# NYC & Company

## Digital Media Kit

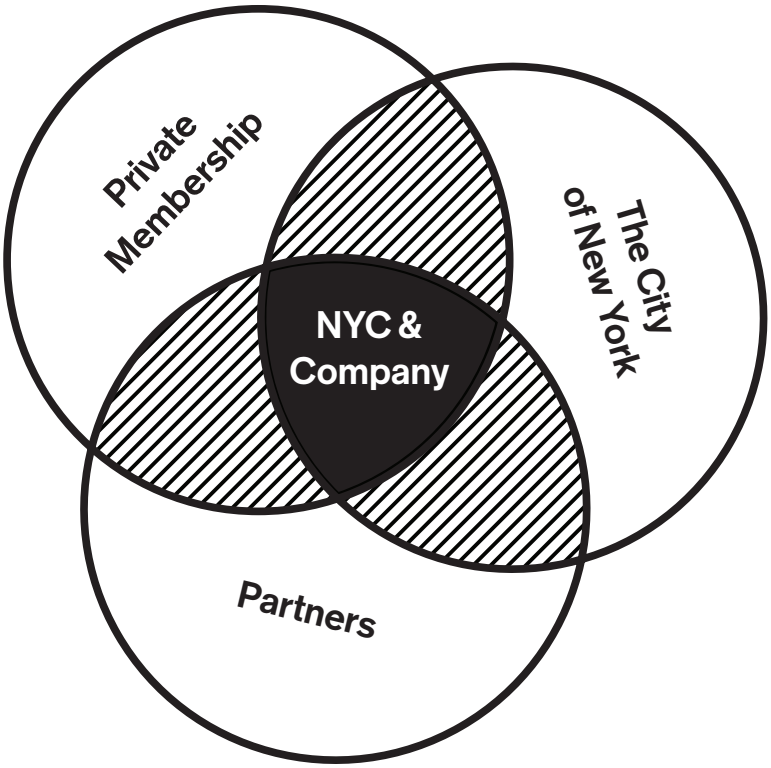
### Advertising & Sponsorship Opportunities

NYC & Company
nycgo.com

Updated as of January 3, 2017

# Meet NYC & Company

**NYC & Company is the official destination marketing organization for the five boroughs of New York City.**



# The Power of NYC

**New York City is more than a destination—it's a global brand.**

The **#1** big-city destination in the US

The **#1** US destination for international travelers

in 2015 **58.5M** total visitors

visitors from over **170** countries

**12.3M** international visitors in 2015 **+2.5%** YOY

**46.2M** domestic visitors in 2015 **+4.0%** YOY

**$42.2B** direct visitor spending in 2015

**$62.8B** economic impact in 2015

As of November 2016

# The power of travel and tourism

## NYC welcomes the world (2015)

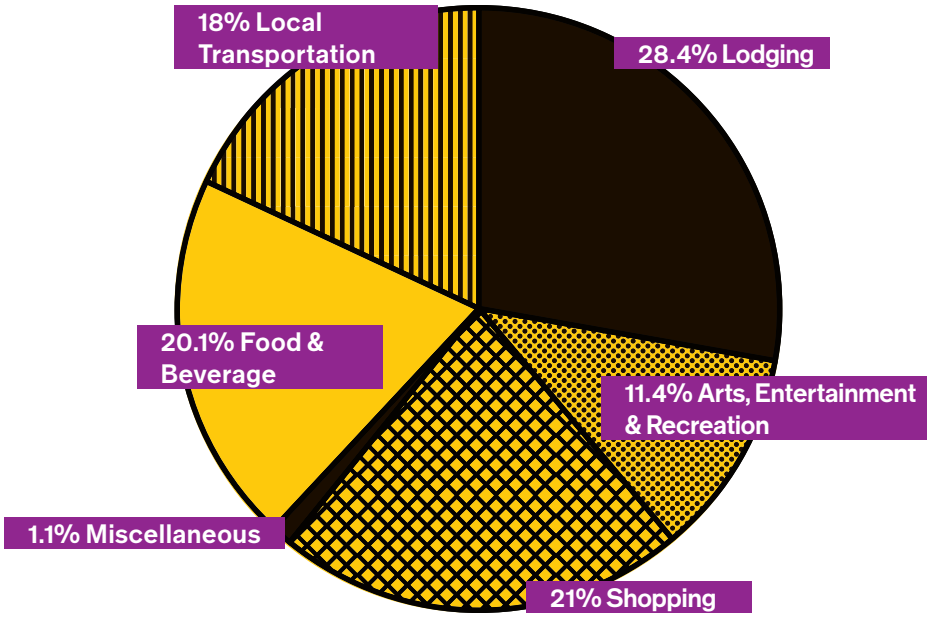
**Top International Feeder Markets**

1. UK
2. Canada
3. Brazil
4. China (PRC)
5. France
6. Australia
7. Germany
8. Italy
9. Mexico
10. Spain

**Top Domestic Feeder Markets**

1. New York
2. New Jersey
3. Pennsylvania
4. Florida
5. Conneticut
6. Massachusetts
7. California
8. Maryland
9. Virginia
10. Texas

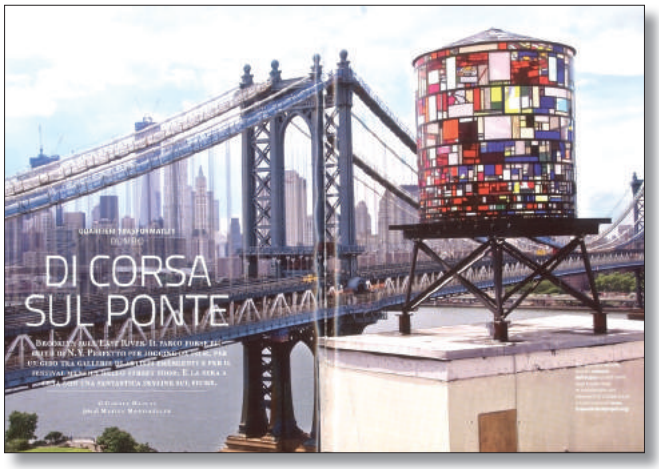
**Visitor Spending Breakdown***

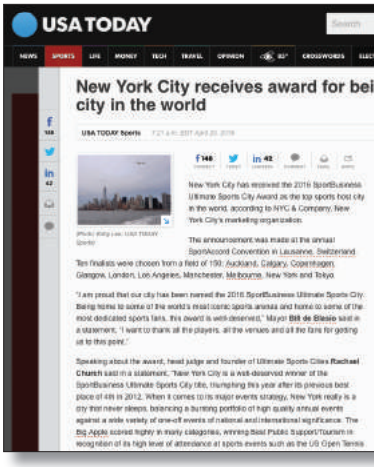



*$42.2B direct visitor spending

# Earned media: a unique asset

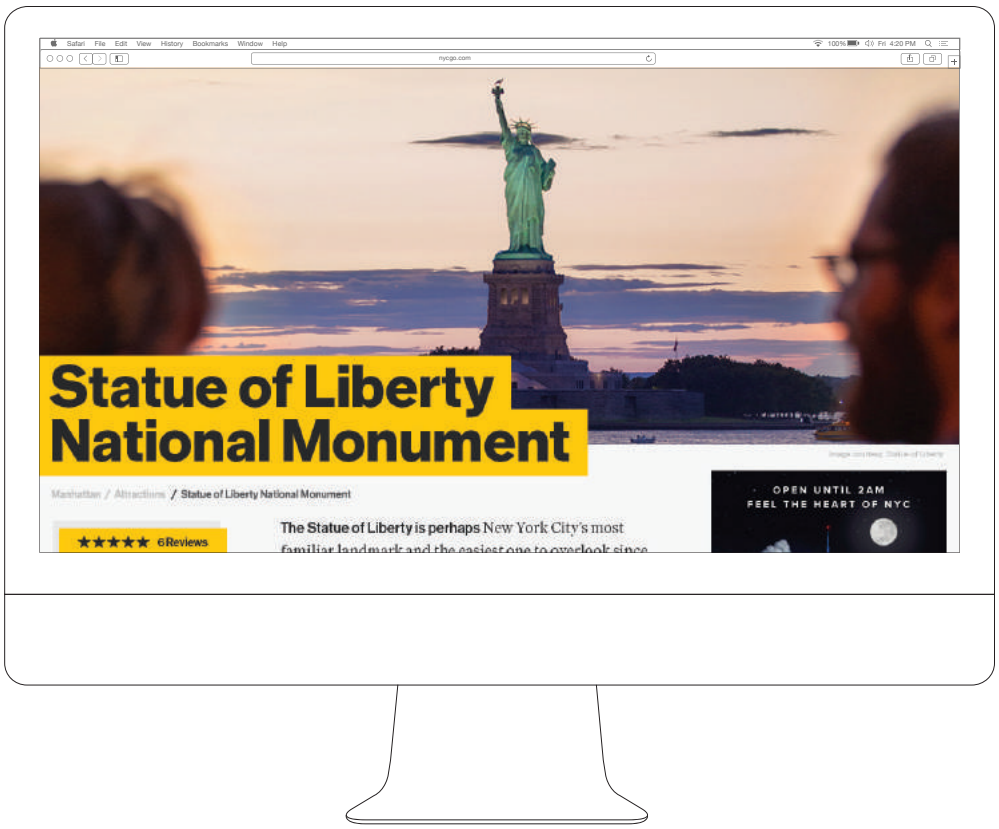
**In 2015 NYC & Company leveraged over tens of millions of dollars in earned media, which created 10 billion impressions and was worth more than $120 million in ad value.**



# Meet the New NYCgo

**NYCgo and its related digital channels are the official guide to New York City, inspiring visitation to the five boroughs and aiding visitors through every step of their planning journey.**



# Why NYCgo?

- Official destination marketing website of NYC
- Promoted on a global scale
- Most desirable audience profile with highly targeted segments
- Only NYC-dedicated resource made for visitors outside the market
- Reaches diverse audiences at all stages of travel cycle
- Exclusive programs utilizing iconic brands to deliver proven results

# What We Do

# We spread a local message to a global audience: Visit New York City.

# NYCgo Audience

**For both tourists and natives, we are the trusted authority on all things NYC. Our expansive reach—domestically and internationally—makes us the key resource for people looking to explore the five boroughs.**

## site geography

**Scale** Reached and influenced over 14 million visitors in 2015

**Engagement** 9+ minutes on site

**Age** 25–34 indexing at 153

**HHI** $150 K+ indexing at 194

**Education** Undergrad indexing at 120, grad indexing at 183

Source: Quantcast, December 2015

# One Site, Many Messages

## Our popular verticals include

- Must-See NYC
- Attractions
- Tours
- Broadway
- Shopping
- Events
- Restaurants
- Boroughs & Neighborhoods
- Seasonal Guides: Summer, Fall, Winter, Spring, Holiday
- Free
- Nightlife
- Sports
- Family
- LGBTQ
- Visitor Info

## Our popular programs include

- NYC Restaurant Week®
- NYC Broadway Week℠
- NYC Off-Broadway Week℠
- See Your City™

## Our popular editorial features include

- TV Show Tapings
- Broadway 101
- Concert Calendar
- Shopping Highlights
- Bar Listings
- New York Secrets

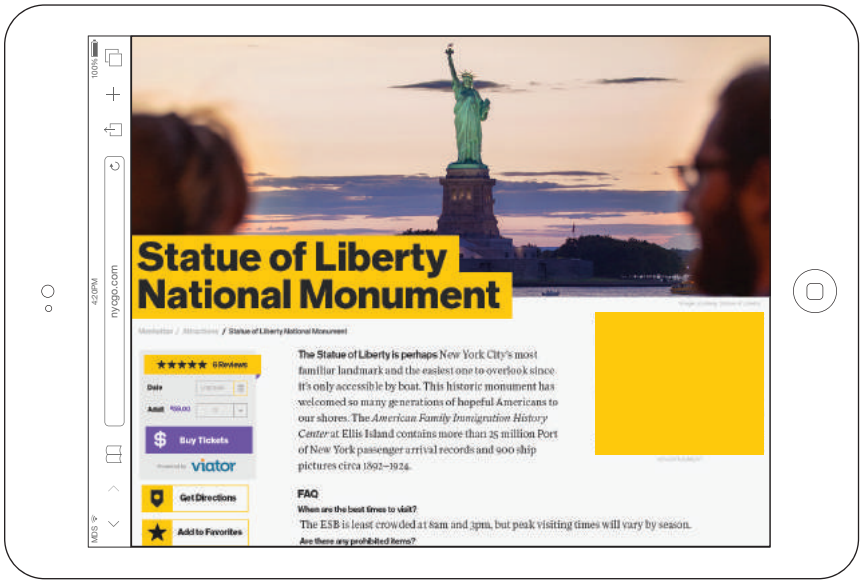
# Advertising and Sponsorship Opportunities

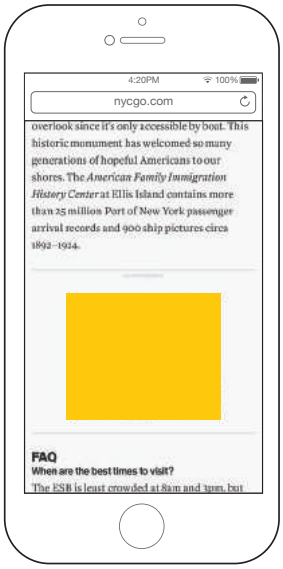
**Our new platform supports robust sponsorships, features high-impact display units and creates the opportunity to leverage exclusive marketing programs to a high-value audience.**

Spec sheet available upon request

# Responsive Design

**Our engaging and responsive experience, featuring mobile-friendly design, allows advertisers to reach target audiences on any device.**



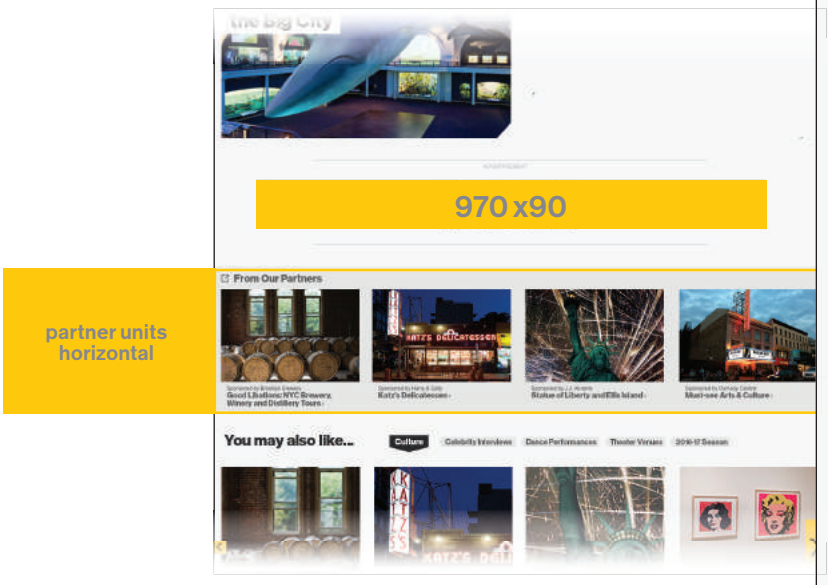
# Display

## Standard

- **300 x 250**
  medium rectangle
- **970 x 90**
  leaderboard / can expand into 970 x 250
- **970 x 250**
  billboard

## Paid Listings (partner units)

**Text and image placements that entice the viewer to seek out additional information**

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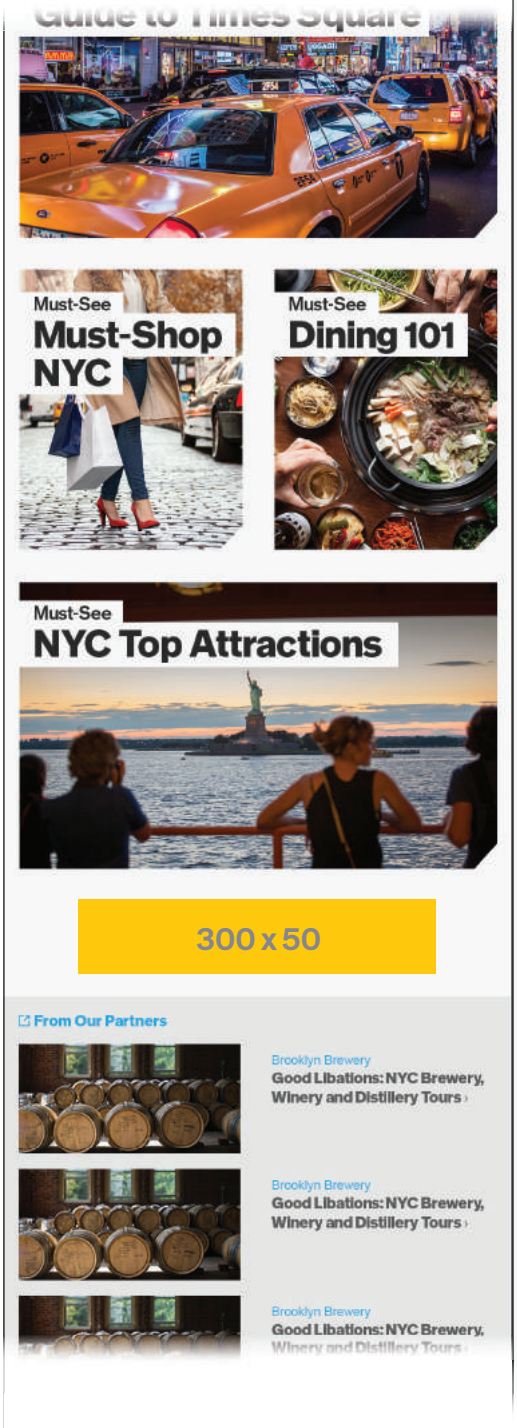
# Display

## Standard Mobile

- 300 x 50
- 300 x 250
  responds the same across all screens

970 x 90 & 970 x 250 turns into 300 x 50 on mobile platform



Spec sheet available upon request

# High-Impact Display

**High-impact ads, with their large real estate and engaging features, are known to drive the best consumer response rates.**

**IAB research shows that high-impact formats generate significantly higher engagement and click-through rates than those of standard display ads.**

Formats available

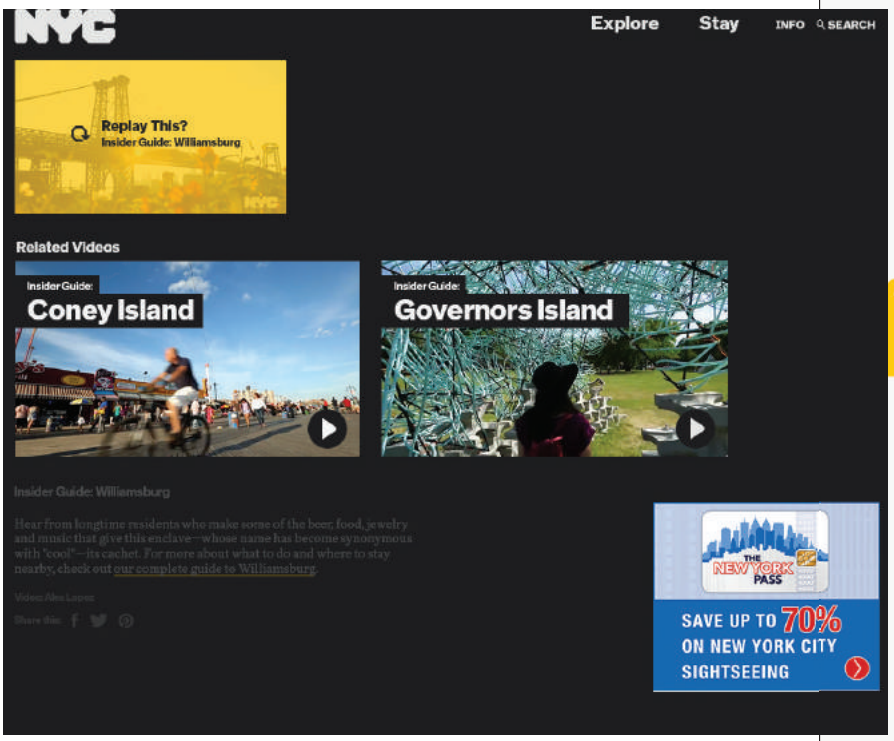
- page skins
- interstitials
- interscroller

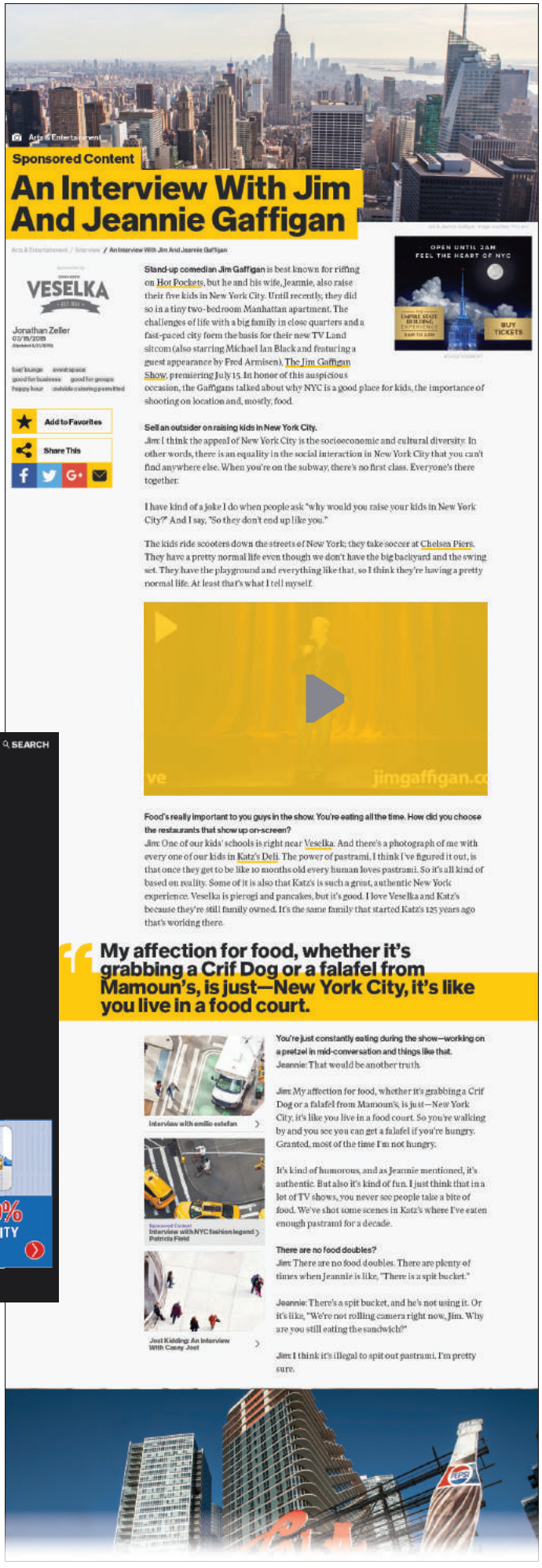
Spec sheet available upon request

# Video

**Video allows you to connect with your target audience more directly than any other ad medium. Your message comes to life in a compelling visual format that feels natural for the NYCgo viewer to consume.**

**The new NYCgo supports in-banner and in-stream advertising opportunities.**




Spec sheet available upon request

# Content Marketing

## Content marketing with NYCgo offers the opportunity to align with the NYC brand in two ways:

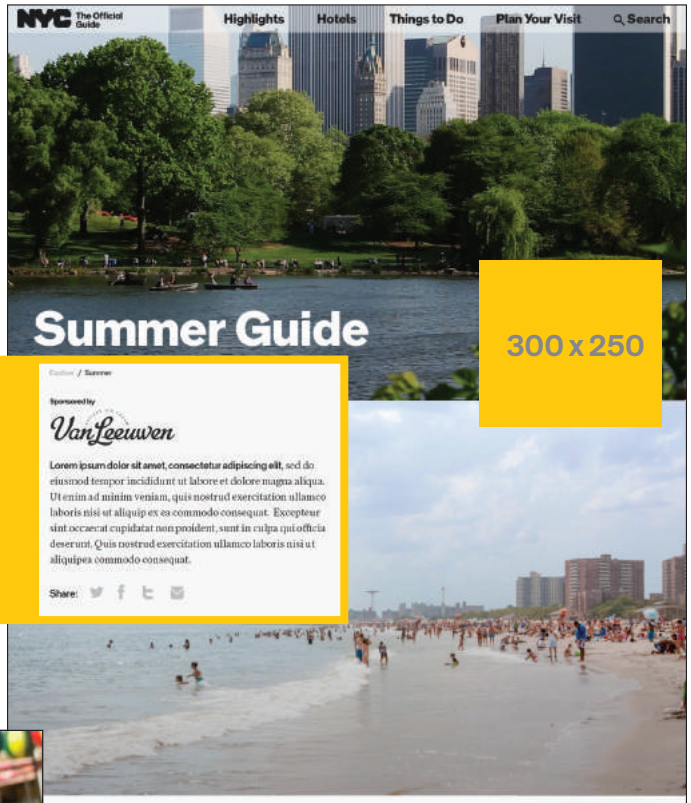
- Through a co-authored message on an exclusive NYCgo page. The messaging will be driven by you and guided by our editors to ensure consistency of voice.
- Through the opportunity to sponsor contextually relevant content written by our editors.

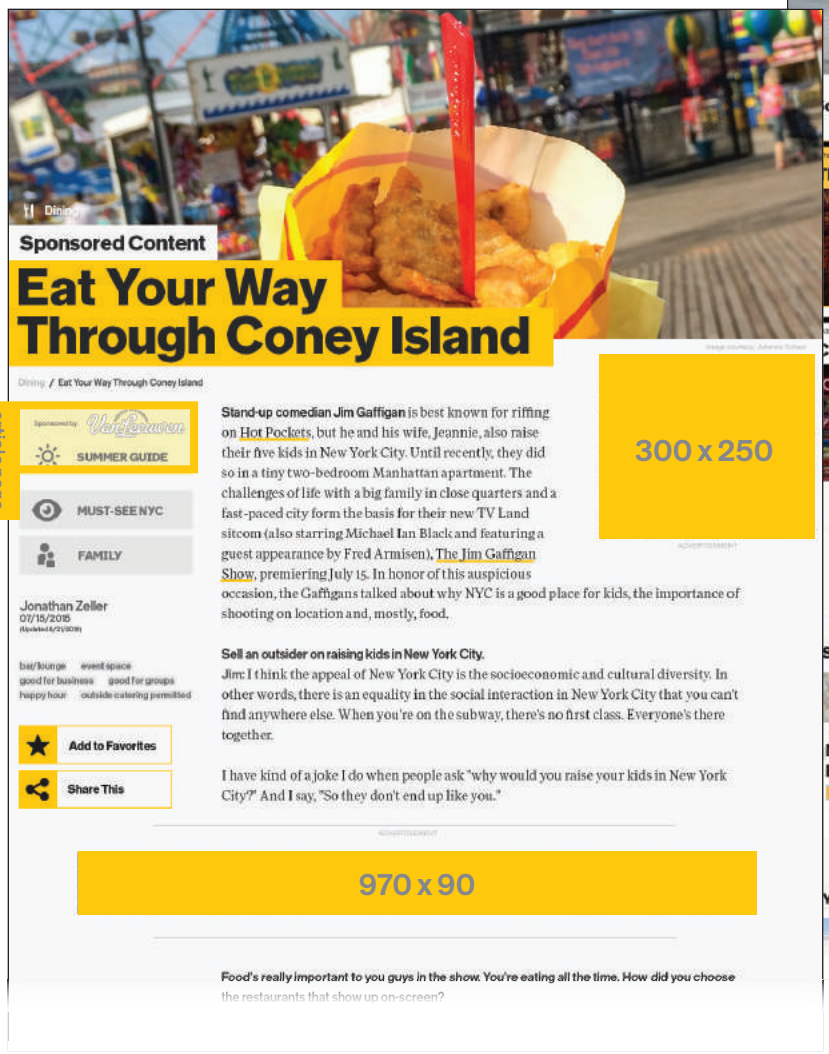
## We will work to drive traffic to your landing page, and you'll have ownership over all display ad units. Program elements include:

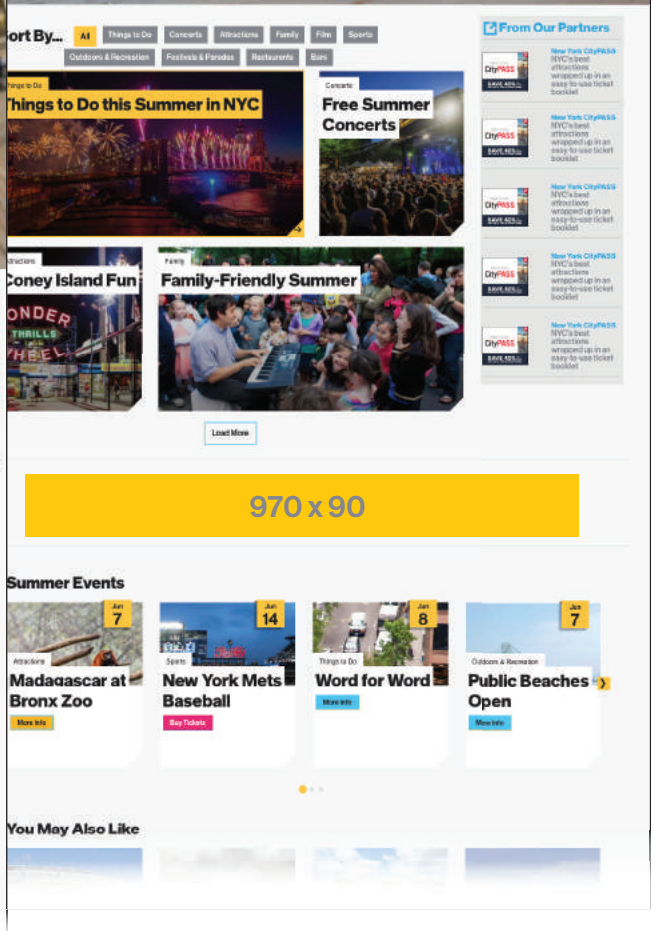
- sponsorship logo
- content
  (either co-authored or contextually relevant content developed by NYCgo editors)
- roadblock of ad units
  300 x 250 and 970 x 250
- content drivers

# Sponsorships

**Be the talk of the town: Align your brand with our exclusive, high-profile marketing programs like NYC Restaurant Week, NYC Broadway Week and our seasonal guides. NYCgo sponsorships encompass branding opportunities and tactical solutions you won't find elsewhere.**



# Email

**Speak directly to over 225,000 global subscribers who have requested to hear from NYCgo. Activate the entire list, or segment based on geography to tailor your message.**

## Email programs are ideal for advertisers who want to:

- Spike traffic to their site on specific dates
- Use a specific call to action in support of a campaign message
- Create surround-sound branding in tandem with other NYCgo advertising vehicles
- Inspire engagement through a special offer or discount

## Our email program includes two unique opportunities:

- Dedicated: an email 100% devoted to your messaging
- *This is New York City* (TINYC) ad: a 300 x 250 display unit in our twice-monthly e-newsletter

# Case Studies

## Attraction Pass

**Goals**

- Drive awareness and tickets sales
- Target international visitors as primary market

**Implementation**

1. Sustained desktop and mobile presence year-round via display ads on highly trafficked site section targeting key international markets
2. Email marketing program utilizing *This is New York City* newsletter and stand-alone emails
3. Sponsorships of NYCgo's Holiday Guide
4. Official Visitor Center Kiosk messaging

**Results**

- 2,803,216 impressions delivered
- 30% increase in incremental pass sales

## Attraction

**Goals**

- Launch of a new attraction
- Position the product as a new NYC icon
- Drive awareness and ticket sales

**Implementation**

1. Home page interstitial and display roadblock
2. Sponsorship of a seasonal tourism campaign and Attractions site section
3. Sponsorship of Unlock NYC included earned, paid and owned media support

**Results**

- 1,684,651 impressions
- 38% CTR

## Broadway Show

**Goals**

- Announcement of new Broadway production to local audience
- Create awareness and interest through branding

**Implementation**

1. Exclusive advertiser on NYC Restaurant Week site
2. Roadblock of display ads
3. Email marketing program utilizing *This is New York City* newsletter and stand-alone emails

**Results**

- Brand association with NYC Restaurant Week, a marquee NYC & Company program
- Over 7 million impressions delivered to a local audience

# Editorial Highlights

## January

- Annual preview: what not to miss in attractions, the arts, sports, entertainment, nightlife, shopping, dining and other exciting new openings
- NYC Restaurant Week®
- NYC Broadway Week℠
- NYC Off-Broadway Week℠
- Valentine's Day
- Winter Guide

## February

- Black History Month
- Lunar New Year
- Art openings, like the Armory Show
- Fashion Week

## March

- March Madness at Madison Square Garden
- Baseball preview (season starts in April)
- St. Patrick's Day Parade
- Easter/Passover
- Spring Guide

## April

- Spring attractions and blossoming gardens: Wave Hill, New York Botanical Garden, Brooklyn Botanic Garden, Staten Island Greenbelt, Orchid Show, etc.
- Tribeca Film Festival

## May

- Summer preview: free events, music, movies, dining, attractions, culture, Coney Island, etc.
- Family fun
- Fleet Week
- NYCxDESIGN
- Memorial Day Weekend
- Summer Guide

## June

- LGBT Pride coverage
- Music festival coverage
- Tony Awards

## July

- Fourth of July weekend coverage
- NYC Restaurant Week
- Comic Con

## August

- Fall Preview: arts, fashion/shopping, dining, attractions, sports, etc.
- Broadway shows opening in the fall
- US Open tennis
- NYC Broadway Week
- NYC Off-Broadway Week
- Fall Guide

## September

- Thanksgiving Day Parade preview, including hotels
- Fashion Week
- What to do on Labor Day Weekend
- San Gennaro/Little Italy

## October

- Holiday preview (Thanksgiving, Christmas and New Year's)
- Basketball, hockey and NYC Marathon previews
- CMJ/music coverage
- Columbus Day Weekend
- Halloween, including the Village Halloween Parade

## November

- Holiday gift guide
- Thanksgiving Day Parade
- Holiday Guide

## December

- Best of the year in attractions, the arts, sports, entertainment, nightlife, shopping, dining, etc.
- What we're looking forward to next year in attractions, the arts, sports, entertainment, nightlife, shopping, dining, etc.
- Broadway shows opening in the winter/spring

# Digital Clients

9/11 MEMORIAL

Bravo

Century 21

THE EMPIRE STATE BUILDING EXPERIENCE

HAMILTON

THE LION KING

MADISON SQUARE GARDEN

MoMA

NEW YORK CityPASS

Mets

NEW YORK RANGERS

NCL NORWEGIAN CRUISE LINE

food COOKING NYCWFF
EAT. DRINK. END HUNGER.
OCTOBER 13-16, 2016

ONE WORLD OBSERVATORY
ONE WORLD TRADE CENTER

TOP OF THE ROCK OBSERVATION DECK
at Rockefeller Center

TV LAND

WHITNEY

ZAGAT

# Thank You

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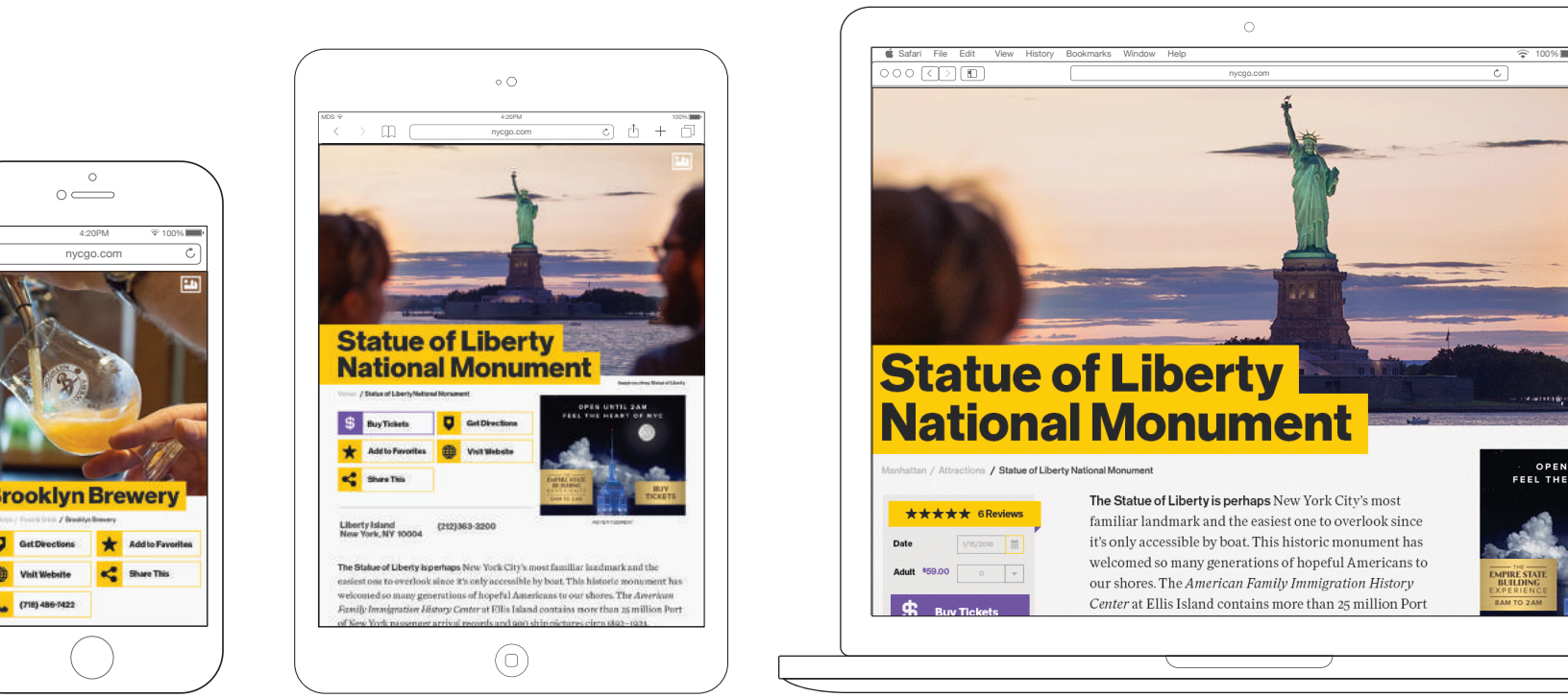
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