



D O W N T O W N
SAN DIEGO
P A R T N E R S H I P

MARKETING PLACEMENT RATE SHEET

2025

ANNUAL REPORT

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

DOWNTOWN INNOVATION CENTER

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

WEBSITE

| | One Month | Year (one month free) |
|---|-----------|---|
| Global Navigation Takeover "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 |
| Homepage Carousel 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> |
| Local Banner Ads 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> |
| Category Exclusivity No similar business or organization can reserve a placement on the website during this time. | \$100 | \$1,100 |

SPONSORED MEMBER EMAIL

These sponsored member emails are available to Promotion level members and above.

| | Cost Per Feature |
|--|------------------|
| Member Spotlight Dedicated e-blast to our highly engaged member network. | \$300 |

NEWSLETTER

| | One Month | Year (one month free) |
|---|--------------------|--|
| DSDP Newsletter Header & Footer Takeover (Distributed monthly) Header and footer ad with DSDP-approved graphic (728x90). | \$500 | \$5,500 |
| Mid-Placement Newsletter Content 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 |
|--|----------------------|
| <u>Twitter</u> Sharing of DSDP-approved sponsored content to more than 18,000 followers. | \$200 |
| <u>Instagram</u> Sharing of DSDP-approved sponsored content to more than 33,000 followers. | \$300 |
| <u>LinkedIn</u> Sharing of DSDP-approved sponsored content to more than 6,000 followers. | \$200 |

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.](#)

| | | Placement Area | | | | |
|--|----------------|----------------|--------------|---------------|----------|-------------------|
| | | Broadway | Harbor Drive | Market Street | B Street | Convention Center |
| Length/Program of Requested Placement | 4 Weeks/Full | \$1,800 | \$3,180 | \$1,000 | \$950 | \$1,700 |
| | 4 Weeks/Shared | \$1,325 | \$2,015 | \$800 | \$740 | N/A |
| | 2 Weeks/Full | \$1,325 | \$2,015 | \$800 | \$740 | \$900 |
| | 2 Weeks/Shared | \$850 | \$1,550 | \$690 | \$635 | N/A |
| | 1 Weeks/Shared | N/A | N/A | N/A | N/A | \$500 |