

# VisitFortWayne.com Advertising Placements



Advertising on **VisitFortWayne.com** is the best way to reach visitors to our community as they plan their visit, and look for things to do while they are in town!

Below we have outlined the ad placements available to help you reach these visitors.

**6.5 million visitors** come to our community each year. Let *Visit Fort Wayne* help you grow your business by attracting more of their **\$742 million** in spending!

*Let me help you get started!*

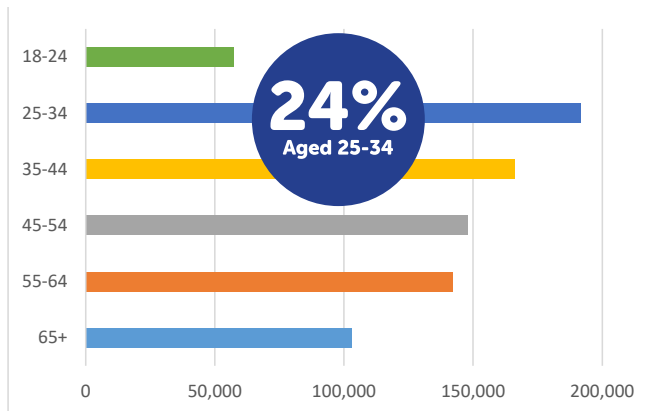
**EMILY STUCK**

Director of Visitor and Partner Services

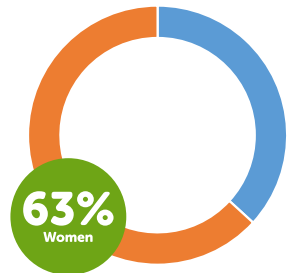
Phone: (260) 424-3700

emily@visitfortwayne.com

## Who You'll Be Reaching VisitFortWayne.com Website Users (Visitors)



Source: Google Analytics: 9/1/2018 - 8/31/2020



**250K**  
Nearly 250,000  
pageviews per  
month on average



THINGS TO DO RESTAURANTS HOTELS EVENTS PLAN BLOG

Meetings Sports Tour Planners Media About



## HEADER IMAGE AD

**Placement Type:** Exclusive, per page  
**Locations:** Things To Do, Events, Transportation, Restaurants.

### Specifications:

**Image:** 1920x734px;

**Headline:** 25 characters

**Body:** 80 characters

**Link available:** Yes

**Mobile Version:** Condenses image to focal point. Text shifts to fit device width.

**\$200/month**

Things to do and see in Fort Wayne, Indiana. Let your interests, curiosity and taste buds guide you all around the City. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer in sapien rutrum, venenatis turpis ut, iaculis ante. Cras fringilla ex id malesuada posuere. Sed eget fermentum sapien. Etiam convallis, sem ac malesuada fermentum, libero sem efficitur odio, eget ornare turpis metus eu nibh. Proin congue ac enim ac placerat. Fusce vel imperdiet magna.

zoo in the nation\* the Children's Zoo offers over 1,500 animals on 42 acres-and countless activities to fill the day. In fact, there are rides in every part of the zoo! [READ MORE](#)

## Mobile Preview

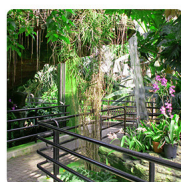
## SPOTLIGHT ON FORT WAYNE



**Dining In Fort Wayne**  
Surround yourself with nature at an oasis in the heart of downtown Fort Wayne. [READ MORE](#)



**Fort Wayne Children's Petting Zoo**  
Your family will love 40 acres of animals, rides and beautifully landscaped grounds. [READ MORE](#)



**Explore Fort Wayne**  
Surround yourself with nature at an oasis in the heart of downtown Fort Wayne. [READ MORE](#)



**Dining In Fort Wayne**  
Your family will love 40 acres of animals, rides and beautifully landscaped grounds. [READ MORE](#)



**Explore Fort Wayne**  
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## SPOTLIGHT AD

**Placement Type:** Shared

**Locations:** All pages with ads

### Specifications:

**Image:** 600x600 px minimum

**Headline:** 40 characters

**Body:** 80 characters

**Link available:** Yes

**Mobile Version:** Stacks all ads in one column in random order.

**\$100/month**

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## PAGE SPONSOR

**Placement Type:** Exclusive, per page  
**Locations:** Events, Things To Do, Restaurants, Plan.

### Specifications:

**Image:** 900x600 px minimum  
**Headline:** 25 characters  
**Body:** 200 characters  
**Link available:** Yes  
**Mobile Version:** Stacks copy and link under image. Shows before Run of Site ad.  
**\$65 - \$200/month**

## RUN OF SITE

**Placement Type:** Shared  
**Locations:** All pages with ads

### Specifications:

**Image:** 900x600 px minimum  
**Headline:** 25 characters  
**Body:** 200 characters  
**Link available:** Yes  
**Mobile Version:** Stacks copy and link under image. Shows after Page Sponsor ad.  
**\$200/month**

### Mobile Preview



## MOBILE BANNER

**Placement Type:** Shared

**Locations:** All pages

### Specifications:

**Image:** 75x50 px maximum

**Headline:** 28 characters

**Body:** 35 characters

**Link available:** Yes

**Display Notes:** Mobile banners will only display for users with mobile devices, which is roughly 70% of website traffic.

**\$250/month**



## FEATURED LISTING

**Placement Type:** Shared, variable  
**Locations:** Hotel, Restaurant, Things To Do listing pages.

### Specifications:

**Image:** 900x600 px minimum  
**Copy:** Uses existing listing  
**Link:** Promotes your listing  
**Mobile Version:** Stacks all listings in one column in alphabetical order, with featured listings first. No change to listing layout.  
**\$95/month**

