



Subsidized Co-Op & Marketing Programs  
January – June 2024

# 2024 SUBSIDIZED MARKETING PROGRAMS

## Co-Op Opportunities

- Television (Cable / KTLA / Connected TV)
- Digital Outdoor Billboards
- Digital & Native Advertising (Centro)
- Audio (Pandora) – *Summer Only*

## Additional Marketing Programs

- Travelzoo
- Getaway Offers (Consumer) & Group Offers (Meetings)
- Visit Greater Palm Springs Website Advertising (DTN)

***Subsidized pricing ends on June 30, 2024.***

*Program availability, details, and pricing subject to change.*

# TELEVISION CO-OP

Visit Greater Palm Springs, in partnership with Spectrum Cable and KTLA, will continue to offer the popular television co-op advertising package in 2023. This package includes **cable television, KTLA Los Angeles**, and **connected television** (over-the-top devices and applications like Apple TV, Google Chromecast, Amazon Fire, Roku and more). The co-op package also includes production of a **30-second (:30) spot** for new television co-op partners (spots are utilized for a minimum of 2 years). Returning co-op partners will utilize their co-op spot until the third year of participation.

*Space is limited for this opportunity. Visit GPS will share the final video once approved.*

## TIMEFRAME

Summer Co-Op: May - August

*Please contact for additional timeframes*

*\*Number of partners per season is limited*

## MARKETS

- Cable: Los Angeles, San Diego, San Francisco, Las Vegas, Phoenix, KTLA in Los Angeles (50% of buy)
- Connected TV: Partner may select markets (50% of buy)

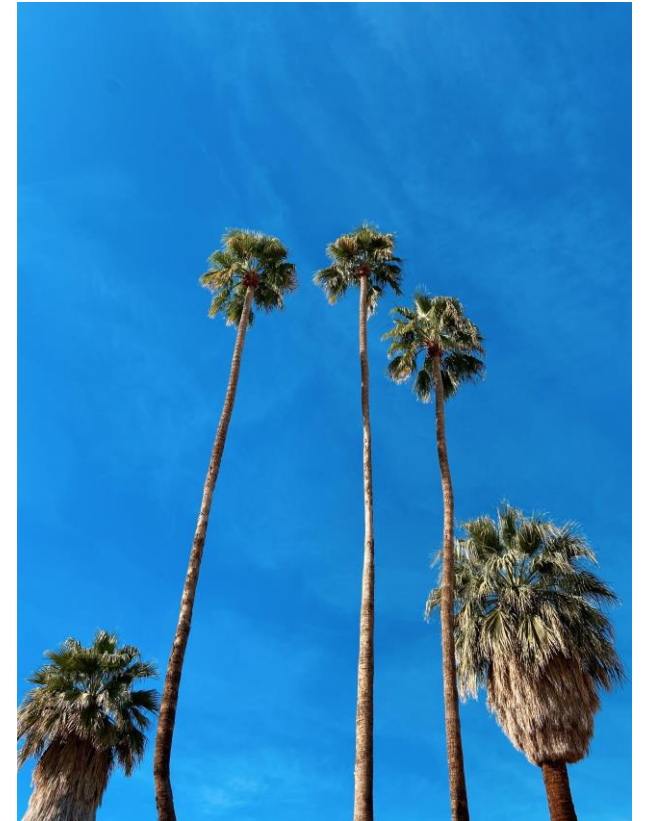
## COST

**\$12,500 per season (subsidized pricing)**

*\*Must be a VGPS partner. **Subsidized pricing ends on June 30, 2024.** The Summer 2024 co-op season includes subsidized pricing. Any co-ops contracted for periods after Summer (May-August) will be at standard pricing.*

## DETAILS

- Production is included for new co-op partners. Returning partners will utilize their Visit GPS-produced co-op spot until the third year of participation.
- Production is coordinated by Visit GPS and includes filming, scripting and editing with the goal of integrating your branding, messaging and offer details in conjunction with Visit GPS's national brand messaging.



**CONTACT:** Colleen Pace, CSMO  
760.969.1347 | colleen@visitgreaterps.com

Dana Fury, Director of Marketing  
760.969.1345 | dana@visitgreaterps.com

# DIGITAL OUTDOOR BILLBOARD CO-OP

Visit Greater Palm Springs is offering **digital billboard co-op advertising** opportunities in key travel markets. Our team will work with you to produce destination co-op billboard ads that deliver your message directly to key travel markets. We incorporate your photography and tagline messaging into a co-branded billboard design with the goal of integrating your personal branding and message with the overall Greater Palm Springs brand message. Billboard ads are displayed every 30 seconds and are shown for 7.5 seconds.

## TIMEFRAME

Year Round: Los Angeles, San Diego

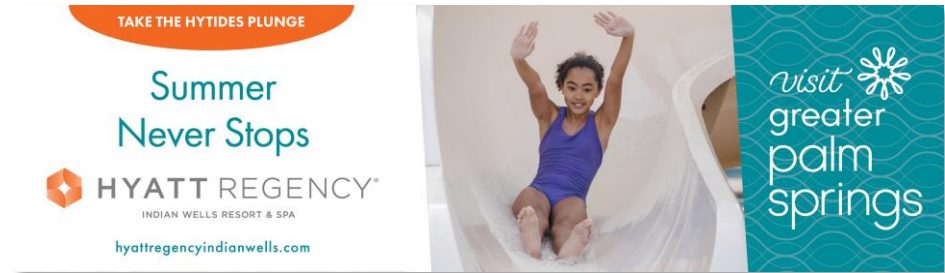
Seasonal: Please inquire if interested in seasonal fly market locations

*\*Number of monthly partners is limited. Must be a VGPS partner to participate. **Subsidized pricing ends on June 30, 2024.***

## LOS ANGELES METRO

**Ads rotate on 10 billboards in a network of 16 locations**

- **2 digital boards** in each market, **\$1,000 / month (subsidized pricing)**  
1,240 Spots / 2,787,010 impressions per month
- **3 digital boards** in each market, **\$1,500 / month (subsidized pricing)**  
1,890 Spots / 4,180,515 impressions per month
- **4 digital boards** in each market, **\$2,000 / month (subsidized pricing)**  
2,480 Spots / 5,574,020 Impressions per month



## SAN DIEGO METRO

**Ads rotate on 10 billboards in a network of 14 locations**

- **2 digital boards** in each market, **\$1,000 / month (subsidized pricing)**  
1,240 Spots / 984,137 impressions per month
- **3 digital boards** in each market, **\$1,500 / month (subsidized pricing)**  
1,890 Spots / 1,476,206 impressions per month
- **4 digital boards** in each market, **\$2,000 / month (subsidized pricing)**  
2,480 Spots / 1,968,274 Impressions per month

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# DIGITAL CO-OP: CENTRO DIGITAL DISPLAY

**Centro** is a targeted digital display banner advertising program that will run co-branded advertisements across a network of sites targeting travelers during their normal online browsing. These ads will incorporate your logo, photo and tagline or offer messaging.

## SIGNUP DEADLINE

4-6 weeks in advance of desired launch month *\*Number of monthly partners is limited.*

## COST

**\$750 per month (subsidized pricing)** *\*Must be a Visit GPS partner. Subsidized pricing ends on June 30, 2024.*

## TIMEFRAME

Year-round

## DELIVERABLES

- Digital display ads retargeting visitors to Visit Greater Palm Springs and Partner websites
- Monthly reporting on ad performance and bookings to the overall destination

## IMPRESSIONS

Approximately 200K impressions delivered per month



### CONTACT:

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# DIGITAL CO-OP: CENTRO NATIVE ADVERTISING

Visit Greater Palm Springs' native advertising program will feature a Visit GPS-produced **blog article** that is promoted with **native advertising** running across Centro's network of targeted websites. These ads will appear as organic content on each website placement, targeting relevant consumers.

## SIGNUP DEADLINE

4-6 weeks in advance of desired launch month for production *\*Number of monthly partners is limited*

## COST

**\$750 per month (subsidized pricing)** *\*Must be a VGPS partner. Subsidized pricing ends on June 30, 2024.*

## TIMEFRAME

Year-round

## DELIVERABLES

- Visit GPS-produced custom blog article featuring your messaging
- Visit GPS-produced accompanying native ad
- Monthly reporting on ad performance and bookings to the overall destination

## IMPRESSIONS

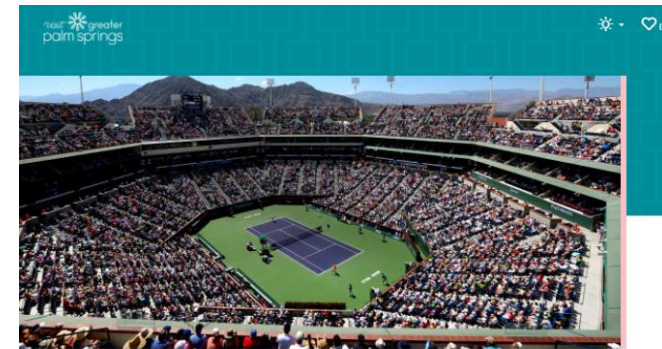
Approximately 200K impressions delivered per month



Ad by Visit Greater Palm Springs

### Welcome to Tennis Paradise

The BNP Paribas Open tournament returns to the Indian Wells Tennis Garden. Buy tickets now for the first-ever fall edition, Oct. 4-17.



Home » Events » Signature Events » BNP Paribas Open

Share

### BNP PARIBAS OPEN

OCTOBER 4-17, 2021

Greater Palm Springs "loves" a good rallying comeback. This Fall, the tournament makes its long-awaited return, as the world's best tennis stars gather underneath our sun-kissed sky for this world-renowned event.

The unique Tennis Paradise experience includes, exciting on court action, live entertainment, shopping, exquisite dining and more.

For up-to-date health and safety guidelines check [here](#).

TICKETS & PACKAGES

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# AUDIO CO-OP: PANDORA (SEASONAL)

**Pandora** is a leading music and podcast discovery platform, providing a highly personalized listening experience with its proprietary Music Genome Project® and Podcast Genome Project® technology through its mobile app and integrations with more than 2,000 connected products. Unlike other large streaming music services, the majority of Pandora's audience is made up of unpaid subscribers, who are still served advertisements.

## SIGNUP DEADLINE

6-8 weeks prior to desired launch

*\*Number of monthly partners is limited*

## TIMEFRAME

Monthly packages offered May – August

## DELIVERABLES

- Visit GPS-produced :30 audio spot
- Visit GPS-produced companion mobile banner ad

## COST

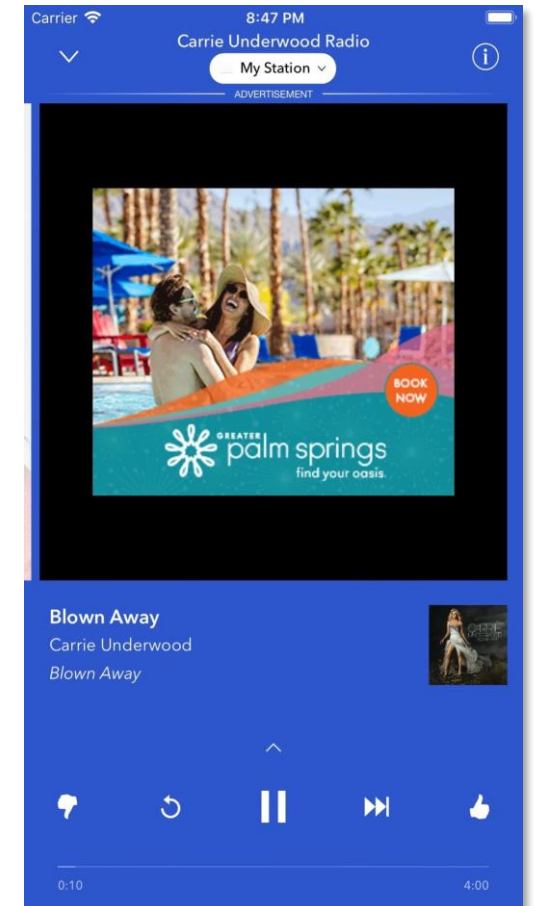
**\$1,500 per month (subsidized pricing)** *\*Must be a VGPS partner. Subsidized pricing ends on June 30, 2024.*

## PRODUCTION

- Production coordinated by Visit GPS will include scripting and coordinating audio production via Pandora, with the overall goal of integrating your personal branding and message with Visit Greater Palm Springs' national brand message.

## IMPRESSIONS

- Approximately 300K impressions per month



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# TRAVELZOO

Visit Greater Palm Springs' fall **Travelzoo** campaign will include a destination landing page on the Travelzoo website featuring Partner deals as well as destination pillars. E-mail blasts will promote the page throughout the fall and winter seasons.

## WHO SHOULD PARTICIPATE

Visit Greater Palm Springs Partner Hotels & Attractions

## DEADLINE

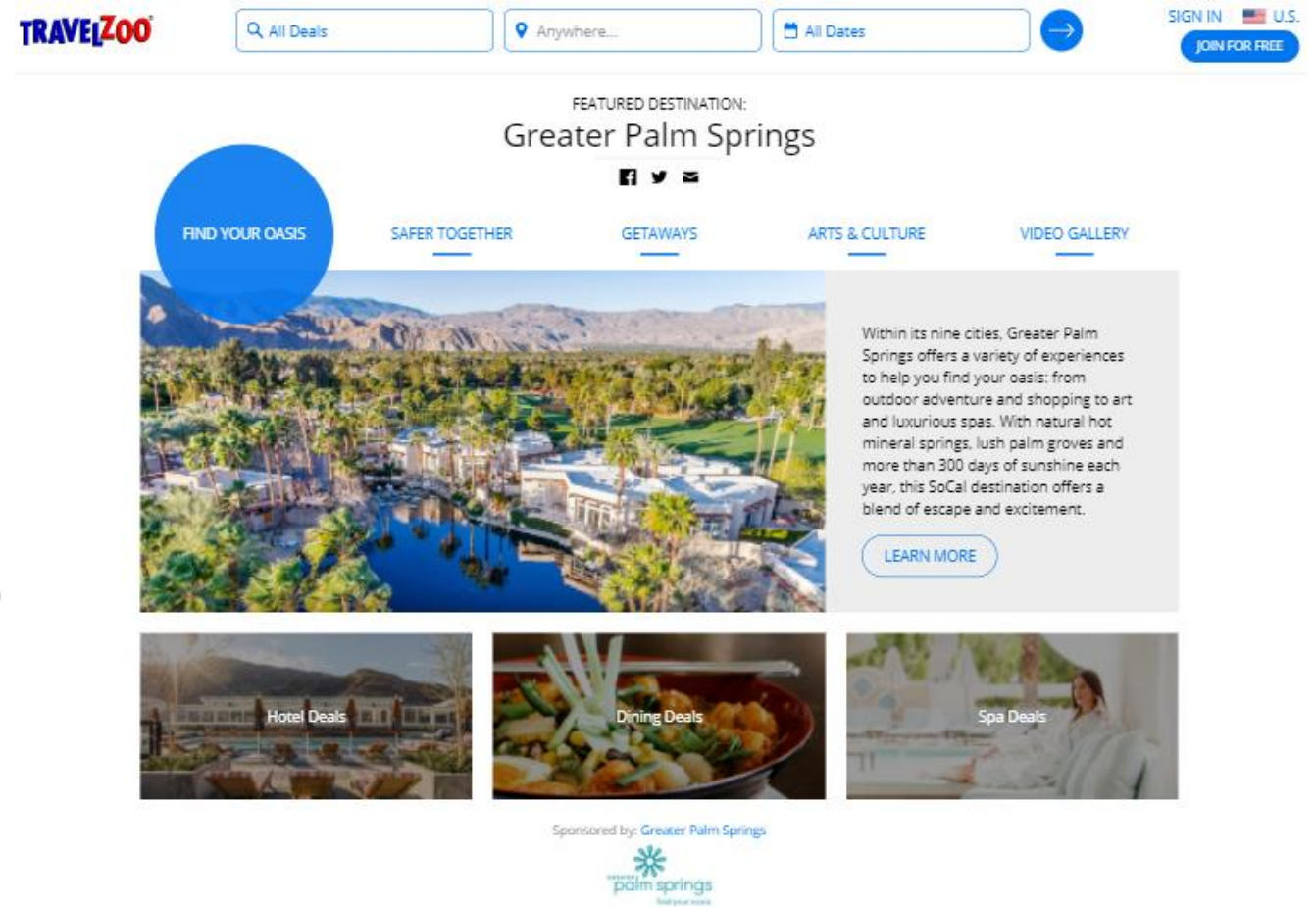
Ongoing Seasonal Sign-Ups

## COST

**FREE.** Partners are able to feature deals at no cost or commission.

## TO PARTICIPATE

- Determine your offer
- Contract **Annemarie Kropf** at Travelzoo ([akropf@travelzoo.com](mailto:akropf@travelzoo.com)) to submit your offer
- You may update your offer as needed



**CONTACT:** AnneMarie Kropf, Travelzoo | [akropf@travelzoo.com](mailto:akropf@travelzoo.com)



# GETAWAY DEALS & GROUP OFFERS

Submit your Group or Consumer offer to be featured on Visit Greater Palm Springs' fall **Getaway Deals** or **Group Offers** page. Visit GPS's fall campaign advertising will link to a custom landing page featuring hotel deals page.

The Group Offers page is regularly promoted in convention sales advertising via e-blasts, content pieces and LinkedIn.

## WHO SHOULD PARTICIPATE

Visit Greater Palm Springs Partner Hotels & Attractions

## DEADLINE

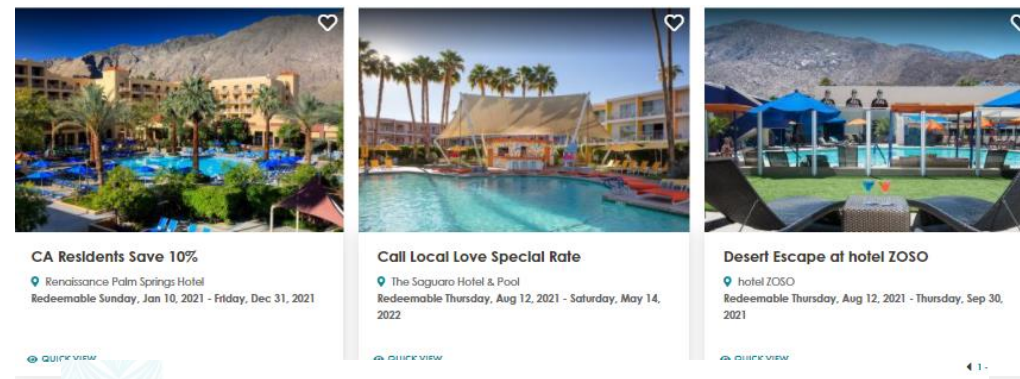
Ongoing – Submit today to be included in fall campaign

## COST

**FREE**

## TO PARTICIPATE

- Submit your group or consumer offer online via Visit GPS Partner Portal or email to **Dana Fury** at [dana@visitgreaterps.com](mailto:dana@visitgreaterps.com)



## GROUP OFFERS



Booking your meeting just got easier with new special offers and deals from Greater Palm Springs hotels and attractions. Plan your meeting or event and receive the benefits of savings while enjoying year-round sunshine, world-class resorts, unique venues, and endless activities.

With discounts and added value, you can create a great experience for your attendees, while also increasing ROI for your company, organization, or association. Check out the special offers and deals below, and book your meeting today.

Arrive early and stay longer! Find more great **Chill Deals** during your stay on **attractions, dining, spa,** and more.

## FIND MORE DEALS



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# DESTINATION TRAVEL NETWORK

Put the power of **VisitGreaterPalmSprings.com** to work for you with additional exposure that will drive more referrals to your business. You can choose from a variety of paid digital content placements that will put your company in front of visitors who use this resource to find places to stay, things to do, where to dine and more when they're in Greater Palm Springs.

## WHO SHOULD PARTICIPATE

Visit GPS Partner hotels, attractions, restaurants, shops, and transportation companies

## TIMEFRAME

Year-Round

## COST

Varies by placement, campaign, and agreement term;

*\*Must be a Visit GPS partner*

## TO PARTICIPATE

Click [HERE](#) for more details. To participate, contact

Destination Travel Network directly at

Advertising@DTNads.com

