

2024

# KIDS FREE PACKAGES



TOURISM AUTHORITY



# KIDS FREE EMAIL ADS

## EMAIL PLACEMENTS

### EMAIL PLACEMENT

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

### EMAIL SEND DATES:

- AUGUST 15
- SEPTEMBER 12
- OCTOBER 1

### CREATIVE EXAMPLES:




#### GET READY TO PLAY AND SAVE WITH KIDS FREE SAN DIEGO!

Kids Free San Diego is back this October, with amazing savings all month long! Plan your next family adventure and take advantage of fantastic deals for kids to eat, stay, and play for free all over San Diego. Check out the great offers below and book your trip today!

**PREMIER**

LEGOLAND CALIFORNIA SPONSORED



**KIDS GO FREE**  
with paid adult Hopper Ticket

**KIDS GO FREE TO LEGOLAND!**

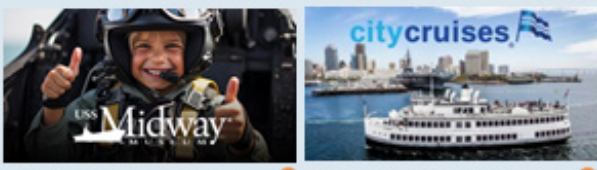
Get a FREE child ticket with paid adult Hopper Ticket. AWESOME AWAITS at LEGOLAND® California Resort where you can enjoy more than 60 rides and attractions for kids 2-12. With your Hopper Ticket, make a splash at the LEGOLAND Water Park or chill out with our sea creatures at SEA LIFE® aquarium. Terms & Conditions apply. See offer for details. Expires 12/31/23

**FEATURED HOTELS**

 <p><b>25% OFF YOUR STAY</b> BAHIA RESORT HOTEL KIDS EAT &amp; PLAY FREE &gt;&gt;&gt;</p>	 <p><b>25% OFF YOUR STAY</b> CATAMARAN RESORT HOTEL AND SPA KIDS EAT &amp; PLAY FREE &gt;&gt;&gt;</p>
 <p><b>RATES FROM \$20</b> SAN DIEGO MISSION BAY RESORT KIDS EAT FREE &gt;&gt;&gt;</p>	 <p><b>RATES FROM \$105</b> KINGS INN KIDS EAT FREE &gt;&gt;&gt;</p>

**FEATURED**

USS MIDWAY MUSEUM SPONSORED CITY CRUISES



**WHEN FREE CALLS, I ANSWER.** **KIDS CRUISE FREE ON CITY CRUISES**

This October the Midway Museum is free for kids. Bring the family and enjoy San Diego's Top Rated Attraction. Kids cruise FREE on the Best of the Bay tour.

# KIDS FREE PAGES PLACEMENT

## ATTRACTIONS

### PREMIER & FEATURED ATTRACTIONS

Rotate in all seven ad positions.

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

### RUN DATES:

- 8/12/2024 - 10/31/2024



**AD PLACEMENT**

**Family Fun in the Sun**  
 All October long, kids can play and pay for less, while parents enjoy great deals on big-time savings on attractions, museums, meals and more. So, if you're a family member wanting to be inside San Diego this year long...

**AD PLACEMENT**



**WHEN FREE CALLS, I ANSWER.**  
 USE MIDDAY MUSEUM  
 This October the Midway Museum is free for kids. Bring the family and enjoy San Diego's Top Rated Attraction.  
[READ MORE](#)



**KIDS FREE AT BELMONT PARK!**  
 BELMONT PARK  
 Kids Go Free with adult purchase at Belmont Park. Enjoy over 30 rides and attractions like the iconic Giant Dipper Roller Coaster and believe fun during our Fall Festival!  
[READ MORE](#)



**KIDS GO FREE WITH A PAID ADULT**  
 HARRY POTTER  
 PETER PAN  
 SEASIDE



**KIDS GO FREE**  
 with paid adult  
 Mega Ticket



**Every Visit Goes a Long Way**  
 San Diego Zoo  
 Kids FREE All October

**AD PLACEMENT**

*Kids Free San Diego*

WHAT'S HOT | CAN'T MISS ATTRACTIONS | WHAT'S ON



**THE BEST BEACHES, ACCORDING TO KIDS**  
 Get inspired for your fall beach wander.



**THE BEST ACTIVITIES IN MISSION BAY**



**BEST KID-APPROVED PARKS IN SAN DIEGO!**



**21 FUN & FREE THINGS TO DO**



**FREE KIDS HARBOR TOUR**  
 FLAGSHIP CRUISES & EVENTS  
 Embark on a family adventure with a Flagship Harbor Tour and explore our beautiful city's wonders. Unforgettable memories await!  
[READ MORE](#)



**SEAWORLD ON THE BAY**  
 SEAWORLD SAN DIEGO  
 Kids Go Free with Paid Adult pass through October. End off with amazing animal encounters, a live entertainment night, family games, and become a star musician at Disney Jr.  
[READ MORE](#)



# KIDS FREE LANDING PAGE PLACEMENT

## HOTELS

### FEATURED HOTELS

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.

### RUN DATES:

- 8/12/2024 - 10/31/2024



#### Family Fun in the Sun

Get the most out of your vacation and pay for less, while parents enjoy gear, food and more at attractions, museums, parks and more. Or, relax, enjoy gentle family massages as you enjoy the beach in San Diego. This yearning...



#### WHEN FREE CALLS, I ANSWER.

USE MICROSTAY WIDGET

The Obiwan Kenobi Museum is free for kids. Bring the family and enjoy San Diego's Top Rated Attraction.

[READ MORE](#)



#### KIDS FREE AT BELMONT PARK!

BELMONT PARK

Kids Go Free with adult purchase at Belmont Park. Enjoy over 20 rides and attractions like the iconic Giant Dipper Roller Coaster and Tennis fun during our Fall Festival!

[READ MORE](#)



**HOTEL PLACEMENT**

### Featured Kids Free Hotel Offers

 <p><b>TOWN AND COUNTRY RESORT</b>                      Kids Beds &amp; Eat Free                      \$475.99 FROM \$224</p> <p><a href="#">BOOK</a></p>	 <p><b>SHERATON SAN DIEGO HOTEL &amp; MARINA</b>                      Great savings for your family! Children 12 and under enjoy a free kids meal with a young adult at our restaurants, bar/lounge, Marina Market! During the month of October.</p> <p><a href="#">BOOK</a></p>
 <p><b>BAHIA RESORT HOTEL</b>                      The Obiwan Kenobi guests can dine at Obiwan 195 for a free kids meal and enjoy the complimentary giftboard or local wine (maximum 12oz).</p> <p><a href="#">BOOK</a></p>	 <p><b>CATAMARAN RESORT HOTEL &amp; SPA</b>                      The Obiwan Kenobi guests can dine at Obiwan Coastal Kitchen for a free kids meal and enjoy the complimentary giftboard or local wine (maximum 12oz).</p> <p><a href="#">BOOK</a></p>
 <p><b>SAN DIEGO MISSION BAY RESORT</b>                      Dig in at San Diego Mission Bay Resort with the whole family. Enjoy 1 kid meal on adults meal purchased at Salsita, Plaza San Luis, or Colonial Restaurant.</p> <p><a href="#">BOOK</a></p>	 <p><b>KINGS INN</b>                      Stay in style at the Kings Inn - Kids Eat Free at Our Two Restaurants (The Whiffle Tap &amp; Burger Tap). Enjoy our Sporting Pool, Hot Tub, Gym, and Bar-Like Piano Cafe. <b>KIDS FREE!</b></p> <p><a href="#">BOOK</a></p>
 <p><b>OCEAN PARK INN</b>                      Check in to our strongest guarantee using Kids Free Month and receive a free Wilton's Omaha Dog for kids, along with 10% off an extended stay of three nights or more.</p> <p><a href="#">BOOK</a></p>	

# WEBSITE BANNER PLACEMENT

## HOTELS

### FEATURED HOTELS

- Run of Site impressions on our website – Native & Display
- Rotate in 5 ad positions on our website's booking engine:
  - 728 x 90 Leaderboard
  - 300 x 250 Display Ad

### RUN DATES:

- 8/12/2024 - 10/31/2024

**HOTEL  
PLACEMENT**

The screenshot shows the Expedia website interface. At the top, there is a navigation bar with 'Home', 'Hotels', 'Vacations', 'Packages', 'Flights', and 'My Itiner'. Below this is a 'Search Hotels' section with fields for 'Check in', 'Check out', 'Rooms', and 'Guests'. The search results are for 'San Diego'. Three hotel listings are visible:

- San Diego Mission Bay Resort**: San Diego, CA. TripAdvisor Travel Rating: 4.5 of 5 (1,449 reviews). Waterfront Resort just minutes from the San Diego Zoo. View Package.
- Embassy Suites by Hilton San Diego La Jolla**: San Diego, CA. TripAdvisor Travel Rating: 4.5 of 5 (2,033 reviews). Great Value! Complimentary breakfast! View Package.
- Bahia Resort Hotel**: San Diego, CA. TripAdvisor Travel Rating: 4.5 of 5 (6,376 reviews). Affordable family resort in the heart of Mission Bay. View Package.

Two red callout boxes labeled 'HOTEL PLACEMENT' point to specific banners: one for 'KIDS EAT + PLAY FREE' at Catamaran Resort Hotel and another for 'KIDS SLIDE & EAT FREE' at Bahia Resort Hotel.

**HOTEL  
PLACEMENT**

This block contains five promotional banners for Catamaran Resort Hotel:

- KIDS SLIDE & EAT FREE**: A horizontal banner featuring a water slide and a plate of food.
- KIDS EAT + PLAY FREE**: A vertical banner showing children kayaking on a lake.
- KIDS EAT FREE AT SAN DIEGO MISSION BAY RESORT**: A vertical banner showing a family walking on a beach.
- Kids' Treat Welcome Gift**: A vertical banner showing four children smiling.

# DRIVE YOUR KIDS FREE PROMOTIONS

## ALL ADVERTISERS

Featured content on three Kids Free email blasts.

### DATES:

- AUGUST 15
- SEPTEMBER 12
- OCTOBER 1

Display advertising on our website.

### DATES:

- 8/12/2024 – 10/31/2024

CO-OP PACKAGE	MEMBER RATE	AVERAGE IMPRESSIONS <small>(Banner impressions &amp; email opens)</small>	WIDGET IMPRESSIONS	BENCHMARK PERFORMANCE
<b>PREMIER</b> 3 Total <b>SOLD OUT</b>	\$3,000	275,000		7,192 clicks 2.70% CTR
<b>FEATURED</b> 6 Total <b>SOLD OUT</b>	\$1,000	180,000		1,981 clicks 1.08% CTR
<b>FEATURED HOTEL</b> 8 Total <b>6 AVAILABLE</b>	\$750	100,000	170,000	617 clicks 0.64% CTR

## TO ADVERTISE, CONTACT YOUR SDTA REPRESENTATIVE:



**NANCY BJORK**  
619.557.2807  
nbjork@sandiego.org



**GERRY GRANADOS**  
619.557.2868  
ggranados@sandiego.org