



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



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**2026**



## THE DOWNTOWN SAN DIEGO PARTNERSHIP

Building the kind of live, work, play lifestyle others  
can only dream of in the heart of San Diego.

Every great city has a great Downtown.

# 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 - \$7,700

### Downtown Innovation Center Digital Ads

One of 11 advertising placements on the Downtown Innovation Center for one year.

1 year term - \$3,300

# 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.

\$495

\$5,450

### Homepage Carousel

Preferred image, copy, and call to action in scrolling carousel on the homepage. Only two placements available each month.

\$220

\$2,420  
\*Placements secured for a full year term can be updated quarterly

### Local Banner Ads

Runs on a specific page. DSDP-approved 728x90 graphic linked to preferred url.

\$110

\$1,210  
\*Placements secured for a full year term can be updated quarterly

### Category Exclusivity

No similar business or organization can reserve a placement on the website during this time.

\$110

\$1,210

## SPONSORED MEMBER EMAIL

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

	Cost Per Feature
<b>Member Spotlight</b> Dedicated e-blast to our highly engaged member network.	\$330

## 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).	\$550	\$6,050
<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).	\$330/distribution	\$3,630 <i>*Placements secured for a full year term must be updated monthly</i>

# SOCIAL MEDIA

## One Post Per Quarter

### Facebook

Sharing of DSDP-approved sponsored content to more than 14,000 followers.

\$220

### Instagram

Sharing of DSDP-approved sponsored content to more than 38,000 followers.

\$330

### LinkedIn

Sharing of DSDP-approved sponsored content to more than 7,000 followers.

\$220

# 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

		Placement Area						
		Broadway	Harbor Drive	Market Street	B Street	Convention Center	Ball Park	10th Ave
Length/Program of Requested Placement	4 Weeks/Full	\$1,890	\$3,340	\$1,050	\$1,000	\$3,700	N/A	\$1,000
	4 Weeks/Shared	\$1,390	\$2,215	\$840	\$775	N/A	N/A	N/A
	2 Weeks/Full	\$1,390	\$2,215	\$840	\$775	\$2,000	N/A	\$775
	2 Weeks/Shared	\$890	\$1,628	\$725	\$665	N/A	N/A	N/A
	1 Weeks/Full	N/A	N/A	N/A	N/A	\$1,400	\$1,200	N/A