

Charlottesville
ALBEMARLE, VIRGINIA



2024 DIGITAL ADVERTISING GUIDE

Destination Signals supports Visit Charlottesville with community activation
— connecting local businesses with motivated travelers and locals.



destination
signals

ADVERTISING OVERVIEW

VISITCHARLOTTESVILLE.ORG REACHES VISITORS BEFORE, DURING, AND AFTER THEIR VACATION & TRAVELS

Through our strategic marketing platforms, your business can connect with millions of adventurous travelers looking to discover and enjoy the very best our community has to offer. We have options for any budget and experts ready to assist you every step of the way.

1.5M+ ANNUAL PAGEVIEWS ON WEBSITE

61% OF WEBSITE VISITORS ARE AGED 25-54

67% OF WEBSITE VISITS ARE ON MOBILE



OUR VALUE PROPOSITION:

Travelers view the VisitCharlottesville.org brand as a **TRUSTWORTHY** resource, giving you a perfect platform to begin new conversations.

AMPLIFY your visibility with a highly-motivated audience of domestic and international travelers. **CRAFT** engaging campaigns with our in-house advertising specialists.

Your **SUPPORT** and advertising dollars help power ongoing marketing campaigns that **INFLUENCE** increased visitation and spending within our community.

COLLABORATE with our team to measure your campaigns, **GAIN** valuable insights about traveler behavior and decision making.

TO GET STARTED, PLEASE EMAIL SIDNEY.ABRAMSON@DESTINATION SIGNALS.COM

FREQUENTLY ASKED QUESTIONS

1 WHO IS DESTINATION SIGNALS?

In partnership with the Visit Charlottesville, Destination Signals manages all digital advertising and sponsored content opportunities on VisitCharlottesville.org

2 CAN I PLACE SHORT TERM OR SEASONAL PLACEMENTS?

Absolutely! We accommodate both long and short-term runs and give you full flexibility when, where, and how you place sponsored content on the site

3 I HAVE MULTIPLE THINGS I'D LIKE TO PROMOTE, HOW OFTEN CAN I CHANGE OUT THE ADS?

We allow for unlimited updates to the sponsored content placed on the site. You can swap content in and out as much as you'd like. Just allow for at least a 2-3 day lead time to make sure things get properly scheduled

4 HOW DOES BILLING WORK?

Invoices are sent digitally via email from Destination Signals. Those can be paid online monthly, quarterly, or annually

5 HOW WILL I KNOW IF MY CONTENT IS PERFORMING?

Destination Signals will provide detailed quarterly and/or monthly reporting to all businesses that participate in the program

6 HOW DO I BUILD OUT MY SPONSORED CONTENT ADS?

Destination Signals offers a turnkey service that will assist you in building out your ad content as a complimentary service

7 I HAVE MULTIPLE BUSINESSES THAT I NEED TO PROMOTE, CAN I PURCHASE ONE SPOT FOR BOTH?

Yes. Through A/B testing we can promote two different businesses or offerings with a single spot. Some placements can also have the content split up so you are promoting relevant ads in the section they are appearing on the site

DIGITAL ADVERTISING

DIGITAL ADVERTISING & SPONSORED CONTENT
THROUGH VISITCHARLOTTESVILLE.ORG

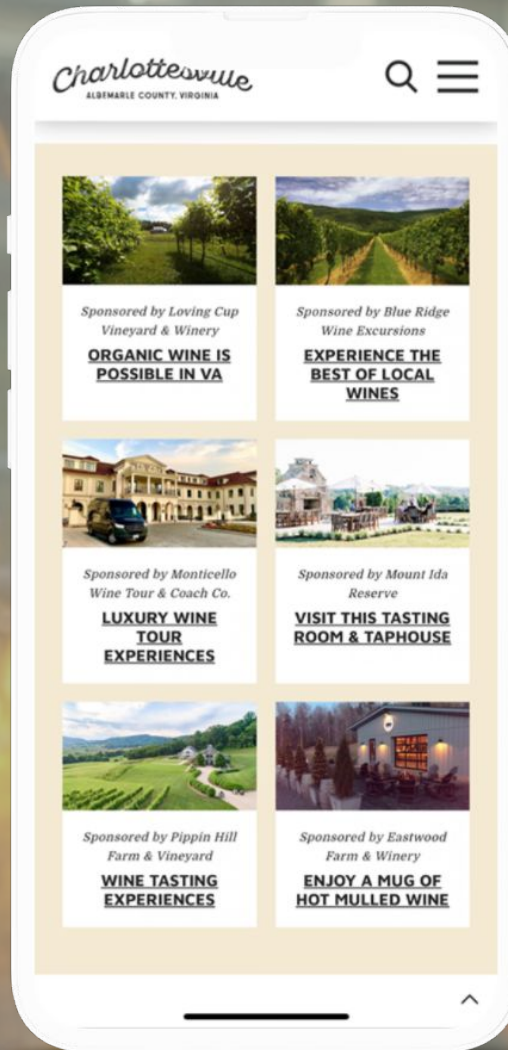


Charlottesville
ALBEMARLE COUNTY VIRGINIA


Explore Charlottesville and Albemarle County

The Charlottesville area and the Monticello American Viticultural Area (AVA) have won Wine Region of the Year in Wine Enthusiast's 2023 Wine Star Awards!


Come explore the **40+ wineries** along the Monticello Wine Trail where you'll find down to earth wine paired with stunning views and the chance to sit back and relax. Plan a **cozy getaway**, a **winery tour** or specialty experience, or a trip that's suitable for the **whole family**. Plus, choose from a stay on a **vineyard property** or at one of our area's many **hotels, resorts, and B&Bs**.




Charlottesville
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Sponsored by Loving Cup Vineyard & Winery
ORGANIC WINE IS POSSIBLE IN VA




Sponsored by Blue Ridge Wine Excursions
EXPERIENCE THE BEST OF LOCAL WINES




Sponsored by Monticello Wine Tour & Coach Co.
LUXURY WINE TOUR EXPERIENCES



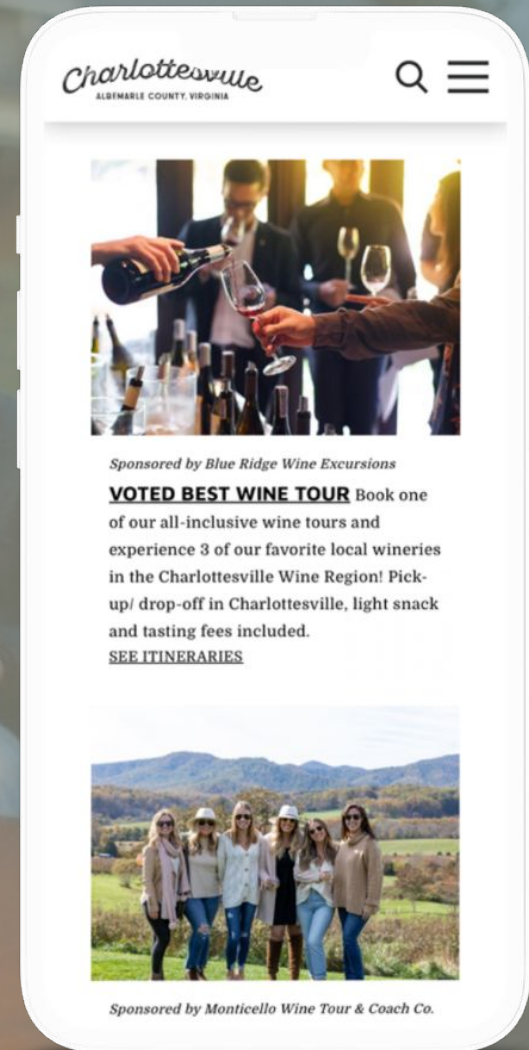
Sponsored by Mount Ida Reserve
VISIT THIS TASTING ROOM & TAPHOUSE




Sponsored by Pippin Hill Farm & Vineyard
WINE TASTING EXPERIENCES




Sponsored by Eastwood Farm & Winery
ENJOY A MUG OF HOT MULLED WINE



Charlottesville
ALBEMARLE COUNTY VIRGINIA



Sponsored by Blue Ridge Wine Excursions
VOTED BEST WINE TOUR Book one of our all-inclusive wine tours and experience 3 of our favorite local wineries in the Charlottesville Wine Region! Pick-up/ drop-off in Charlottesville, light snack and tasting fees included.
[SEE ITINERARIES](#)



Sponsored by Monticello Wine Tour & Coach Co.

FEATURED PARTNER

INSPIRE VISITORS, BE ONE OF THE FIRST THINGS THEY SEE WHEN THEY LAND ON OUR WEBSITE

SPECS

IMAGE: 640x360 pixels

TITLE: 35 characters

***Character count includes spaces

Charlottesville
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E-News

Visitor Guide



Explore Charlottesville and Albemarle County

The Charlottesville area and the Monticello American Viticultural Area (AVA) have won Wine Region of the Year in Wine Enthusiast's 2023 Wine Star Awards!

Come explore the 40+ wineries along the Monticello Wine Trail and find down to earth wine paired with stunning views of the valley. Plus, choose from a stay on a vineyard property or our area's many hotels, resorts, and B&Bs.



Six (6) Partners rotate through these six spots. Appears near the top of the page.



Sponsored by Stay Charlottesville

LUXURY VACATION RENTALS



Sponsored by Chiswell Farm & Winery

FAMILY OWNED AND OPERATED WINERY



Sponsored by Boar's Head Resort

STAY & PLAY AT BOAR'S HEAD



Sponsored by Omni Charlottesville Hotel

LUXURY ACCOMMODATIONS



Sponsored by Hyatt Place Charlottesville

COMFORT & CONVENIENCE



Sponsored by The Quirk Hotel

EVERYTHING BUT USUAL

FEATURED CONTENT

TELL YOUR STORY THROUGH THIS
LARGE FORMAT DISPLAY, ROTATE
THROUGH THE THREE SPOTS

SPECS

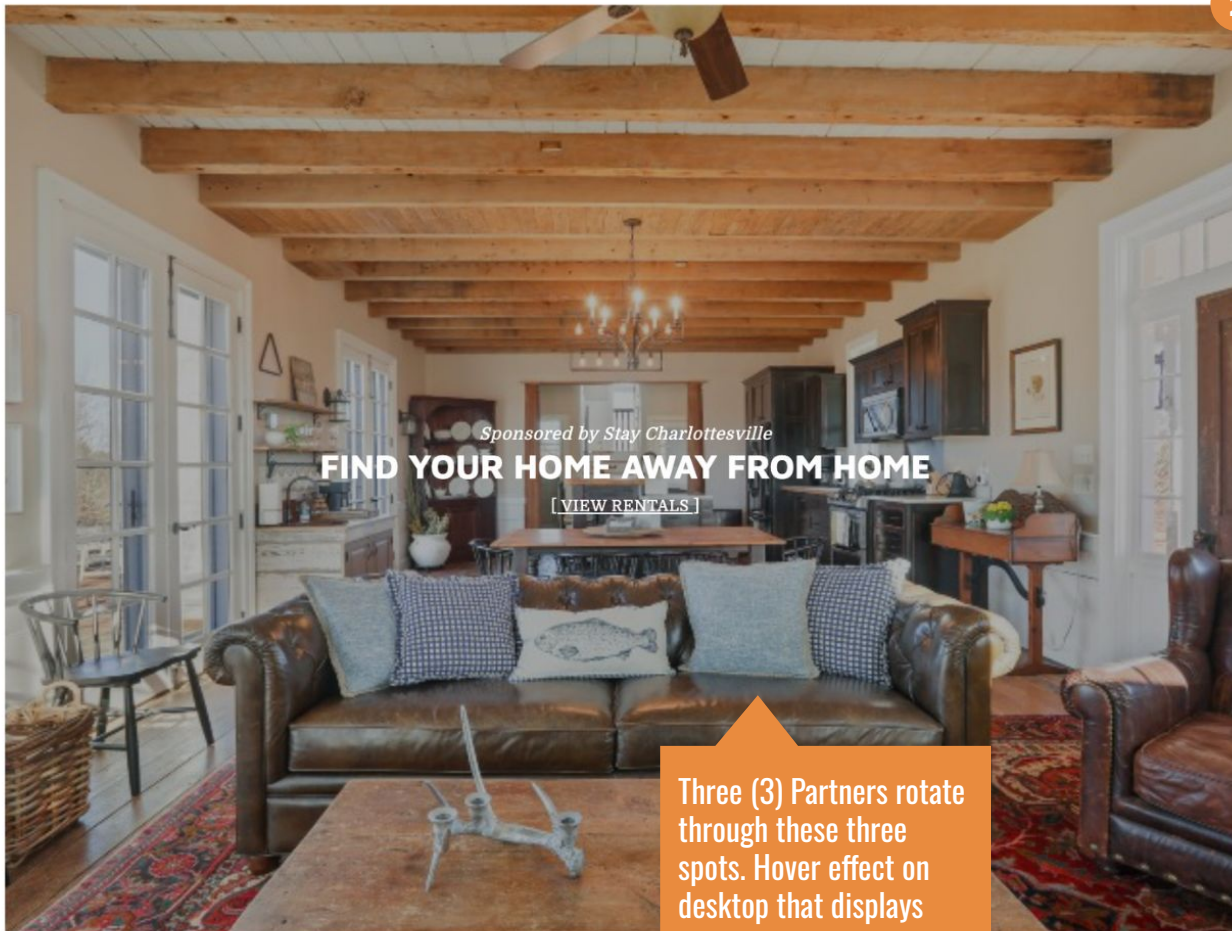
IMAGE: 640x480 pixels

TITLE: 35 characters

BODY: 250 characters

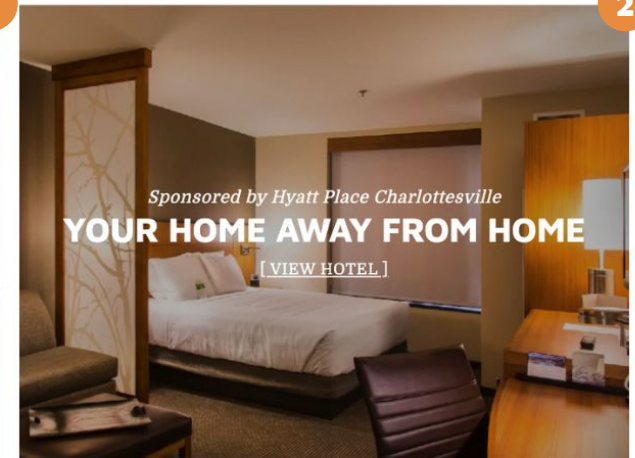
***Character count includes spaces

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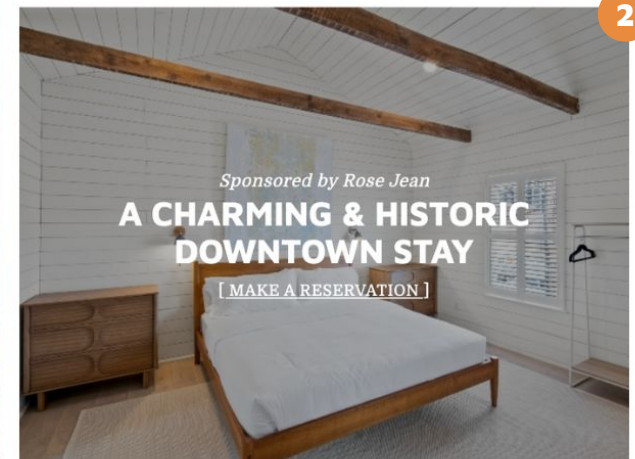


Sponsored by Stay Charlottesville
FIND YOUR HOME AWAY FROM HOME
[VIEW RENTALS]

Three (3) Partners rotate through these three spots. Hover effect on desktop that displays your content



Sponsored by Hyatt Place Charlottesville
YOUR HOME AWAY FROM HOME
[VIEW HOTEL]



Sponsored by Rose Jean
A CHARMING & HISTORIC DOWNTOWN STAY
[MAKE A RESERVATION]

TOP DIGITAL OPTIONS

***MONTHLY RATES

	FEATURED PARTNER	FEATURED CONTENT	FEATURED BLOCK
RUN OF SITE	-	-	SOLD OUT
RUN OF BLOG	-	\$95.00	-
HOMEPAGE	\$130.00	\$105.00	-
THINGS TO DO	\$120.00	\$95.00	-
WINERIES	\$125.00	\$100.00	-
HISTORY & MUSEUMS	\$75.00	\$60.00	-
EVENTS	\$240.00	\$190.00	-
FOOD & DRINK	\$105.00	\$85.00	-
PLACES TO STAY	\$100.00	\$80.00	-

SPONSORED BLOG

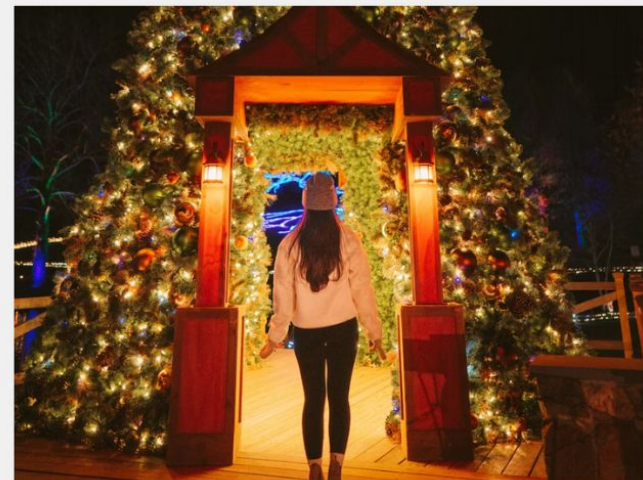
PROMOTE YOUR STORY,
LEVERAGE THE FULL POWER OF
VISITCHARLOTTESVILLE.ORG

Sponsored Content

Insider's Guide to Winter Wander at Boar's Head Resort

See What's New for 2023

Back for its third year, Winter Wander is a family-friendly event with plentiful illuminations, seasonal fare, and more.



Held November 17, 2023, to January 6, 2024, this [half-mile hiking path](#) features abundant illuminated light displays sure to enthrall visitors of all ages. Guests are encouraged to come hungry as there are [food vendors](#) along the trail and [The Mill Room](#) is accepting reservations. After completing the trail, stop at a fire pit and make some s'mores or relax while sipping on an age-appropriate beverage. Reserve your Winter Wander tickets [here](#).

When planning your visit, consider booking an [overnight stay](#) and request a balcony room overlooking the light show. Overnight guests receive unlimited access to Winter Wander without being restricted to a particular ticket time along with an exclusive Winter Wander keepsake.



SPONSORED BLOG OPTIONS

	MONTHLY RATES	WHAT'S INCLUDED
1-MONTH (EVENT GUIDE) BLOG	\$450.00	WORD COUNT: At Least 500 LINKS: At Least 3 IMAGES: At Least 3
3-MONTH SPONSORED BLOG	\$350.00	WORD COUNT: At Least 500 LINKS: At Least 5 IMAGES: At Least 3
6-MONTH SPONSORED BLOG	\$300.00	WORD COUNT: At Least 500 LINKS: At Least 5 IMAGES: At Least 3
12-MONTH SPONSORED BLOG	\$200.00	WORD COUNT: At Least 800 LINKS: At Least 10 IMAGES: At Least 3-5

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THANK YOU!!

TO GET STARTED,
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Destination Signals is a division of Tempest, the long time marketing partner for the Visit Charlottesville. We support Charlottesville by providing turnkey community engagement services that allow local tourism businesses to activate with their brand.



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s i g n a l s