



## 2024 DIGITAL ADVERTISING GUIDE

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



destination  
signals

# ADVERTISING OVERVIEW

VISITCANTON.COM 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.

1.2M+ ANNUAL PAGEVIEWS ON WEBSITE

3.1% YOY INCREASE IN ANNUAL SITE TRAFFIC

77% OF WEBSITE VISITS ARE ON MOBILE



## OUR VALUE PROPOSITION:

Travelers view the VisitCanton.com 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](mailto:SIDNEY.ABRAMSON@DESTINATION SIGNALS.COM)

# FREQUENTLY ASKED QUESTIONS

## 1 WHO IS DESTINATION SIGNALS?

In partnership with the Visit Canton, Destination Signals manages all digital advertising and sponsored content opportunities on VisitCanton.com

## 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?

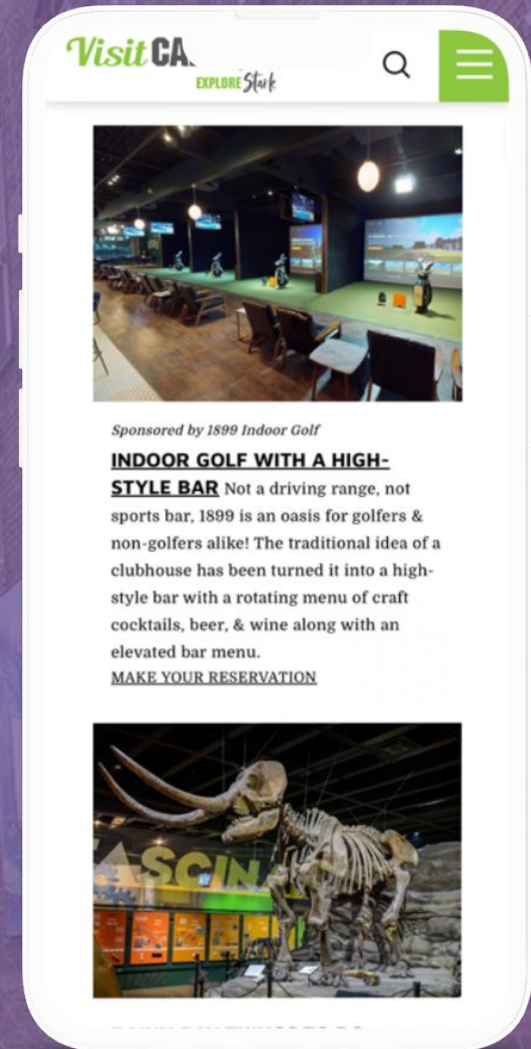
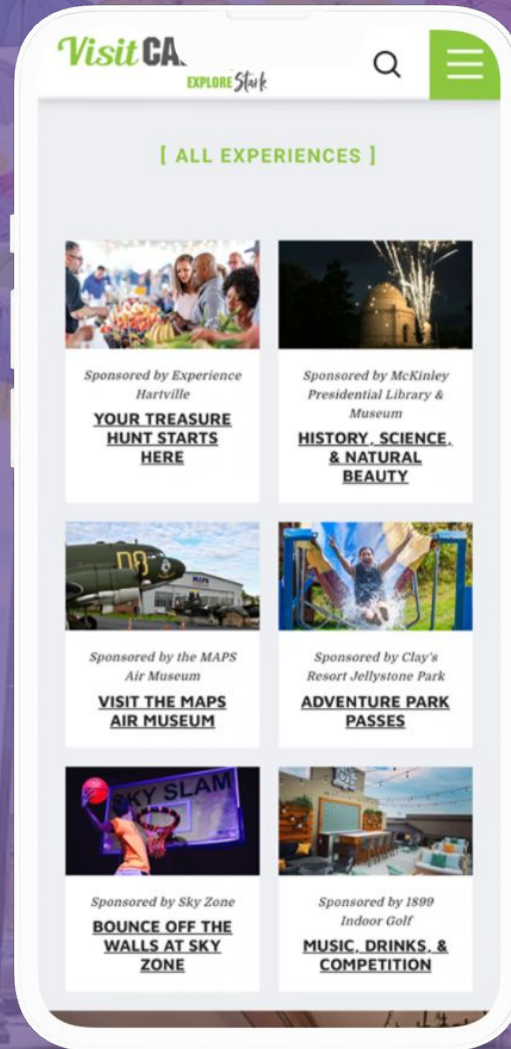
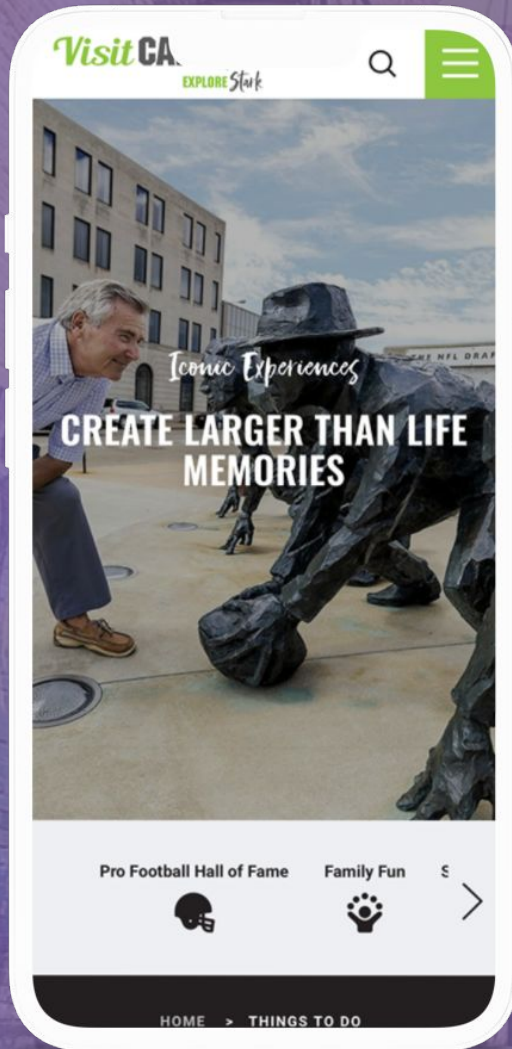
Destination Signals offers a turnkey service that will assist you in building out your ad content as a complimentary service

## 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 VISITCANTON.COM



# 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



SPORTS EVENTS MEETINGS & GROUPS



HOME > THINGS TO DO

## EXPLORE

Find great ideas for things to do on your next trip to Canton, Ohio and throughout the Stark County region.

Canton, Ohio is known best as the home of the Pro Football Hall of Fame, but the city and greater Stark County region also boast much more! Uncover national and local history in the museums or while visiting one of the many national historic sites in the area.

Stark County is full of amazing northeast Ohio neighborhoods offering a variety of indoor and outdoor attractions, art museums and galleries, public art, as well as theaters, live music, concerts, and festivals. Dine and drink at the local wineries, breweries, distillery, and unique restaurants. Or, explore the great outdoors in the region's beautiful parks, lakes, and trails.

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



Sponsored by Sky Zone

**BOUNCE OFF THE WALLS AT SKY ZONE**



Sponsored by 1899 Indoor Golf

**MUSIC, DRINKS, & COMPETITION**



Sponsored by Experience Hartville

**YOUR TREASURE HUNT STARTS HERE**



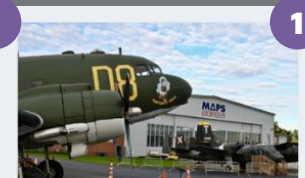
Sponsored by McKinley Presidential Library & Museum

**HISTORY, SCIENCE, & NATURAL BEAUTY**



Sponsored by Clay's Resort Jellystone Park

**ADVENTURE PARK PASSES**



Sponsored by the MAPS Air Museum

**VISIT THE MAPS AIR MUSEUM**

# FEATURED CONTENT

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

## SPECS

IMAGE: 640x480 pixels

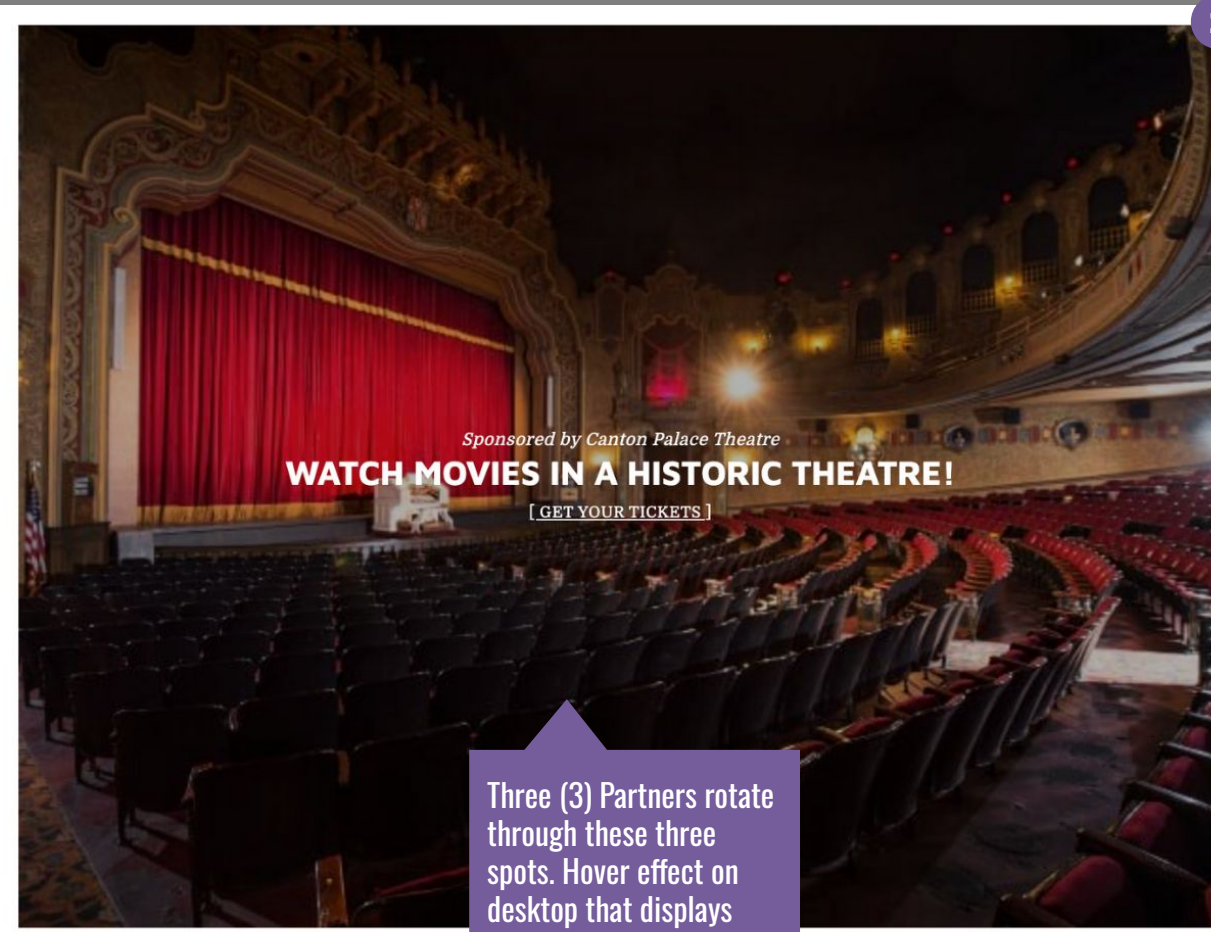
TITLE: 35 characters

BODY: 250 characters

\*\*\*Character count includes spaces



SPORTS EVENTS MEETINGS & GROUPS

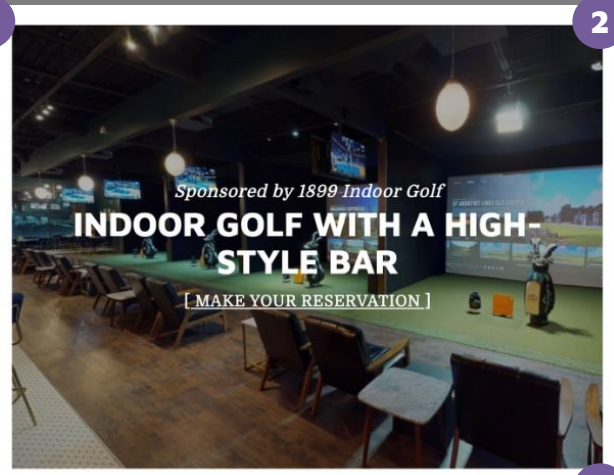


*Sponsored by Canton Palace Theatre*

**WATCH MOVIES IN A HISTORIC THEATRE!**

[ GET YOUR TICKETS ]

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



*Sponsored by 1899 Indoor Golf*

**INDOOR GOLF WITH A HIGH-STYLE BAR**

[ MAKE YOUR RESERVATION ]



**RAINY DAY THINGS TO DO**

[ GET THE LIST ]

# TOP DIGITAL OPTIONS

\*\*\*MONTHLY RATES

	FEATURED PARTNER	FEATURED CONTENT	FEATURED BLOCK
RUN OF SITE	-	-	SOLD OUT
RUN OF BLOG	-	\$70.00	-
HOMEPAGE	\$90.00	\$70.00	-
THINGS TO DO	\$60.00	\$50.00	-
FAMILY FUN	\$25.00	\$20.00	-
TRIP IDEAS	\$100.00	\$80.00	-
EVENTS	\$90.00	\$75.00	-
PLACES TO EAT	\$80.00	\$65.00	-
BAR & GRILL	\$25.00	\$20.00	-

# SPONSORED BLOG

PROMOTE YOUR STORY,  
LEVERAGE THE FULL POWER OF  
VISITCANTON.COM



SPORTS EVENTS MEETINGS & GROUPS



< HOME

3

## NEW AT HALL OF FAME VILLAGE

SHARE

NOV 22, 2023

SPONSORED CONTENT

Check out the latest updates, events, and new businesses open in Hall of Fame Village.

As the village surrounding the Pro Football Hall of Fame museum continues to expand, stay up to date with the latest happenings. New stores, restaurants, and event venues are opening and there's a full calendar of events in Hall of Fame Village.

LEARN MORE ABOUT UPCOMING EVENTS IN HALL OF FAME VILLAGE ►

## PIZZA OVEN — HALL OF FAME VILLAGE

Pizza Oven was founded by Joe and Georgia DiPietro in 1956 and is now owned and operated by the second generation, Steven and David DiPietro.





# 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

Visit **CANTON**

STARK COUNTY CONVENTION & VISITORS' BUREAU

THANK YOU!!

TO GET STARTED,  
PLEASE EMAIL [SIDNEY.ABRAMSON@DESTINATION SIGNALS.COM](mailto:SIDNEY.ABRAMSON@DESTINATION SIGNALS.COM)

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



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