clicks 3.23% CTR
FEATURED [6 Total]	\$1,000	235,000		3,161 Clicks 1.45% CTR
FEATURED HOTEL [8 Total]	\$750	115,000	225,000	444 Clicks 0.38% CTR 110 Offer views

TO ADVERTISE, CONTACT YOUR SDTA REPRESENTATIVE:



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