



SONOMA COUNTY

• CALIFORNIA •

LIFE OPENS UP

2024 SONOMA COUNTY TOURISM
OFFICIAL ADVERTISING OPPORTUNITIES

TRAVEL INDUSTRY INSIGHTS

Sonoma County Tourism at work for you!

Sonoma County Tourism is delighted to announce a suite of new opportunities designed to boost your business. The cost-effective opportunities will reach your target customers through some new and re-imagined materials including the seasonal digital inspiration guide, new and improved printed hybrid map, custom content offerings, Apple Maps Guides, website, expanded email programs and more. These affordable and innovative offerings will provide new ways to reach highly qualified customers.



**10.3
MILLION**

Visitors
in 2022



**\$2.30
BILLION**

in Visitor
Spending



**2.1
NIGHTS**

Average
Length of Stay



**\$297
PER DAY**

Average spending
per person



TOP 4 STATE MARKETS:

1. California
2. Florida
3. Texas
4. New York

TOP 4 METRO MARKETS:

1. Los Angeles
2. SF-OAK-San Jose
3. SAC-Stockton-Modesto
4. New York, NY

SONOMA COUNTY VISITOR AUDIENCE:



GENDER
67% Male
33% Female



HOUSEHOLD INCOME
27% \$100k/yr
17% \$75k/yr
16% \$50k/yr



AGE
25-34: **28%** 45-54: **13%**
35-44: **34%** 55+: **15%**

THE HYPER-INFORMED TRAVELER

Dreams, Plans, Then Books

DREAMING

Bold imagery, video & experiential content

PLANNING

Planning content: maps, itineraries, reviews

ZMOT

(ZERO MOMENT OF TRUTH)

In order to move from consideration to activation, you must engage visitors all throughout the travel-planning life cycle

TRAVEL PLANNING LIFE CYCLE

With such a complex planning landscape, integrated, multimedia advertising is critical.

SHARING

Encourage visitors to share their experiences, use user-generated content (UGC)

BOOKING

Strong calls to action, value offers, easy access to booking

SOCIAL-IZING & FOLLOWERS



297.4K



67.9K



28.3K



1,427



4.1K

HYBRID PRINT PRODUCT

The Hybrid Map is the only print call-to-action product for Sonoma County Tourism. Packed with inspirational and trip-planning content, the Map provides tourism partners with unparalleled access to highly qualified travelers who are using the Map to plan their trips and to make decisions about what to see and do.

COMING SOON



PRINTED MAP

Full-Panel

½-Panel

¼-Panel

RATE

\$4,200

\$2,225

\$1,300

IMPORTANT DATES

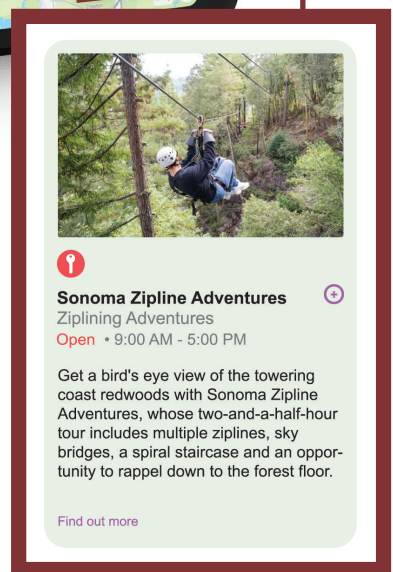
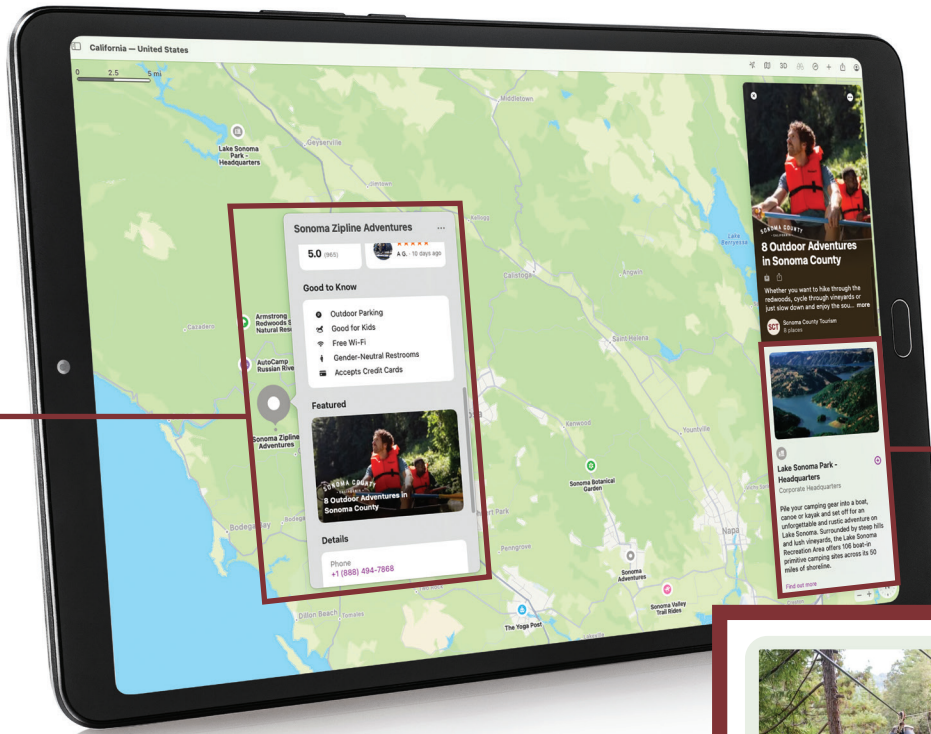
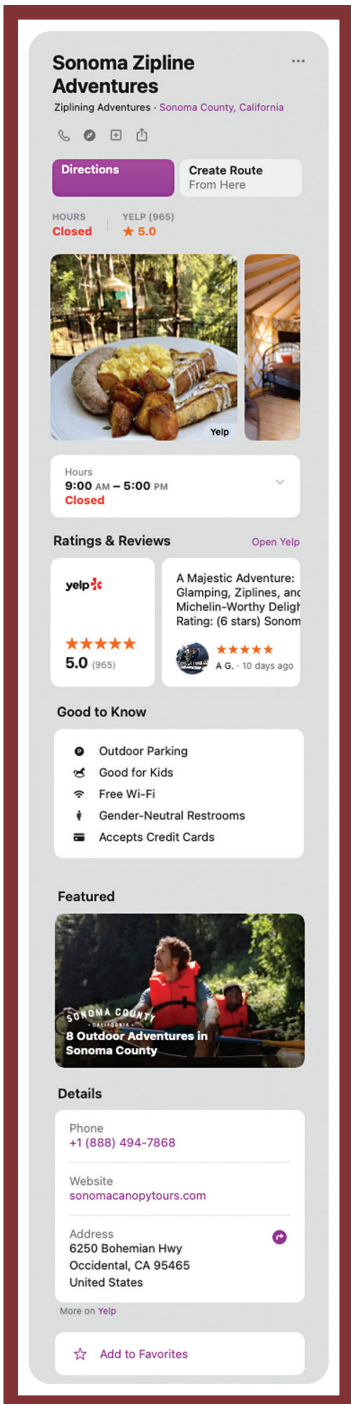
In-Market: April 2024

APPLE MAP GUIDES

Technology & Elegance Comes Together To Get You Noticed

Apple Maps Guides are crafted in partnership with Apple to enhance the user experience; beyond getting from point A to B. Each guide is presented exclusively through the Apple ecosystem in an inspiring yet intuitive way that allows travelers to easily explore, and act on their discoveries.

Each of the ten Sonoma County themed guides for 2024-25 includes between eight and ten partner locations, with each guide's partners and content being updated twice annually. These guides are published in conjunction with Apple to ensure every aspect meets their exceptionally high-quality standards.



DID YOU KNOW?

There are more than
120 MILLION
iPhone users in the United States

Source: statista.com

APPLE GUIDE PROGRAM

RATE

1 Location in 1 themed guide \$800

PUBLICATION DATES

March 2024 - August 2024

September 2024 - February 2025

Space is highly limited per themed guide. Relevance to the theme is required.

SONOMA COUNTY DIGITAL INSPIRATION GUIDE

Reach Visitors Through Our Online Inspiration Guide

The Inspiration Guide is the ideal way to connect with visitors while they are immersed in the early planning stages of their trip to Sonoma County. Travelers, on average read 37 pages of the guide in a single session; allowing them to explore and experience all Sonoma County has to offer in a uniquely focused way.



ENGAGEMENT

3,109,991

Pageviews

37.84

Pages/Session

4:36

Av. Session Duration



| DIGITAL INSPIRATION GUIDE | RATE PER SEASONAL ISSUE |
|---------------------------|-------------------------|
| IFC – Full | \$3,675 |
| Page 1 – Full | \$3,675 |
| Page 2 – Full | \$3,150 |
| Page 3 – Full | \$3,150 |
| Back Cover – Full | \$4,200 |
| Half Page | \$1,800 |
| Quarter Page | \$1,100 |

IMPORTANT DATES

- Spring/Summer IG (digital) Sales Close: February 2024
- Spring/Summer IG (digital) Ad Materials Due: February 2024
- Spring/Summer IG (digital) In-Market: March 2024
- Fall/Winter IG (digital) Sales Close: August 2024
- Fall/Winter IG (digital) Ad Materials Due: August 2024
- Fall/Winter IG (digital) In-Market: September 2024

SONOMACOUNTY.COM

Banner Ads & Featured Business Listings

Visitors to SonomaCounty.com viewed more than 5 million pages in 2023 while planning their vacation. Our Banner Run-of-Site and Targeted web ads or a Sponsored Listing will reach consumers looking for recommendations on things to do and places to stay allowing you to influence their decision making while also driving efficient traffic to more information about you.

SONOMACOUNTY.COM STATISTICS

3,167,980
Sessions

5,593,636
Pageviews

1:52
Session Duration

ADVANTAGES OF TARGETED NATIVE ADS INCLUDE:

- Advertisers will benefit from a tailored campaign strategy
- Ads will be optimized by relevant site content
- Ads are location based, meaning they can include or exclude specific cities and states
- Ads can be served via day-parting to reach audiences when they're most engaged

BANNER RUN-OF-SITE OR TARGETED
Tell your story with a high-impact canvas.



Connect with Nature SPONSORED

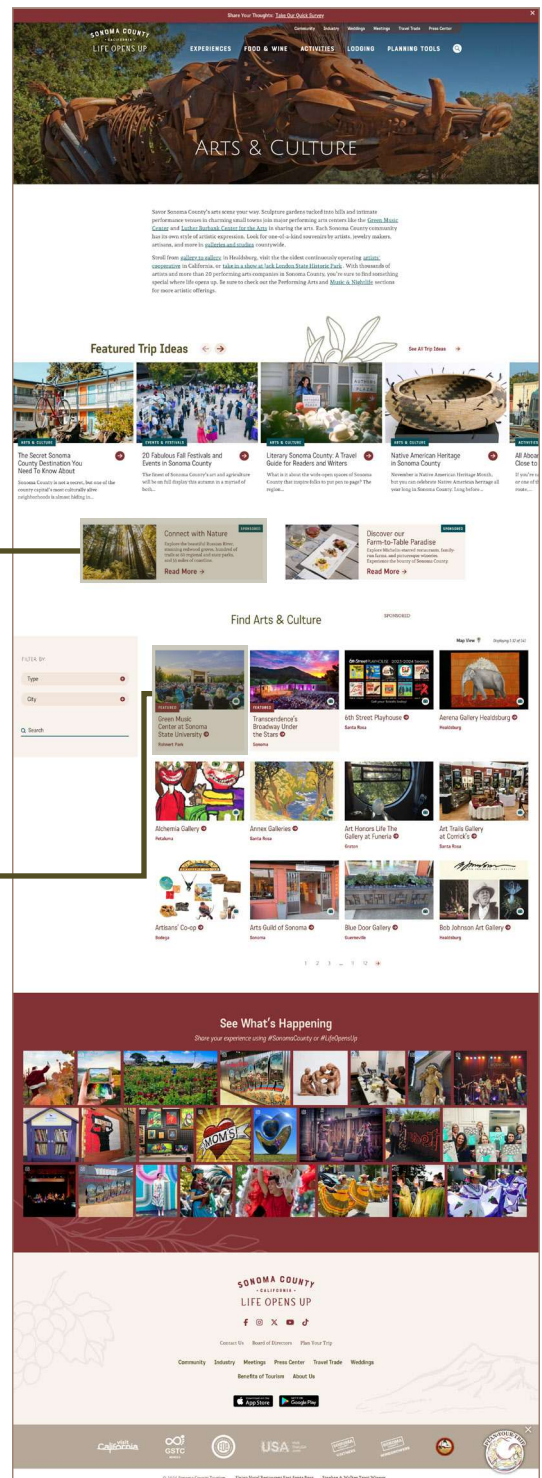
Explore the beautiful Russian River, stunning redwood groves, hundred of trails at 60 regional and state parks, and 55 miles of coastline.

[Read More →](#)

FEATURED BUSINESS LISTING
Featured partners always display in a top-tier sort, affording you premium positioning.



Green Music Center at Sonoma State University
Rohnert Park



WEB ADVERTISING

RATE

Banner Run-of-Site

\$16 Per Thousand Impressions (\$800 minimum)

Targeted Banner Ads

\$16 Per Thousand Impressions (\$900 minimum)

Featured Business Listing
Unlimited Participation Program

\$1,000 Per Year

SONOMACOUNTY.COM

Engage qualified visitors on SonomaCounty.com and drive additional traffic directly to your site with our Sponsored Content creation program. Our editors will craft a custom article about your destination, business or event that will be promoted site-wide for one year.

ABOUT:

- Featured on SonomaCounty.com for one year
- Drive qualified audience to your website
- Own the content for use on your site
- Leverage the expertise of our editorial team who will write an article for you

PROCESS:

1. PRODUCTION

Our editorial team will craft an experiential article, conducting in-depth research to create content that will ensure the most lift year-round.

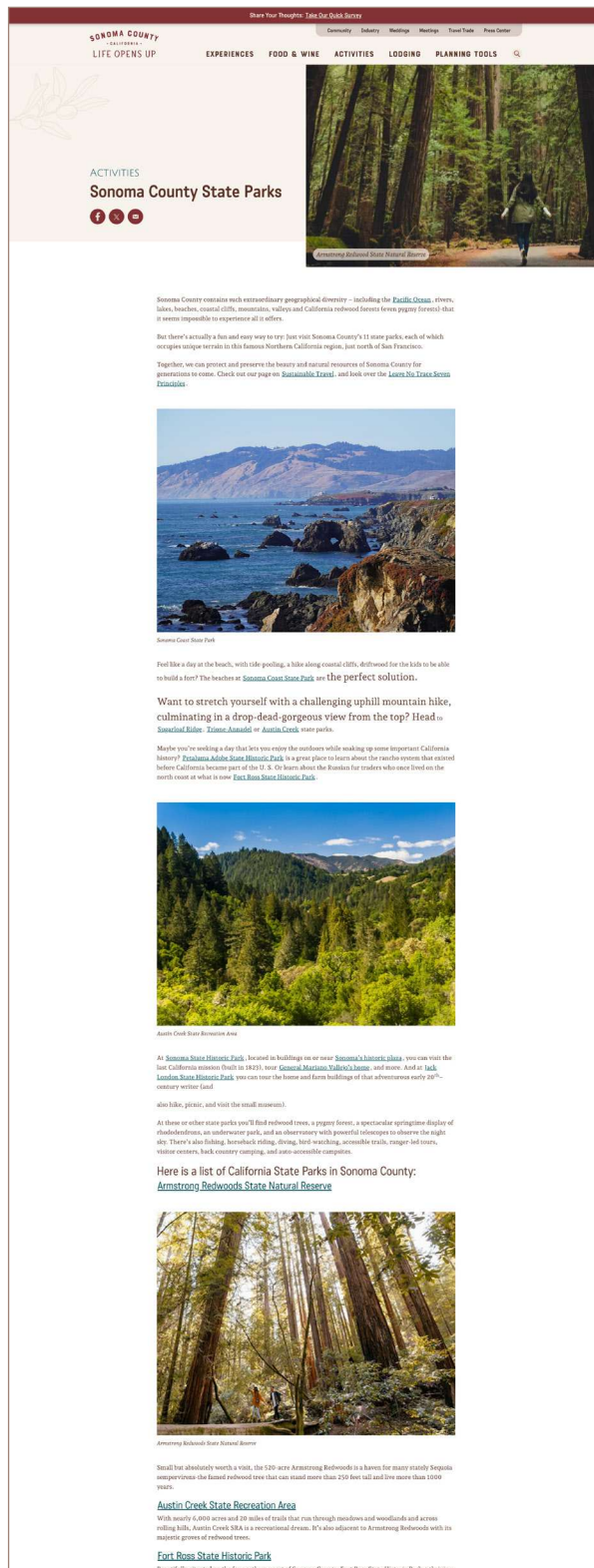
2. ARTICLE PROMOTION

A formatted ad is created using existing article assets to drive SonomaCounty.com viewers to your article from other sections of the site.

3. TRAFFIC

Users average 3:21 an article, with a high volume of these extremely qualified planners clicking through to your website, delivering an extremely efficient cost per click.

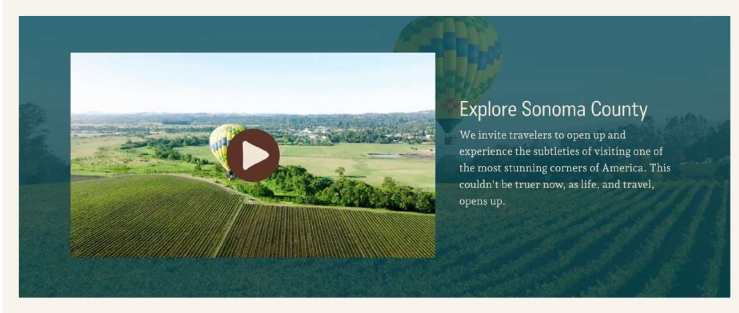
| SPONSORED CONTENT ARTICLE | RATE |
|--------------------------------|---------|
| Article Creation And Promotion | \$3,495 |



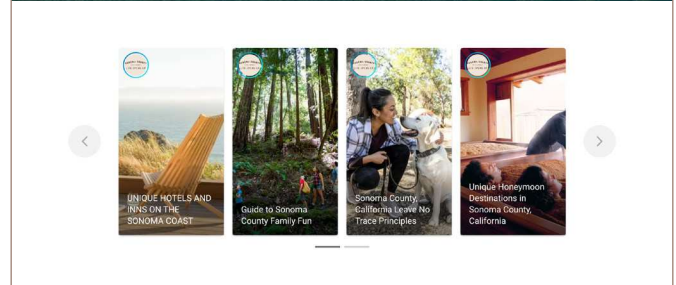
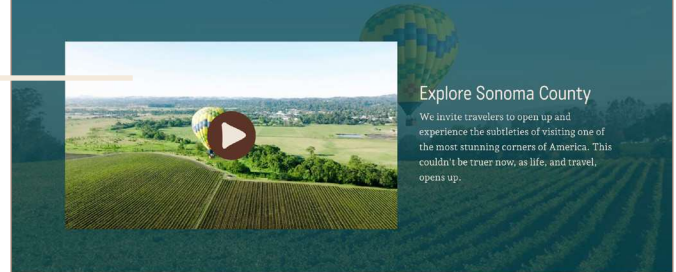
COMPELLING ONLINE VIDEOS

Show Your Marketing Story Through Video

No other medium is better suited to tell your brand story like an online video. Placed strategically on SonomaCounty.com, your experiential video will reach millions of people planning their next vacation. Based on 2023 participation, two shooting periods per year will be offered that include a half day with the production team to shoot your business and its service and offerings.



Connect with the land in Sonoma County, one of California's most diverse [natural destinations](#). More than 60 regional and state parks beckon travelers to hike through redwood forests, paddle along the coast or down rivers, or just sit down and enjoy the sounds of nature. More daring explorers may opt to zip line with [Sonoma Zipline Adventures](#). Check out our guides to outdoor activities, cycling, hiking, camping, and backpacking in Sonoma County.



YOUR PACKAGE INCLUDES:

PRO STORYTELLERS: There is no better way to engage and create recall and desire than to tell a story that connects with your target audience and inspires travel.

DEDICATED PRODUCTION & MEDIA TEAMS: These professionals are focused on creating authentic, dynamic videos and delivering them to the target audience effectively and affordably.

OWNERSHIP OF CONTENT: You also own this content for distribution on your owned channels like print, email and social! Content includes:

- One set of 60s, 30s, and 6s videos
- Two exported versions: One with partner branding and one co-op branded with Sonoma County Tourism
- Reusable B-Roll footage with full broadcast rights

| VIDEO PROGRAM | RATE |
|----------------|----------|
| Half Day Shoot | \$12,000 |

The above rate is per partner and is based on a minimum of 4 partners per shooting period. For more information on scheduling, please contact Lisa Saturday.

IMPORTANT DATES

Spring: March 1 - May 31

Autumn: September 1 - November 30

SPECIAL EDITION E-NEWSLETTERS

Custom or In-State Programs to Market Your Business

These specialty E-Newsletters allow you to utilize your marketing budget to its greatest potential while reaching our 150,000+ opt-in subscribers. From a Custom E-Newsletter where you have 100% share of voice to our In-State E-Newsletter, both options deliver highly-engaged visitors directly to your website.

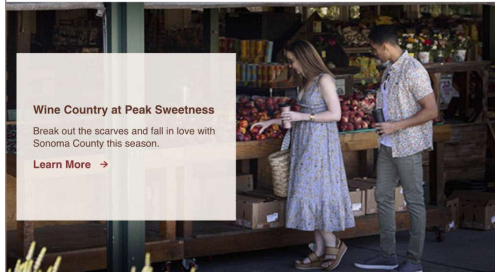


Be Our Guest!

Nothing says fall in Wine Country better than the Sonoma County Harvest Fair, a true celebration of local food and wine, complete with the world-championship grape stomp. And this year, we're giving away tickets!

[Learn More](#)

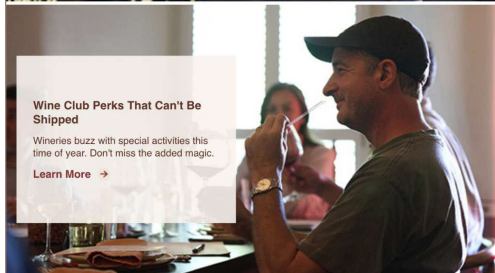
Download the Sonoma County app



Wine Country at Peak Sweetness

Break out the scarves and fall in love with Sonoma County this season.

[Learn More](#)



Wine Club Perks That Can't Be Shipped

Wineries buzz with special activities this time of year. Don't miss the added magic.

[Learn More](#)



Beyond the Grapevines

Sonoma County is a dream destination for hikers, bikers, music-lovers, foodies -- the list goes on.

[Learn More](#)

< CUSTOM E-NEWSLETTER

FEATURE SECTION:

Display your hero image, headline and supporting body copy along with a link to a web page of your choosing.

SPOTLIGHT SECTION:

Each Spotlight block allows you to further your marketing messaging with photos and copy that invites the reader to explore your business offerings in greater detail.

IN-STATE E-NEWSLETTER >

FEATURED PARTNER

Showcase your business with a photo and description with a link to your online partner page.

SPECIAL EDITION E-NEWSLETTERS

RATE

Custom Email

\$1,500

In-State Email

\$595



SPECIAL OFFERS



Celebrate Fall at the Stavrand
Don't wait! Limited-time offer includes special room rates, harvest activities.



A Second Summer at Wildhaven
Redefine glamping with 20% off your next experience.



Spend the Night at Safari West
Receive a 30% discount with a complimentary stay for kids.



Unwind and Dine at Dawn Ranch
Special offer includes \$75 dining credit per night at onsite restaurant and bar.

[More Offers](#)



EVENTS

September 23

Wine Road

Sip wine from 30+ wineries while enjoying the splendor of fall in Wine Country.

September 23-24

Global Roots Sonoma

New two-day festival features music on 4 stages plus food from around the globe.

October 15

Healdsburg Crush

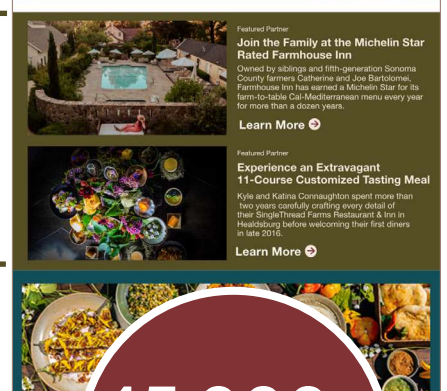
Don't miss the only wine-tasting event that takes place on the Healdsburg Plaza.

October 20-21

Hitchcock Festival

Celebrate the 60th Anniversary of "The Birds" right where it was filmed!

[Find More Events](#)



Featured Partner

Join the Family at the Michelin Star Rated Farmhouse Inn

Owned by sisters and fifth-generation Sonoma County farmers Catherine and Joe Bartolomei, Farmhouse Inn has earned a Michelin Star for its farm-to-table Cal-Mediterranean menu every year for more than a dozen years.

[Learn More](#)

Featured Partner

Experience an Extravaigant 11-Course Customized Tasting Meal

Kyle and Kaitia Connaughton spent more than two years carefully crafting every detail of their SingleThread Farms Restaurant & Inn in Healdsburg before welcoming their first diners in late 2016.

[Learn More](#)

45,000+
In-State
Subscribers

SONOMA COUNTY
• CALIFORNIA •
LIFE OPENS UP



miles
PARTNERSHIP

800-630-0010 • MilesPartnership.com

VISITORS MAP

460K

Readers Annually

APPLE MAP GUIDES

120+ MILLION

iPhone Users in the U.S.

INSPIRATION GUIDE

3+ MILLION

Page Views

SONOMACOUNTY.COM

5+ MILLION

Page Views

E-NEWSLETTER

150K

Subscribers

TO PARTICIPATE IN THE
2024 PROGRAMS CONTACT:

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Lisa.Saturday@MilesPartnership.com

Advertising space is limited in each section. Ad buys and placements are on a first-come, first-served basis and cannot be guaranteed. Advertising content is subject to approval by SCT/Miles Partnership. Prices and media kit opportunities are subject to change without notice. Non-BIA partners are subject to a 15% surcharge