

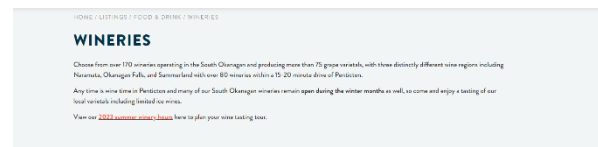
TRAVEL PENTICTON 2024 MEMBER MARKETING OPPORTUNITIES

Travel Penticton’s 2024 Marketing Program offers our members, of any size, an opportunity to take advantage of and get in front of Visit Penticton’s 20,500+ monthly website visitors and social media audiences and reach, with a combined following on Instagram and Facebook of over 32,000 followers, to expand on your 2024 marketing initiatives. These Marketing Programs have been designed to assist our members in reaching new markets by making their marketing dollars go further and most importantly generate overnight stays and increased spending and time within the community!

Sponsored Listing

Sponsored Listings on the Visit Penticton website will be your current business listing boosted throughout our website - showing up on the homepage under suggested listings, under the appropriate experience pages related to your business, as well as at the top of your listing category page(s) to reach our 20,500+ monthly website visitors. On average, sponsored listings see over 400% increase in impressions and clicks, when compared to a standard listing. The cost is \$150 for your listing to be sponsored for 4 weeks on the website.

There is limited availability of only 4 spots per month.



\$150: Monthly Sponsored Listing

- 4 week run time, from 1st of the month
- Show up first under your listing category and on the website homepage
- Your listing will be shown under “Suggested Listings” on all relevant-to-your-business Experience (“What We’re Known For”) Pages
- Reach up to 20,500+ monthly website visitors to the Visit Penticton website

Limited availability of ad space, only 4 sponsored listings spots available each month. Maximum of 1 sponsored listing per quarter per business.

Payment must be received before Sponsored Listing will be activated.

Open to all Travel Penticton Members in good standing.

Social Media Advertising

Social media ads will be partnered ad content, promoted from our @VisitPenticton Facebook and/or Instagram channels. The cost starts at just \$100 for a 3 week campaign. You'll also get 1 story per week on our Instagram channel, with 18.7K followers, with your business tagged included within the 3 week period, with an average reach of 550. There is limited availability of ad space each month.

\$100: Valleywide Ad Reach

- 3 week run time with \$75 ad spend
- Sponsored ad with your business in partnership with Visit Penticton
- Local Valleywide audience – Vernon to Osoyoos
- Bonus: 1 story/week during ad run time on @VisitPenticton Instagram tagging your business

\$200: BC-Wide Ad Reach

- 3 week run time with \$175 ad spend
- Sponsored ad will show your business in paid partnership with Visit Penticton
- BC wide audience – All of BC
- Bonus: 1 story/week during ad run time on @VisitPenticton Instagram tagging your business

\$250+: Custom Audience Targeting

- 3 week run time with \$200+ ad spend
- Sponsored ad will show your business in paid partnership with Visit Penticton
- Custom Targeting
- Bonus: 1 story/week during ad run time on @VisitPenticton Instagram tagging your business

Payment must be received before any advertising or work on the ad campaign will begin.

Limited availability of ad space available each month. Maximum of 1 campaign per quarter per business.

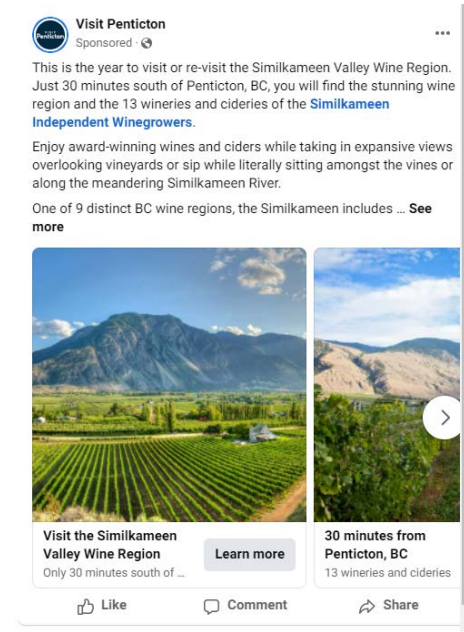
All ads are targeted to those 19 years of age and older.

You are to send in any photos, videos, text and content for the ad. Travel Penticton reserves the right to modify any text, images or content to match our current Travel Penticton ads, content and guidelines.

You determine the campaign objective: Awareness (Brand Awareness or Reach), Consideration (Traffic, Engagement, App Installs, Video Views, or Lead Generation) or Conversion (Conversions or Store Traffic)

Landing page/link: Where will the ad direct the audience to – you provide a link or webpage URL, event site, or we can link to your listing on the Visit Penticton website

Special ad categories including credit, employment or housing, or about social issues, elections, or politics, are not eligible for partnered social media advertising.



Sponsored Blog Post

Sponsored Blog Posts on the Visit Penticton website will be a blog post related to and featuring your business. The post will be featured throughout our website - it will show up on the homepage, as well as under every relevant experience page, so you can reach our 20,500+ monthly website visitors. The cost starts at \$250 for your blog post to be sponsored for 4 weeks on the website, but the post will live on the website indefinitely following the sponsorship. The post will be shared on our social media channels - Facebook, Instagram, and Twitter - to reach our 38,000+ followers.

\$250: Monthly Sponsored Blog Post

- You write and submit the blog post content – copy and images. Travel Penticton reserves the right to modify any text, images or content to match our current writing style and our Travel Penticton guidelines
- 4 week run time for a sponsored post, from date that blog post is published
- Your blog post will be shown under “Related Posts” on all pertinent Experience (“What We’re Known For”) Pages in relation to the blog post topic
- Reach up to 20,500+ website visitors to the Visit Penticton website each month
- Blog Post will live on the Visit Penticton website in perpetuity, only sponsored for 1 month
- Shared to our 38,000+ followers through the Visit Penticton social media channels

\$500: Monthly Sponsored Blog Post

- Travel Penticton will write the blog post – you must provide a general overview, topic, photos, etc. and will be able to review and provide feedback prior to posting
- 4 week run time, from date that blog post is published
- Your blog post will be shown under “Related Posts” on all pertinent Experience (“What We’re Known For”) Pages in relation to the blog post topic
- Reach up to 20,500+ website visitors to the Visit Penticton website each month
- Blog Post will live on the Visit Penticton website in perpetuity, only sponsored for 1 month
- Shared to our 38,000+ followers through the Visit Penticton social media channels

Limited availability of blog posts, only 2 sponsored blog spots available each month. Maximum of 1 sponsored blog post per year per business.

Payment must be received before Sponsored Blog Post will be published.

Social Media Advertising & Sponsored Blog Post Program Guidelines:

- Open to all Travel Penticton members in good standing
- The ad or blog content must align with Travel Penticton’s Strategic Marketing Plan
- Travel Penticton encourages marketing initiatives that foster new products, generate overnight stays and encourage visitation in the fall, winter and spring months
- Travel Penticton reserves the right to select and approve or decline applications that best meet the objectives of Travel Penticton’s Marketing Plan

Travel Penticton's 2024 Member Marketing Programs

Terms of the Travel Penticton 2024 Marketing Programs are subject to change; the Travel Penticton Society reserves the right to amend the terms at any time and/or terminate the programs.

Travel Penticton's Strategic 5 Year Marketing Plan: https://www.travelpenticton.com/wp-content/uploads/2021/09/1_Five-year-Strategy-Business-Plan-Appendix-1.2.pdf

For more information, please contact:

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