



2026 Co-Op & Marketing Programs

2026 MARKETING CO-OP PROGRAMS

Co-Op Opportunities

- Television (Cable / KTLA / Connected TV)
- Digital Outdoor Billboards
- Digital Advertising (Basis)
- Audio (Pandora)
- Lavender Magazine (Print)

Additional Marketing Programs

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

Program availability, details, and pricing subject to change.

TELEVISION CO-OP

Visit Greater Palm Springs' television co-op 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 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*

COST

\$25,000 per season

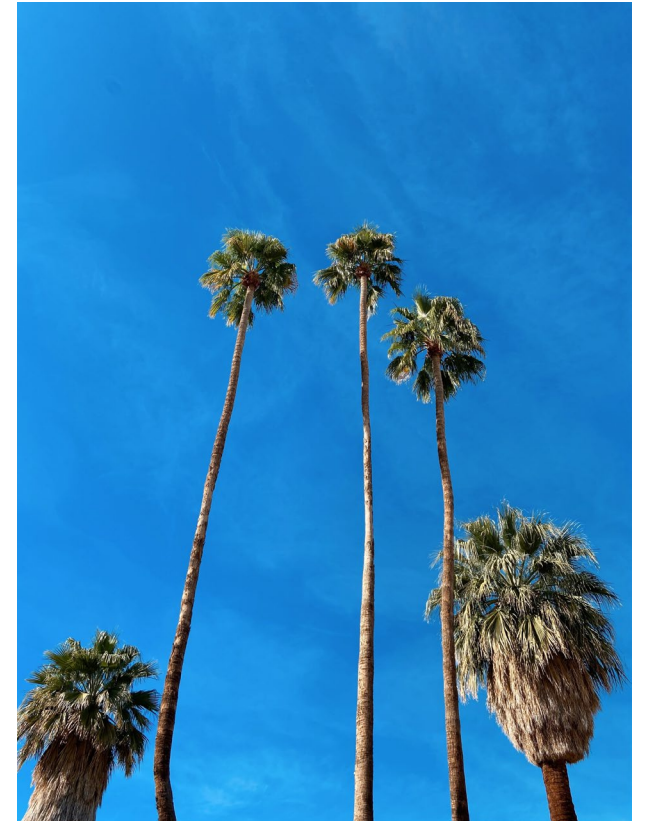
**Must be a VGPS partner.*

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.

MARKETS

- Cable: Partner may select from VGPS's current selection of year-round nonstop markets (50% of buy)
- Connected TV: Partner may select markets (50% of buy)



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

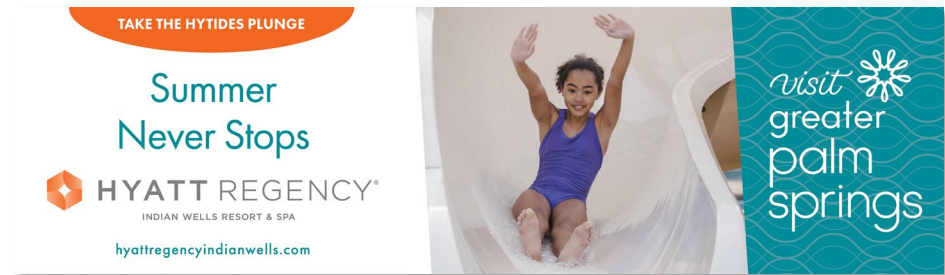
Seasonal: Please inquire if interested in seasonal fly market locations

**Number of monthly partners is limited. Must be a VGPS partner to participate.*

LOS ANGELES METRO

Ads rotate on 10 billboards in a network of 16 locations

- **2 digital boards** in each market, **\$2,000 / month**
1,240 Spots / 2,787,010 impressions per month
- **3 digital boards** in each market, **\$3,000 / month**
1,890 Spots / 4,180,515 impressions per month
- **4 digital boards** in each market, **\$4,000 / month**
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, **\$2,000 / month**
1,240 Spots / 984,137 impressions per month
- **3 digital boards** in each market, **\$3,000 / month**
1,890 Spots / 1,476,206 impressions per month
- **4 digital boards** in each market, **\$4,000 / month**
2,480 Spots / 1,968,274 Impressions per month

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DIGITAL CO-OP: BASIS DIGITAL DISPLAY

Basis 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

\$1,500 per month

**Must be a Visit GPS partner.*

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 150K impressions delivered per month for digital display



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AUDIO CO-OP: PANDORA

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 year-round

DELIVERABLES

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

COST

\$3,000 per month

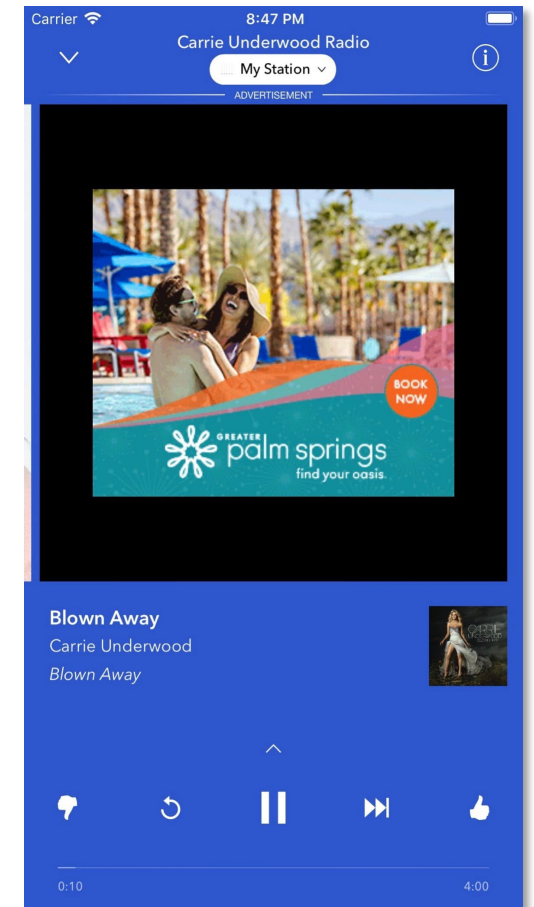
**Must be a VGPS partner.*

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 120K impressions per month



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PRINT CO-OP: LAVENDER MAGAZINE

Lavender is Minnesota's award-winning LGBTQ lifestyle magazine, published biweekly in digital and print editions featuring content that highlights, current topics, and trends. Since 2000, Lavender has also published Lavender's Pride Edition, which is annually the largest Pride issue in the nation. The Minneapolis and St. Paul metro is home to one of the largest LGBTQ populations in the nation.

Visit Greater Palm Springs is excited to offer the opportunity to advertise in Lavender Magazine at a subsidized rate each month through June 2026.

WHO SHOULD PARTICIPATE

Greater Palm Springs LGBTQ+ and allied hotels

DEADLINE

Monthly through June 2026

**Ad placements dependent upon availability*

COST

\$1,000 (subsidized 50%+ from regular rate)

TO PARTICIPATE

- Please reach out to **Dana Fury** at dana@visitgreaterps.com for details



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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

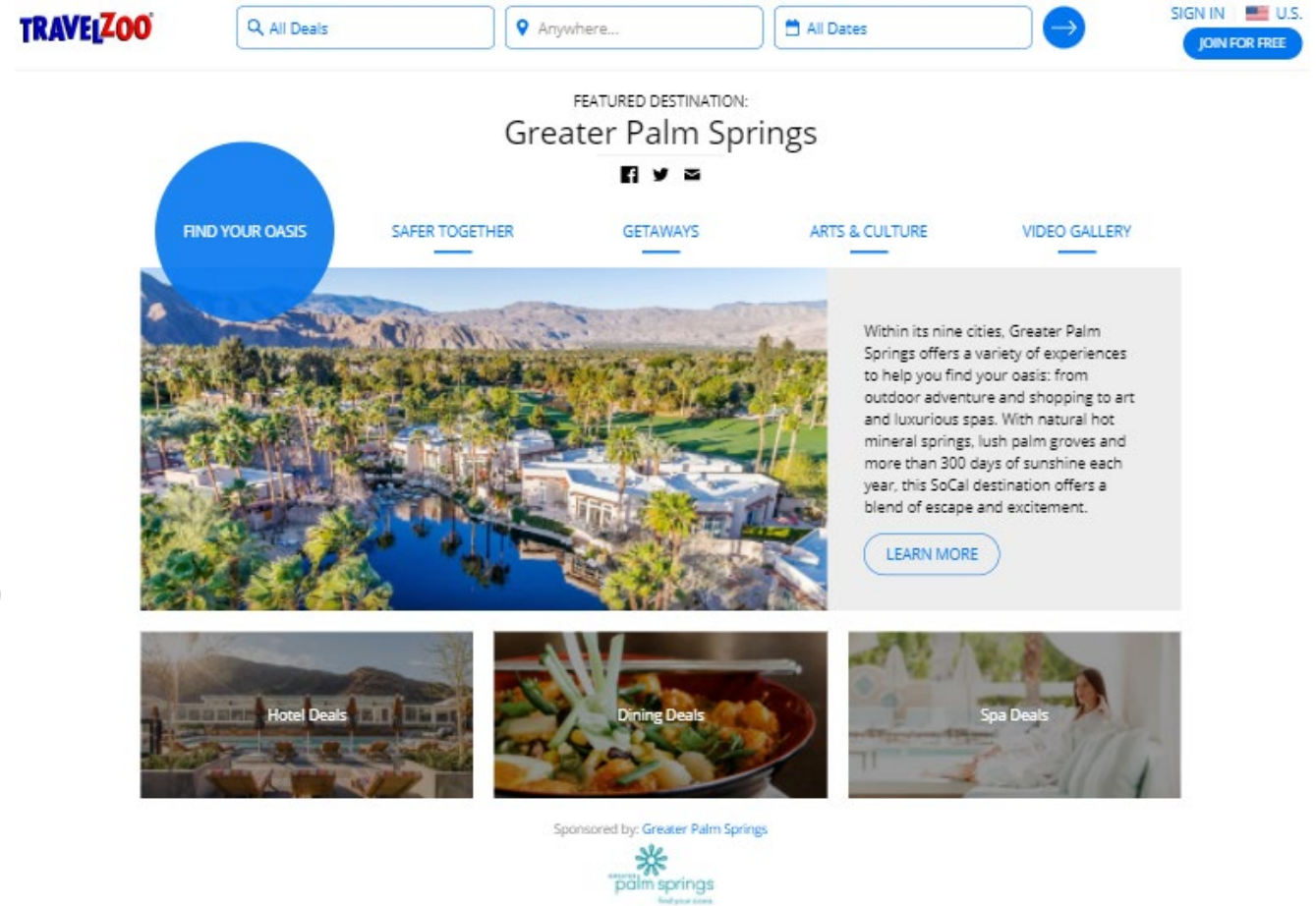
Ongoing Seasonal Sign-Ups

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) to submit your offer
- You may update your offer as needed



CONTACT: AnneMarie Kropf, Travelzoo | 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

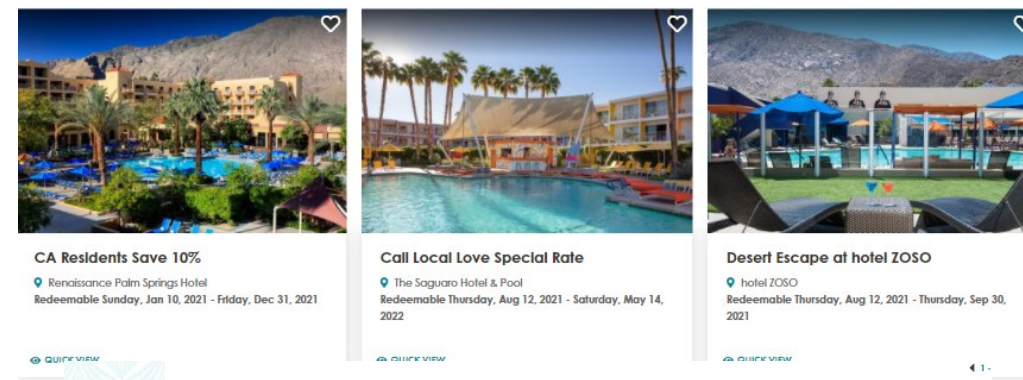
Ongoing – Submit today to be included in fall campaign

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



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

