

# DOWNTOWN SAN DIEGO PARTNERSHIP

## MARKETING PLACEMENT RATE SHEET 2024



## WEBSITE

	One Month	Year (one month free)
<b>Global Navigation Takeover</b> “Powered by COMPANY NAME” runs throughout the entire site, including home page and individual pages. Logo only. Links directly to preferred url.	\$450	\$4,950
<b>Homepage Carousel</b> Preferred image, copy, and call to action in scrolling carousel on the homepage. Only two placements available each month.	\$200	\$2,200 <i>*Placements secured for a full year term can be updated quarterly</i>
<b>Local Banner Ads</b> Runs on a specific page. DSDP-approved 728x90 graphic linked to preferred url.	\$100	\$1,100 <i>*Placements secured for a full year term can be updated quarterly</i>
<b>Category Exclusivity</b> No similar business or organization can reserve a placement on the website during this time.	\$100	\$1,100

## NEWSLETTER

	One Month	Year (one month free)
<b>DSDP Newsletter Header &amp; Footer Takeover (Distributed monthly)</b> Header and footer ad with DSDP-approved graphic (728x90).	\$500	\$5,500
<b>Mid-Placement Newsletter Content</b> Distribution of DSDP-approved “Powered by COMPANY NAME” sponsored content section promoting your company or initiative through a thumbnail graphic and copy (limit of 50 words).	\$300/distribution	\$3,300 <i>*Placements secured for a full year term must be updated monthly</i>

## SOCIAL MEDIA

	One Post Per Quarter
<p><u>Twitter</u> Sharing of DSDP-approved sponsored content to more than 17,000 followers.</p>	\$200
<p><u>Instagram</u> Sharing of DSDP-approved sponsored content to more than 30,000 followers.</p>	\$300
<p><u>LinkedIn</u> Sharing of DSDP-approved sponsored content to more than 5,800 followers.</p>	\$200

In addition to the package of placements provided above, the Downtown Partnership offers additional channels to connect with Downtown stakeholders, members, regional thought leaders, and other decision-makers. These items are also available a la carte depending on your needs and preferences.

## DOWNTOWN INNOVATION CENTER

	Terms
<p><b>Downtown Innovation Center Welcome Sign</b> Recognition on the Downtown Innovation Center sponsor wall for two years. Comes with one digital advertising placement.</p>	2 year term - \$7,000
<p><b>Downtown Innovation Center Digital Ads</b> One of 11 advertising placements on the Downtown Innovation Center for one year.</p>	1 year term - \$3,000

# ANNUAL REPORT

	Full Page	Half Page
<b>Downtown Partnership Annual Report – Cover</b> Includes logo on cover and full-page editorial	\$2,000 Member Rate \$3,000 Non-Member Rate	N/A
<b>Downtown Partnership Annual Report – Mid Placement</b>	Full Page Member Rate \$1,250 Full Page Non-Member Rate \$1,500	Half Page Member Rate \$625 Half Page Non-Member Rate \$750
<b>Downtown Partnership Annual Report – End Placement</b>	Full Page Member Rate \$750 Full Page Non-Member Rate \$1,000	Half Page Member Rate \$375 Half Page Non-Member Rate \$500

# BANNER PROGRAM

Available across Downtown San Diego's primary transportation corridors, street banners offer visibility to both pedestrian and vehicle traffic throughout San Diego's main tourist center, second largest workforce center, and thriving collection of neighborhoods. [Learn more.](#)