



# Co-Op & Marketing Programs

2022

# 2022 MARKETING PROGRAMS

## Co-Op Opportunities

- Television (Cable / KTLA / Connected TV)
- Digital Outdoor Billboards
- Digital & Native Advertising (Centro, Sojern)
- Audio (Pandora)
- Social Media

## Additional Marketing Programs

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

# SEASONAL TELEVISION CO-OP

Visit Greater Palm Springs, in partnership with Spectrum Cable and KTLA, will continue to offer the popular Summer Chill television co-op advertising package in 2022. 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. Color-corrected video footage from the shoot is available upon request; please ask for details.*

## TIMEFRAME

Seasonally

*\*Number of partners per season is limited*

## COST

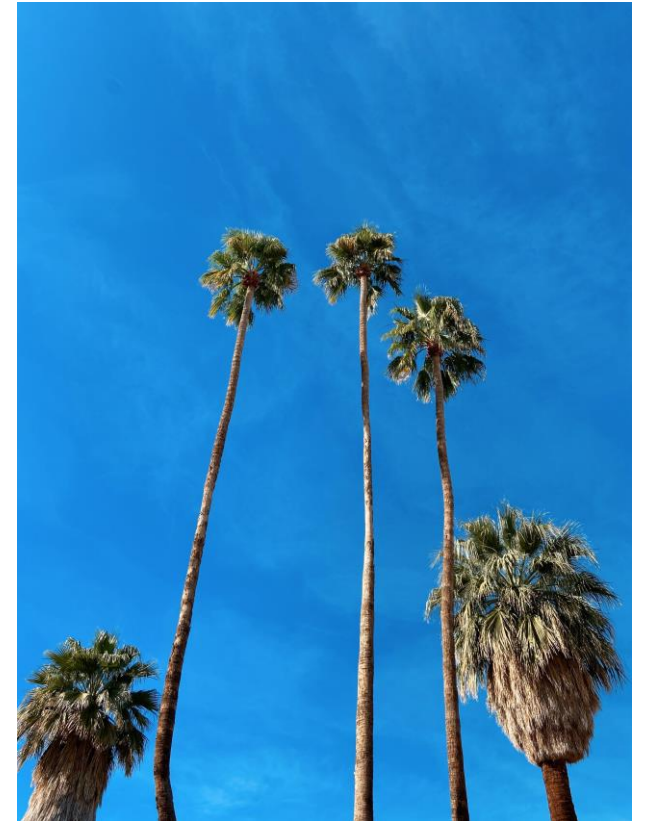
**\$25,000 per season**

## 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 overall goal of working with you to integrate your personal branding, messaging and offer details in conjunction with Visit GPS's national brand messaging.

## MARKETS

- Cable: Los Angeles, San Diego, San Francisco, Las Vegas, Phoenix
- KTLA: Los Angeles
- Connected TV: Partner may select markets



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# DIGITAL OUTDOOR BILLBOARD CO-OP

Visit Greater Palm Springs is offering **digital billboard co-op advertising** opportunities in key travel markets throughout 2022. 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

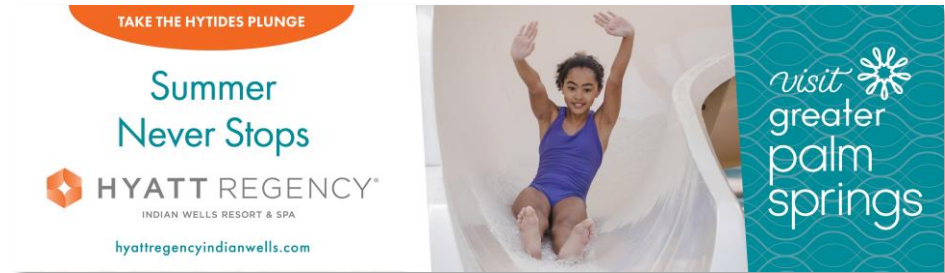
Additional seasonal fly market locations TBD

*\*Number of monthly partners is limited*

## LOS ANGELES METRO

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

- **2 digital boards** in each market, **\$2000 / month**  
1,240 Spots / 2,787,010 impressions per month
- **3 digital boards** in each market, **\$3000 / month**  
1,890 Spots / 4,180,515 impressions per month
- **4 digital boards** in each market, **\$4000 / 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: 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

**\$1,500** per month

## 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



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# DIGITAL CO-OP: CENTRO NATIVE ADVERTISING

**NEW** for 2022. 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. Additional option to add social media advertising to promote the blog article via Instagram and Facebook for an additional fee.

## SIGNUP DEADLINE

4-6 weeks in advance of desired launch month for production

*\*Number of monthly partners is limited*

## COST

**\$1,500** per month

Optional social media advertising for additional **\$500** per month

## TIMEFRAME

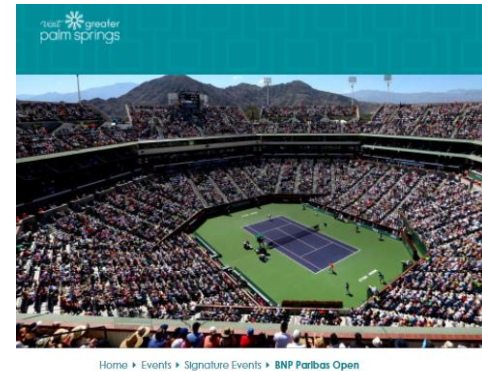
Year-round

## 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



[Home](#) • [Events](#) • [Signature Events](#) • [BNP Paribas Open](#)



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.

## 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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# DIGITAL CO-OP: SOJERN DIGITAL DISPLAY

Sojern is a targeted digital display banner and native advertising program that will run co-branded advertisements across a network of channels, websites and devices, targeting travelers during their normal online browsing. These ads will incorporate your logo, photo and tagline or offer messaging. These ads target travelers who want to travel, increasing awareness of your property and directing them to book on your site.

## SIGNUP DEADLINE

4-6 weeks in advance of desired launch month for production and setup

*\*Number of monthly partner is limited*

## COST

**\$5,000** per month

## TIMEFRAME

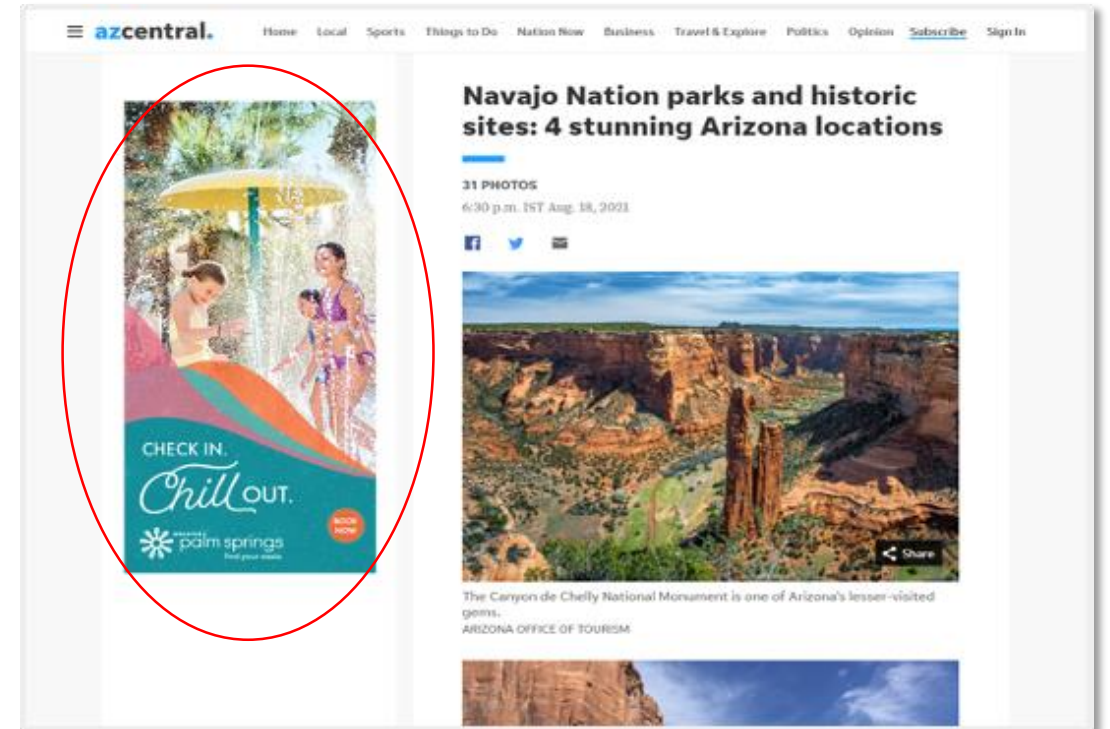
Year-round

## DELIVERABLES

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

## IMPRESSIONS

Approximately 700K impressions delivered per month



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# AUDIO CO-OP: PANDORA

**NEW** for 2022. **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. This co-op program includes a custom Visit Greater Palm Springs produced :30 audio spot and accompanying banner ad that displays on mobile devices.

## SIGNUP DEADLINE

6-8 weeks prior to desired launch

*\*Number of monthly partners is limited*

## TIMEFRAME

Monthly packages offered May – August 2022

## DELIVERABLES

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

## COST

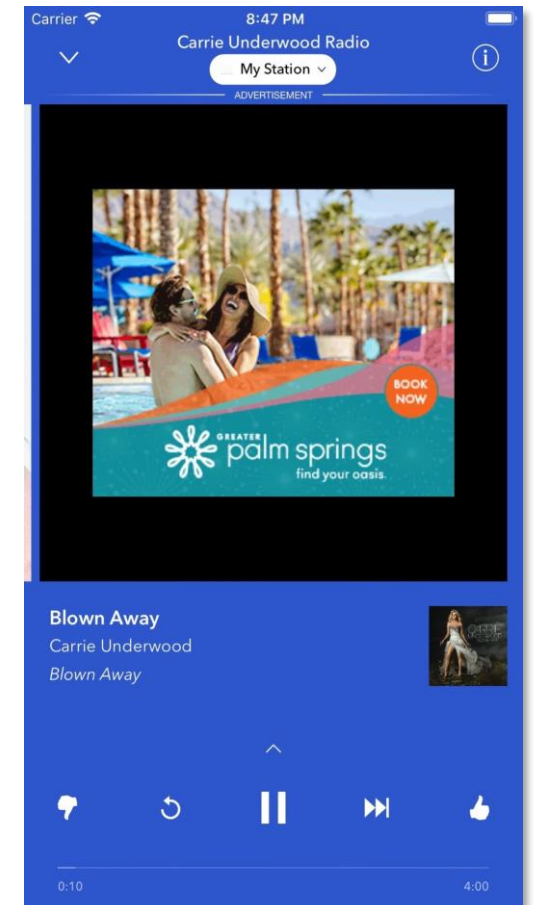
**\$3,000 / month**

## 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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# SOCIAL MEDIA CO-OP

**NEW** for 2022. Visit Greater Palm Springs will create a **custom blog article** dedicated to your property and messaging. The blog article will live on the Visit Greater Palm Springs website and will be promoted with **social media advertising** via Instagram and Facebook.

## SIGNUP DEADLINE

6 weeks prior to desired launch

*\*Number of monthly partners is limited*

## TIMEFRAME

Year-Round

## DELIVERABLES

- Partner-dedicated blog article featured on Visit Greater Palm Springs website
- Co-branded Instagram Story and Facebook advertising driving to blog article

## COST

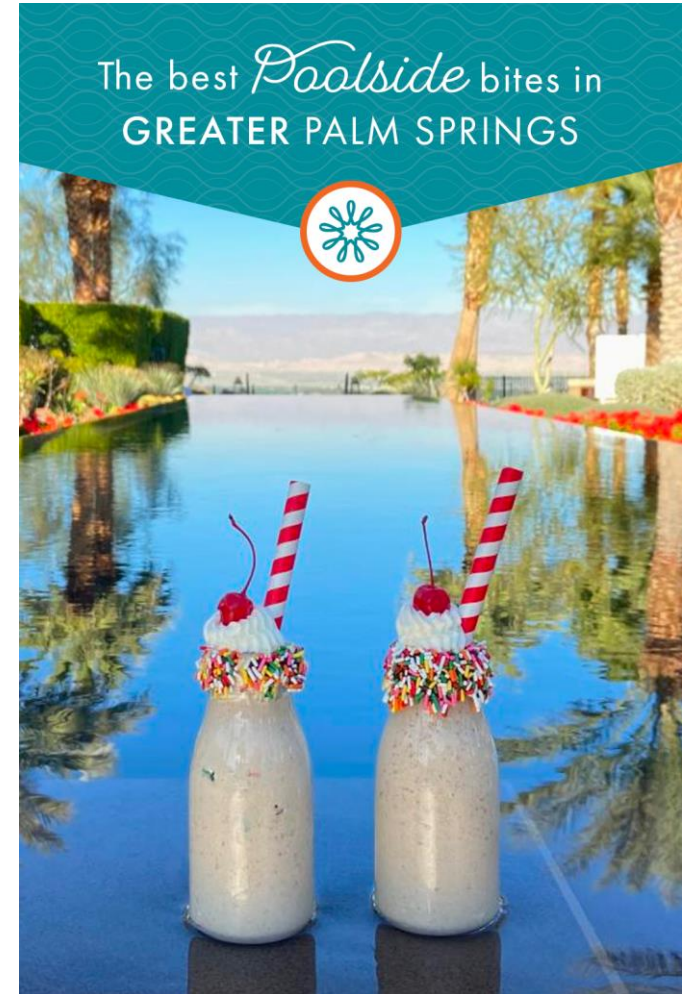
**\$1,500 / month**

## DETAILS

- Visit Greater Palm Springs will produce the blog article and social ads with your messaging.
- Partner may select up to 5 markets.

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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

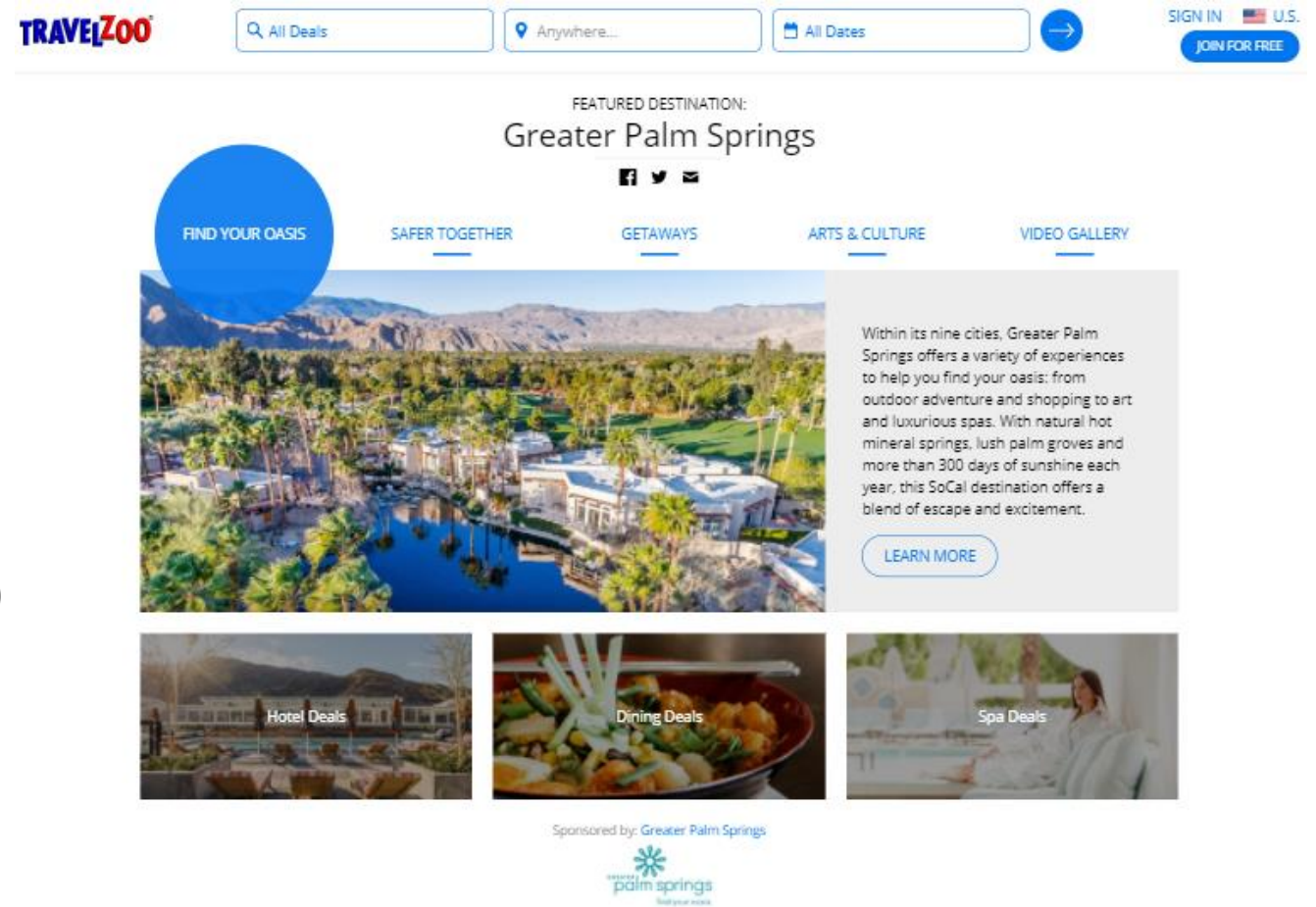
Ongoing

## 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

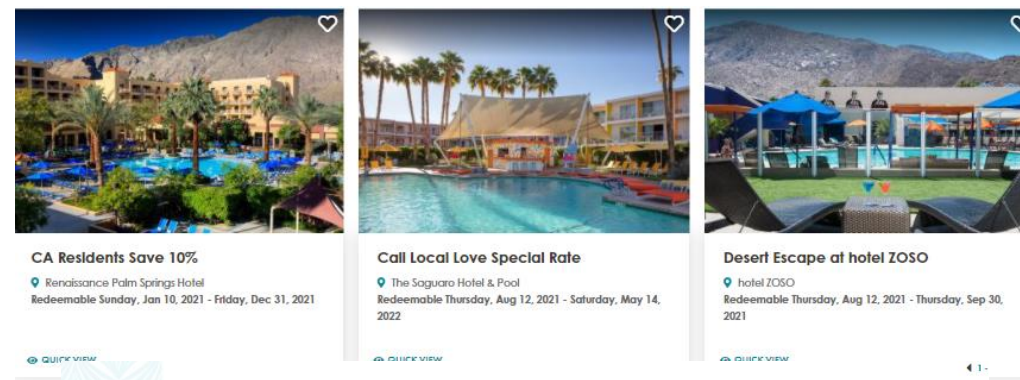
Ongoing – Submit today to be included in fall campaign

## 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](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

