



# DIGITAL ADVERTISING OPPORTUNITIES

## STATE OF WASHINGTON TOURISM

### WEBSITE

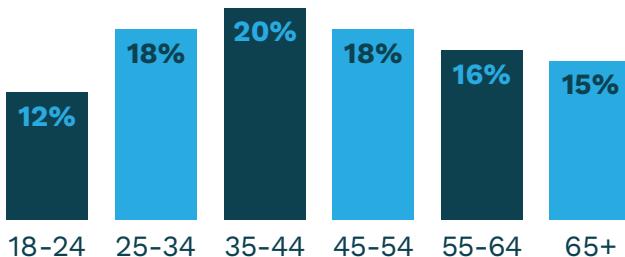
Get your message and ads in front of a highly qualified visitor audience on [stateofWAtourism.com](http://stateofWAtourism.com). The SWT website receives more than 2.4 million pageviews annually.

### AUDIENCE DEMOGRAPHICS

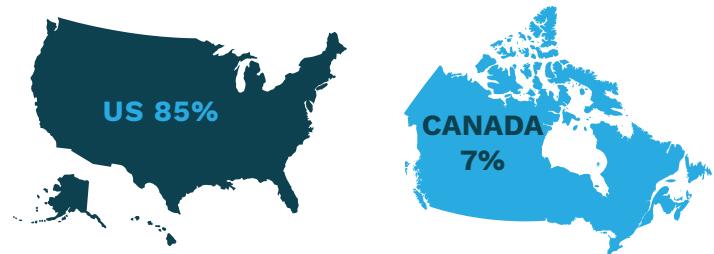
#### Gender



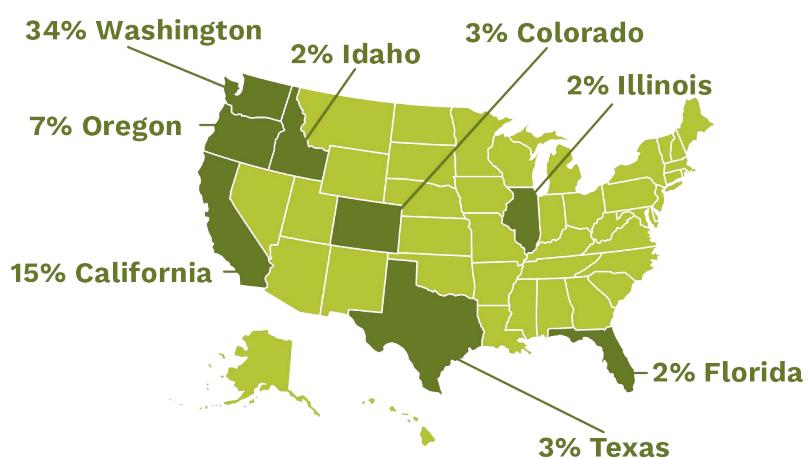
#### Age



#### Leading Global Locations



#### Leading U.S. Locations



## DISPLAY ADS

Get your ad in front of a new audience with a *mix of both* traditional display ads and native ads.

**Pricing: \$20 CPM (\$15 CPM members)**

### BANNER AD

Unit Size: 300x250. Advertiser provides designed banner ad with text and a CTA. Delivered over run of site.

### NATIVE AD

Advertiser provides image, headline, and body copy for advertising that will appear throughout the site. Native ads are designed to match the feel of SWT website.

#### CONTENT COMPONENTS:

- Image: 560 x 240 pixels, jpeg in RGB format
- Title: Up to 35 characters (including spaces)
- Body: Up to 130 characters (including spaces)
- Name of advertising organization
- Link to website

### AD EXAMPLES

Ad



#### Unforgettable Whale Watching Experience

The San Juan Islands are the heart of a unique & diverse ecosystem, and the world's best place to view orca whales in the wild!

San Juan Islands Visitors Bureau

[Learn More](#)

#### An Unforgettable Whale Watching Experience

The Islands are the best place to view orca whales in the wild!



## SPONSORED CONTENT

### WEBSITE ARTICLE

Reach new audiences by sharing your story on stateofWAtourism.com. Your 600-800 word submitted article (subject to editorial approval) will appear in contextually relevant sections of the website for at least 1 year. The story will be labeled as “sponsored content” and include information about the advertiser. SWT will share the story organically across SWT social channels.

#### Content Components:

- Advertiser-provided story of 700-800 words (itinerary, listicle, round-up)
- 2-4 high-resolution horizontal photos
- External links to advertiser website and other relevant content

**Pricing: \$1,800**

**Member Pricing: \$1,500**

#### Optional Add-On:

Sponsored ad in the monthly consumer newsletter: \$500

# EMAIL NEWSLETTERS

## Newsletter Ad

Share your message with a highly engaged audience of opt-in travel enthusiasts. Our consumer email list includes more than 40,000 subscribers interested in the state's visitor offerings and has an average open rate of 35%. SWT will design the sponsored content ad in-house using the provided content components.

The ad will appear at the end of the newsletter.

### Content Components:

- Photo: High-res square image optimized for web
- Headline: 30-45 characters
- Body copy: 25-50 words
- Link to content

**Pricing: \$1,000**

**Member Pricing: \$850**

Availability: 2 advertisers per month

## Dedicated Email

This longer-form email allows you to draw the reader in and include more links to your website. Includes organic social post on SWT's channels.

### Content Components:

- Headline (up to around 70 characters with spaces)
- Copy between 300-400 words
- 2-3 horizontal photos (800 x 533 pixels)
- Up to 4 links (to be included in body copy)

**Pricing: \$1,800**

**Member Pricing: \$1,500**

↑
SEE THE ITINERARY
↑



**Experience Autumn in Wine Country**

Fall is the perfect time to explore Washington's vineyards and tasting rooms during a visit to Wine Country. Sample delicious varietals amidst autumnal colors, enjoy comfortable temperatures, and explore lots of special events, including Fall Release Weekend in Walla Walla where you can be the first to sip new wines.

[ENJOY FALL IN WINE COUNTRY](#)



**Explore Small Towns in the Gorge Region**

Quaint small towns are nestled throughout the Columbia River Gorge along the border with Oregon, providing great bases for outdoor recreation. In Stevenson, head to the Columbia Gorge Interpretive Center Museum to trace the history of the region and its First Peoples, or hike Dog Mountain, a popular trail that offers a birds-eye view of the river.

[EXPLORE SMALL TOWNS](#)

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SPONSORED CONTENT



**Celebrate the Season at Fairhaven Winterfest**

Visit Bellingham | Whatcom County

From Nov. 18 - Dec. 18, Fairhaven Village in Bellingham comes alive with family-friendly activities, decorations, and winter fun. From holiday movies to horse-drawn carriage rides to a lighted firelight stroll through the forest, there's plenty to do and see at this year's Fairhaven Winterfest. Don't forget to visit Santa!

[Discover Fairhaven Winterfest](#)

SAMPLE NEWSLETTER - DESIGN SUBJECT TO CHANGE