

# PAID ADVERTISING PROGRAM



PARTNER EDUCATION SERIES: MARCH 2025

# INTROS & AGENDA



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## AGENDA

- ABOUT VISIT HUNTINGTON BEACH
- TYPES OF PAID ADVERTISING
  - INDIVIDUAL PLATFORMS
  - BUNDLES
  - E-NEWSLETTERS
  - FEATURED BLOGS
- SUBMITTING AD CONTENT
- Q & A
- HOW TO GET STARTED





# ABOUT VISIT HUNTINGTON BEACH

## WHO ARE WE?

Visit Huntington Beach (VHB) is the official Destination Marketing Organization (DMO) for Huntington Beach, California. As a non-profit 501(c)(6), VHB is a private, self-contained, non-member organization responsible for promoting tourism to Huntington Beach and increasing overnight stays in Huntington Beach lodging properties. We are separate from, but collaborate regularly with, the City, Chamber of Commerce, and Downtown BID.

We're here to help you maximize your advertising and connect with a broader audience of Surf City USA® visitors and residents. Thank you for your dedicated partnership!

# INDIVIDUAL PLATFORMS



# INSTAGRAM POST

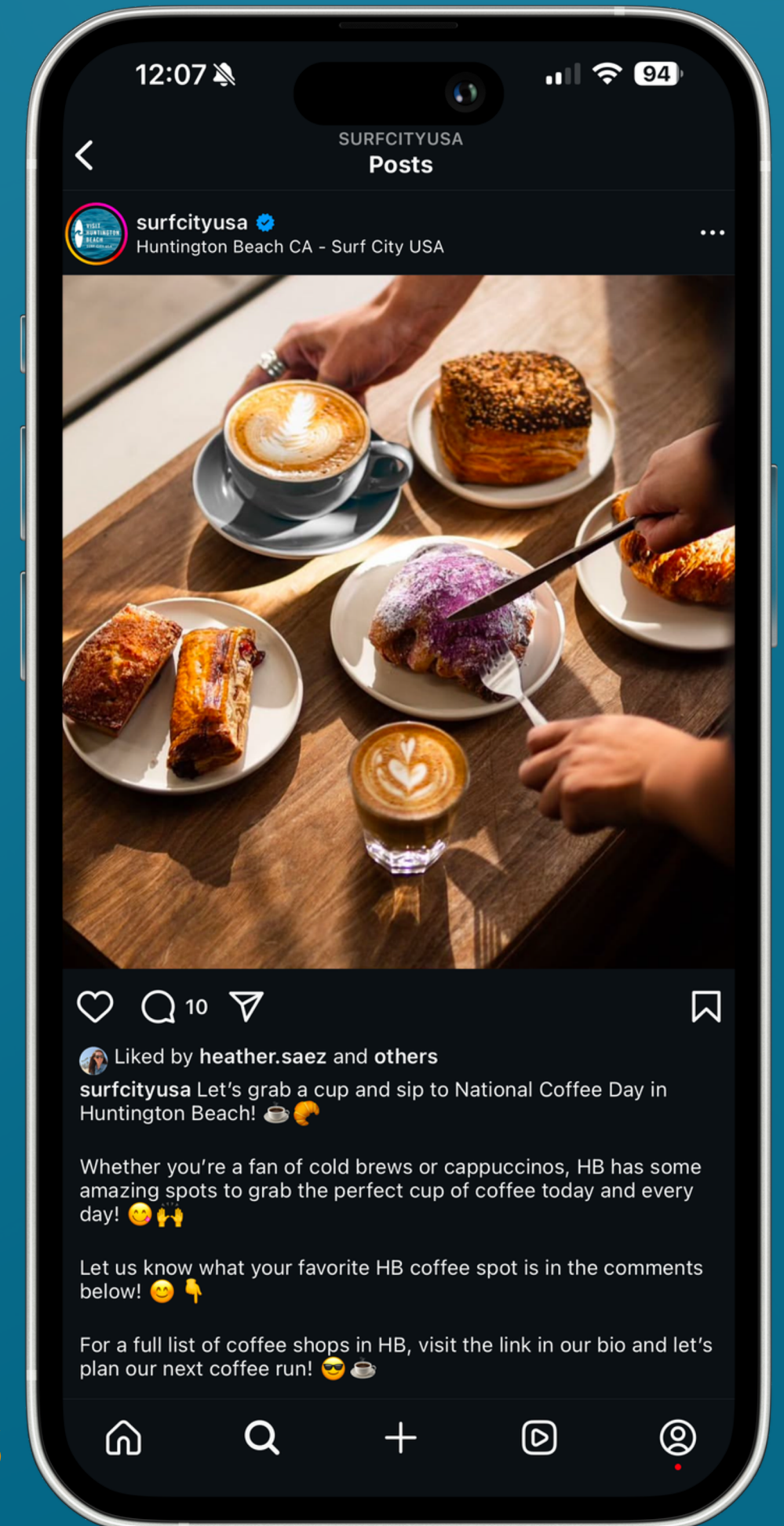
## ADVERTISING PERIOD: 1 WEEK

- Advertiser can purchase **one** Post to run on any single day of your choice within a one-week Advertising Period.
- Advertiser can purchase a maximum of **two** Posts each month, but both Posts cannot run within the same Advertising Period.
  - Each Post purchased must have different messaging and creative.
- Since each Post is evergreen, advertisers can only submit a post about their business/service (no time-sensitive deals, coupons, events, etc.).
- Materials must be submitted at least **10 business days** before the scheduled Post date(s).

## PRODUCTION

- Maximum 5 images per Post (no graphics permitted).
- Copy: 250 characters max, including spaces.
- One clickthrough URL.
- Advertiser submits all images and caption copy to VHB.

 **120K+**  
**FOLLOWERS**





# INSTAGRAM STORY

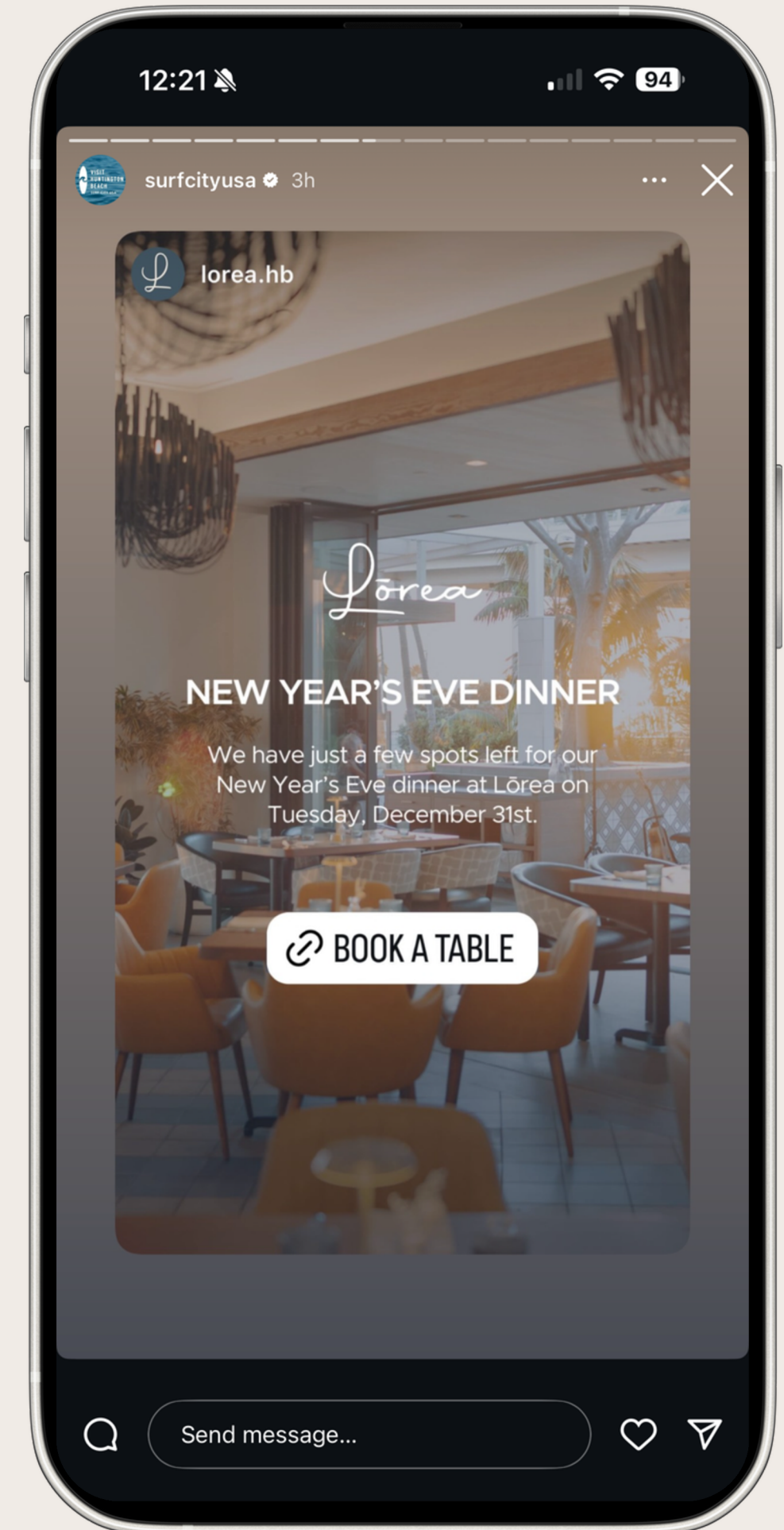
## ADVERTISING PERIOD: 1 WEEK

- Advertiser can purchase **one** Story to run on any single day of your choice within a one-week Advertising Period.
- Advertiser can purchase a maximum of **two** Stories each month, but both Stories cannot run in the same Advertising Period.
  - Each Story purchased must have different messaging and creative.
- Since each Story is only visible for 24 hours, advertisers are permitted to promote time-sensitive deals, promotions, or coupons.
- Materials must be submitted at least **10 business days** before the scheduled Story date(s).

## PRODUCTION

- Maximum 3 images/slides (graphics permitted).
- Copy: 50 characters max per slide, including spaces.
- One clickthrough URL.
- Advertiser submits all images and copy to VHB.

 **120K+**  
**FOLLOWERS**



# FACEBOOK POST

## ADVERTISING PERIOD: 1 WEEK

- Advertiser can purchase **one** Post to run on any single day of your choice within a one-week Advertising Period.
- Advertiser can purchase up to **three** Posts each month, but the Posts cannot run in the same Advertising Period.
  - Each Post purchased must have different messaging and creative.
- Since Post content is evergreen, advertisers can only promote the business/service itself (no time-sensitive deals, coupons, events, etc.).
- Materials must be submitted at least **10 business days** before the scheduled Post date(s).

## PRODUCTION

- Maximum 4 images per Post (no graphics permitted).
- Copy: 250 characters max, including spaces.
- One clickthrough URL.
- Advertiser submits all images and caption copy to VHB.

➡ **88K+**  
**FOLLOWERS**



# BUNDLES



# SOCIAL MEDIA AD BUNDLE

ADVERTISING PERIOD:  
1 MONTH

 **120K+**  
**FOLLOWERS**

- Advertiser can purchase **one** Social Media Ad Bundle each month.
  - Includes: One Instagram Post, one Instagram Story, and one Facebook Post.
- During Social Media Ad Bundle run, any individually purchased Instagram Posts, Instagram Stories, or Facebook Posts are not allowed.
- The Social Media Ad Bundle must be purchased at least 20 business days before the desired ad run.
- The same messaging and creative can be used in all three platforms for the Social Media Ad Bundle. However, pickups of the same messaging and creative are not allowed if advertiser has purchased a consecutive ad bundle.
- All ad materials must be submitted at least 10 business days prior to the scheduled ad run.

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## INSTAGRAM POST

- Social Media Ad Bundle includes **one** Post to run on any single day of your choice within the one-month Advertising Period.
- Since each Post is evergreen, Posts can only promote the business/service itself.
- Production
  - Maximum 4 images (graphics not permitted).
  - Copy: 250 characters max, including spaces.

# SOCIAL MEDIA AD BUNDLE

ADVERTISING PERIOD:  
1 MONTH

 **120K+**  
**FOLLOWERS**

## INSTAGRAM STORY

- Social Media Ad Bundle includes **one** Story to run on any single day of your choice within the one-month Advertising Period.
- Since Stories are only live for 24 hours, Stories are permitted to include time-sensitive deals, promotions, or coupons.
- Production
  - Maximum 3 images (graphics permitted).
  - Copy: 50 characters max per slide, including spaces.
  - One clickthrough URL.

# SOCIAL MEDIA AD BUNDLE

ADVERTISING PERIOD:  
1 MONTH



88K+  
FOLLOWERS

## FACEBOOK POST

- Social Media Ad Bundle includes **one** Post to run on any single day of your choice within the one-month Advertising Period.
- Since Post content is evergreen, Posts can only promote the business/service itself.
- Production
  - Maximum 4 images (graphics not permitted).
  - Copy: 250 characters max, including spaces.
  - One clickthrough URL.



**E-NEWSLETTER**

# NATIVE AD

LEISURE NEWSLETTER -  
WEEKLY

ADVERTISING PERIOD: 1 WEEK

- Advertiser can purchase **one** Native Ad to run in one weekly newsletter.
- Advertisers can purchase a maximum of **two** Native Ads each month.
  - Both of your Native Ads cannot run within the same weekly newsletter.
  - Each Native Ad purchased must have different messaging and creative. No pickups allowed.
- Advertisers cannot purchase a Native Ad and a Display Banner Ad to run in the same weekly newsletter.
- Native Ads are permitted to be about the business/service itself **or** time-sensitive promotions or events.
- Materials must be submitted at least **10 business days** before the scheduled newsletter send date.

## PRODUCTION

- Image: 300x300px (graphics not permitted).
- Headline: 55 characters max, including spaces.
- Copy: 200 characters max, including spaces.
- One clickthrough URL.

28K+  
SUBSCRIBERS



# DISPLAY BANNER AD

LEISURE NEWSLETTER -  
WEEKLY

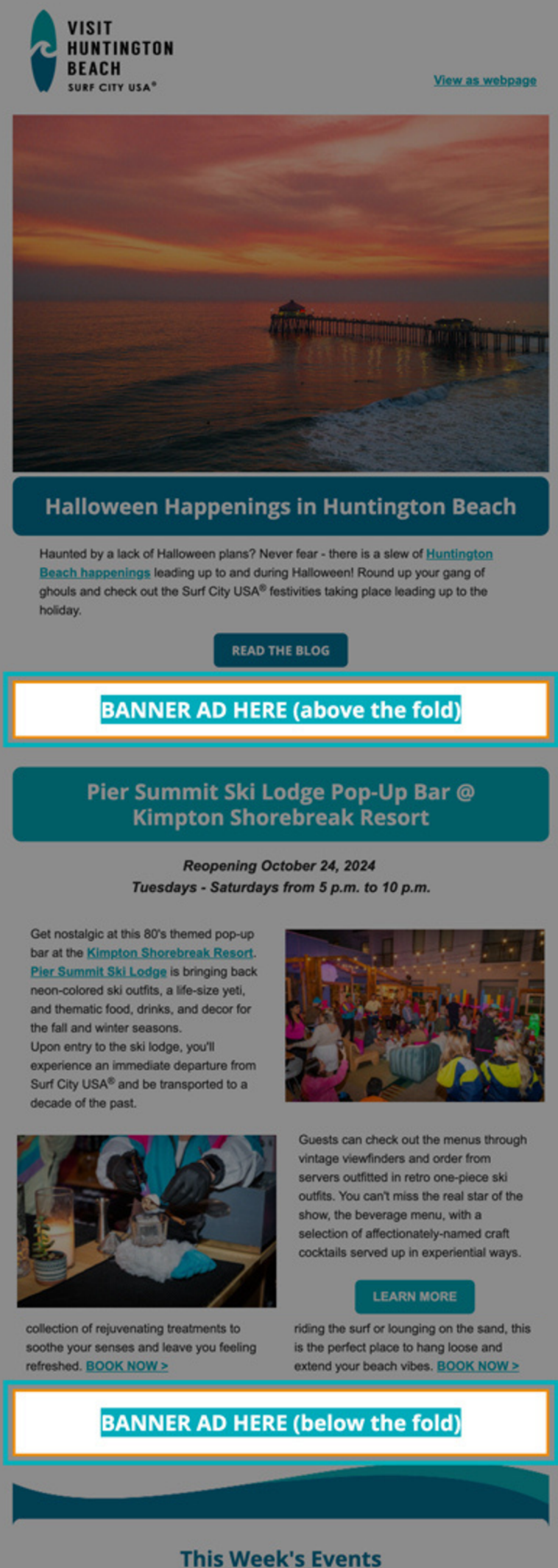
ADVERTISING PERIOD: 1 WEEK

- Display Banner Ad options
  - **Above the Fold:** Visible on screen without scrolling
  - **Below the Fold:** Visible when scrolling towards the bottom of the newsletter
- Advertiser can purchase **one** Display Banner Ad to run in one weekly email newsletter.
- Advertiser can purchase up to **four** Display Banner Ads within each month.
- Each Display Banner Ad purchased will run in a separate weekly newsletter.
  - Pickups of the same messaging and creative are allowed.
- Advertisers cannot purchase a Display Banner Ad and a Native Ad to run in the same weekly newsletter.
- Display Banner Ads are permitted to be about the business/service itself **or** time-sensitive promotions or events.
- Materials must be submitted at least **10 business days** before the scheduled newsletter send date.

## PRODUCTION

- Image: 600x150px (graphics permitted).
- One clickthrough URL.

28K+  
SUBSCRIBERS





# FEATURED BLOGS

# FEATURED BLOGS

## ADVERTISING PERIOD: 1 YEAR

- Advertiser can purchase up to **two** Featured Blogs per fiscal year.
  - Each Featured Blog purchased must have different messaging and creative. No pickups allowed.
- After Featured Blog is published:
  - Blog will be displayed on the Surf City USA® homepage for **two weeks**.
  - Blog will be included in **one** weekly email newsletter.
- Since Blogs are evergreen content, they should consist of general information about the business/service, highlight key offerings, and showcase unique features.
  - Blogs should not focus on time-sensitive or temporary promotions, events, special deals, and limited-time offers.
- Featured Blog will be searchable on the Surf City USA® website in perpetuity (guaranteed for **one year**).
- See examples of the Surf City USA® Blogs at **SurfCityUSA.com/Blog**.

## PRODUCTION

- Images: 5 photos maximum (graphics not permitted).
- Copy: 600 words max, including spaces.
- One clickthrough URL.
- Homepage Display Ad



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### Broad Street Oyster Company Opens in Huntington Beach

By Hannah Sutton on Aug. 22, 2023

One of the first things many locals and visitors think of when they hear "Huntington Beach" or "Surf City USA" is the pier. The 1,800-foot-long landmark that acts as an extension of the intersection of Main Street and Pacific Coast Highway is both the literal and figurative heart of downtown Huntington Beach. Depending on the depth of your Huntington Beach historical knowledge, the red roof at the end of the iconic pier brings memories of either The End Cafe – which anchored the landmark location until it was battered by a 1988 El Niño storm – or Ruby's Diner – a beloved community and tourist staple for 25 years. These restaurants are an ode to Huntington Beach's past, and Broad Street Oyster Company, is anxious to solidify itself as the next iconic spot to grace the pier's end.



Broad Street owner, Christopher Tompkins, says he hopes to be part of the Huntington Beach Pier's permanent future. "The... pier holds a special place in our hearts. Throughout this project we have been focused on ensuring we continue to honor the legacy of The End Cafe and Ruby's Diner," said Tompkins. The fourth iteration of the new England-inspired, California seafood favorite is officially open for business at the end of the Huntington Beach Pier as of August 19, 2023.

Broad Street's "approachable seafood concept" is a far cry from the upscale seafood restaurants clad with white tablecloths and stuffy ambience. In fact, it's the perfect spot for when you're in the mood for a lobster roll and a beer before hitting the waves or you want to indulge in half a dozen oysters and a glass of wine after a day at the beach. "We're allowing everyone and anyone to partake in what is my favorite type of cuisine, seafood," Tompkins said. "And we're doing it in a way where we're not taking ourselves too seriously."

The premier seafood restaurant is committed to celebrating the ocean's bounty with a laidback twist. A few menu highlights include the world-famous lobster rolls, classic cheeseburgers, fish and chips, fried clams, expansive raw bar with local sea urchin, caviar, and, of course, oysters. Pair these seaside favorites and panoramic ocean views with beer on tap and natural wines from local producers and breweries.



Being heralded as one of Southern California's ultimate surfy seaside destinations and the perfect road trip pitstop along the Pacific Coast Highway did not come without its trials and tribulations. Operating out of a van with \$2,000 to his name, Tompkins set up a six-seat, folding table restaurant everywhere he went, serving customers lobster rolls and razor clams hot off a Coleman camping grill. For two years, he hit the road daily making cold calls to schedule pop-ups outside of breweries and wine bars until he caught the attention of an open-air market in Los Angeles called Smorgasburg.

The first brick-and-mortar Broad Street Oyster Company opened in 2022 in Malibu, and it only took the staff a day and a half to sell out of all inventory. Even through a global pandemic, the eatery quickly became a favorite among locals and tourists alike for its fresh, sustainable seafood, impeccable service, and indoor atmosphere. With additional locations in Los Angeles and Santa Monica, the Broad Street Oyster Company is looking to expand its footprint along the coast.

# SUBMITTING AD CONTENT

We are excited to partner with you to help showcase your business through our digital platforms. To ensure a smooth process and successful campaigns, please note the following guidelines:

## BEFORE

- All ad materials (copy and high-quality images) must be submitted at least **10 business days** before scheduled post dates.
  - You must own the rights to all content submitted.
- Graphics (images with text overlay, logos, designs, etc.)
  - **PERMITTED**: Instagram Stories, E-Newsletter Banner Ads
  - **NOT PERMITTED**: In-feed Instagram/Facebook Posts, SurfCityUSA.com Homepage Ads, E-Newsletter Native Ads, Sponsored Blogs

## AFTER

- Visit HB reserves the right to refuse ad imagery or copy if it does not align with our brand messaging or social media policy.
- Each ad may go through up to **three rounds** of revisions before it's ready to be posted.
- Please be responsive following your ad submission so we're able to stay on schedule.



Q & A

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# READY TO GET STARTED?

**WE'RE EXCITED TO WORK WITH YOU!**

Please visit **SurfCityUSA.com/Ads** to fill out the Digital Advertising Inquiry Form. Once you let us know what type of advertising you're interested in, a Visit HB team member will reach out to you to discuss next steps.

For immediate questions, please contact Hannah Sutton, Marketing Manager, at **[hannah@surfcityusa.com](mailto:hannah@surfcityusa.com)**.

# THANK YOU



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