

DAYTONA BEACH®

Area Convention & Visitors Bureau

SUMMER/FALL 2026 FREE & PAID MARKETING OPPORTUNITIES

PLEASE SUBMIT PARTICIPATION FORM BY: April 24, 2026



FLAMINGO

\$150

Print Magazine

- **Issue:** September 2026
- **Placement:** Within CVB's Full-Page Destination Ad
- **Audience:** Ages 35-65, Average Household Income \$250k
- **Exposure:** 20,000 subscribers
- **Pricing:** \$150 (3 partner limit)
- **Media Value:** \$836
- **Assets Due:** July 3, 2026

eNewsletter Takeover

- **Issue:** May 2026
- **Placement:** Inclusion in one (1) e-newsletter that Daytona Beach will be the primary advertiser
- **Exposure:** 10,000 subscribers
- **Pricing:** \$100 (3 partner limit)
- **Media Value:** \$375
- **Assets Due:** May 7, 2026

\$100



E-Newsletter

- **Issue:** June 2026
- **Placement:** Inclusion in one (1) Daytona Beach focused e-newsletter
- **Audience:** Ages 35+, Average Household Income \$100k
- **Exposure:** 372K; Targeting avid beach goers & vacationers with a primary focus of Florida, followed by other key states
- **Pricing:** \$100 (3 partner limit)
- **Media Value:** \$300
- **Assets Due:** May 20, 2026

\$100



Fall Co-op Campaign

This campaign will take place in September 2026.

Join fellow Daytona Beach brands in a collaborative advertising effort designed to reach more travelers and convert them. The Expedia Fall co-op brings together partners with aligned audiences and goals to collectively create and capture greater demand for our destination.

Expedia Group's digital media experts curate campaign partners around the Daytona Beach theme, then develop tailored messaging and creative assets for high-visibility ad placements. Each ad drives travelers to a shoppable landing page showcasing your brand alongside fellow campaign participants.

The Daytona Beach Area CVB has committed media dollars to amplify the reach of this campaign, making your investment go even further. Note that participation is limited.

For questions or to reserve your spot, please contact Christy Hornbuckle, Senior Business Development Manager, chornbuckle@expediagroup.com - 786.956.1817

The Atlanta Journal-Constitution Homepage Takeover

\$300

- **Issue:** May and June
- **Placement:** Standard Banner, Billboard & Halfshade. With a Click-Through-URL
- **Audience:** Average Household Income \$100k - \$150K
- **Exposure:** Estimated Impression - 525,000/ day
- **Pricing:** \$300 (4 partner limit)
- **Media Value:** \$5,000
- **Assets Due:**
 - May Issue- April 29, 2026
 - June Issue- May 21, 2026



DAYTONA BEACH GUEST PASS



FREE

The Daytona Beach Convention and Visitors Bureau (CVB) is thrilled to present our **Guest Pass** Program! This program will promote special offers to incoming meetings, conventions, group tours and event attendees. Local businesses can participate in Guest Pass Program for FREE! Just provide a special offer or discount price and we'll let these groups know – driving sales to your business. For attendees to access your offer, they will present their convention badge, the Guest Pass printed card or show the Guest Pass ticket on their phone prior to checkout.

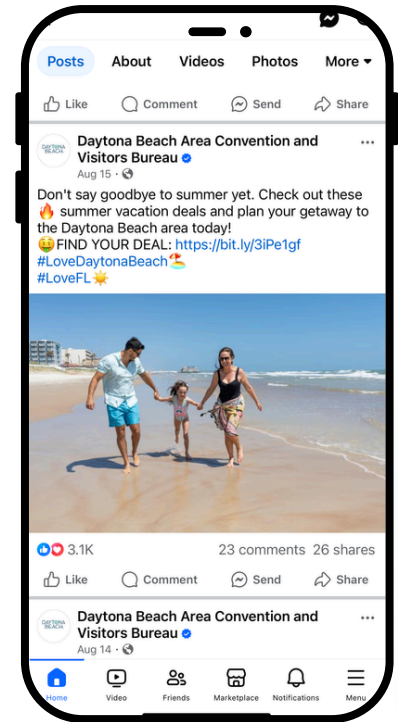
Questions? Contact Connor Rand at
CRand@DaytonaBeach.com / (386) 255-0415 ext. 130

DEALS & PACKAGES

The CVB consistently runs paid Facebook and Instagram ads driving consumers to the deals page of DaytonaBeach.com. These ads feature destination and partner imagery to highlight the CVB's diverse offerings for vacationers.

- Frequency is ongoing
- To participate you can upload your current deals/packages to the website using the [Partner Gateway](#). Contact Connor Rand, crand@daytonabeach.com for partner gateway assistance.
- Deals can be specific to: Florida Residents, Georgia Residents, Canadian Residents, Seasonal, Weekday, Holiday

FREE



HOT DEALS E-NEWSLETTER



The CVB pushes Deal's eNewsletter to qualified contacts in its database who are interested in receiving Daytona Beach area deals & specials. Property deals MUST include a price point, special offer or package deal (in US dollars) and must be good for at least 30 days from month selected (major events, holidays and blackout dates may apply).

- Limited to 8 properties per email
- If interested, please indicate which month(s) you would be willing to participate
- These deals link directly to your website and when possible, to a deal on a specific page on your website

FREE