

# PARKSVILLE QUALICUM BEACH



## 2024 DIGITAL ADVERTISING GUIDE

Destination Signals supports Parksville Qualicum Beach with community activation — connecting local businesses with motivated travelers and locals.



destination  
signals

# ADVERTISING OVERVIEW

VISITPARKSVILLEQUALICUMBEACH.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.

**675K** ANNUAL  
PAGEVIEWS ON  
WEBSITE

**60%** OF WEBSITE  
VISITORS ARE  
AGED 25-54

**60%** OF WEBSITE VISITS  
ARE ON MOBILE

## OUR VALUE PROPOSITION:

Travelers view the VisitParksvilleQualicumBeach.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 [ASHLEY.FREEBURG@DESTINATION SIGNALS.COM](mailto:ASHLEY.FREEBURG@DESTINATION SIGNALS.COM)

# FREQUENTLY ASKED QUESTIONS

## 1 WHO IS DESTINATION SIGNALS?

In partnership with the Parksville Qualicum Beach, Destination Signals manages all digital advertising and sponsored content opportunities on [VisitParksvilleQualicumBeach.com](http://VisitParksvilleQualicumBeach.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

## HOW DOES BILLING WORK?

4 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?

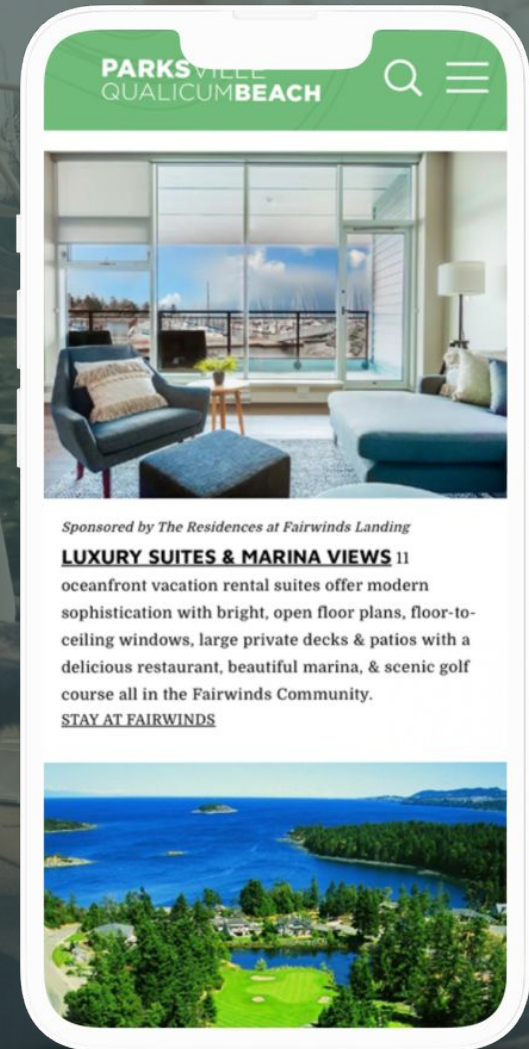
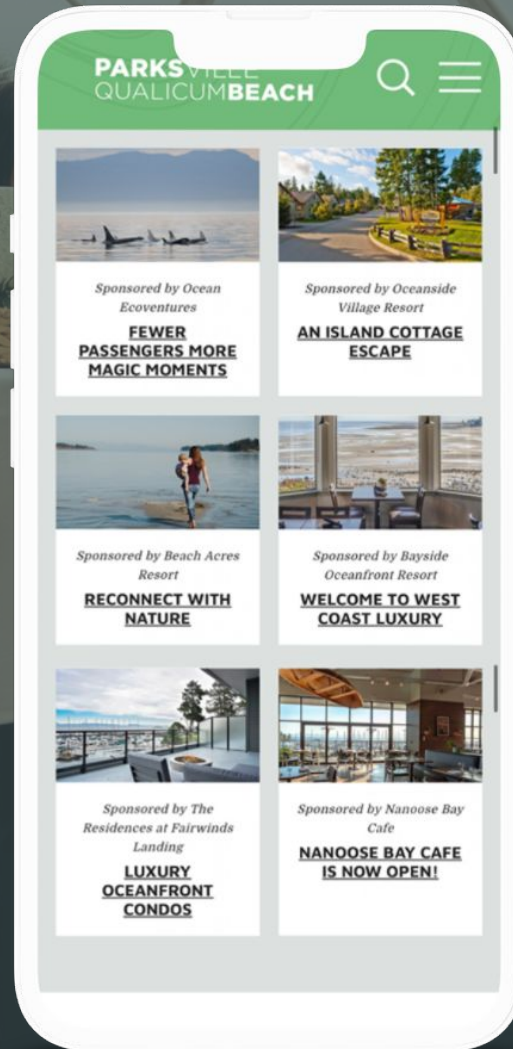
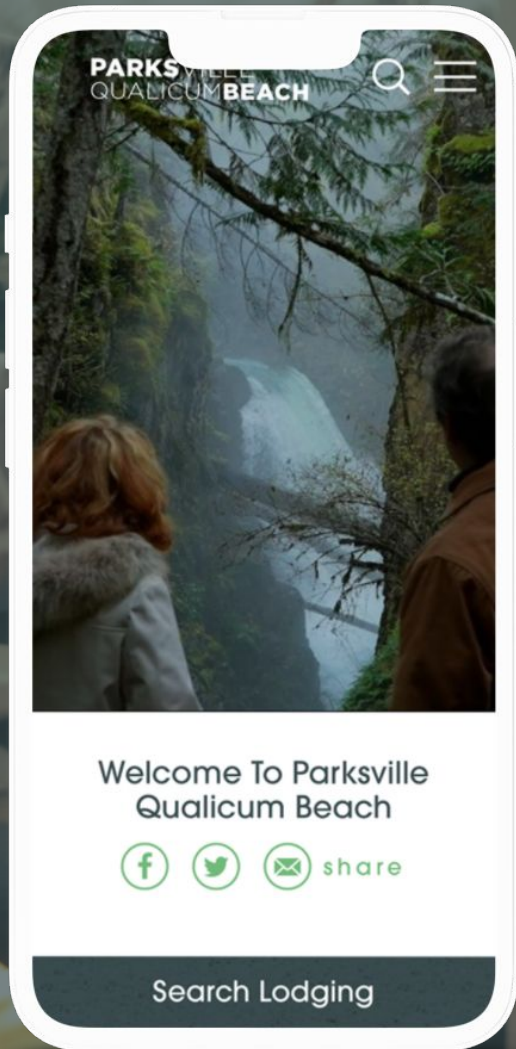
Destination Signals offers a turnkey service that will assist you in building out your ad content as a complimentary service

## 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 VISITPARKVILLEQUALICUMBACH.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

**PARKSVILLE QUALICUM BEACH**

Check-in → Check-out | Guests 1 | **SEARCH**

## Parksville Qualicum Beach Accommodations

[f](#) [t](#) [share](#)

Find the perfect place to stay in Parksville Qualicum Beach. Nestled between the mountains and ocean, Parksville Qualicum Beach accommodations offer great beach views and cozy wooded retreats.

**Sponsored by Bayside Oceanfront Resort**  
**WELCOME TO WEST COAST LUXURY**

**Sponsored by Beach Acres Resort**  
**INDULGE IN A RELAXING GETAWAY**

**Sponsored by The Residences at Fairwinds Landing**  
**LUXURY OCEANFRONT CONDOS**

**Sponsored by Oceanside Village Resort**  
**AN ISLAND COTTAGE ESCAPE**

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

# FEATURED CONTENT

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

## SPECS

IMAGE: 640x480 pixels

TITLE: 35 characters

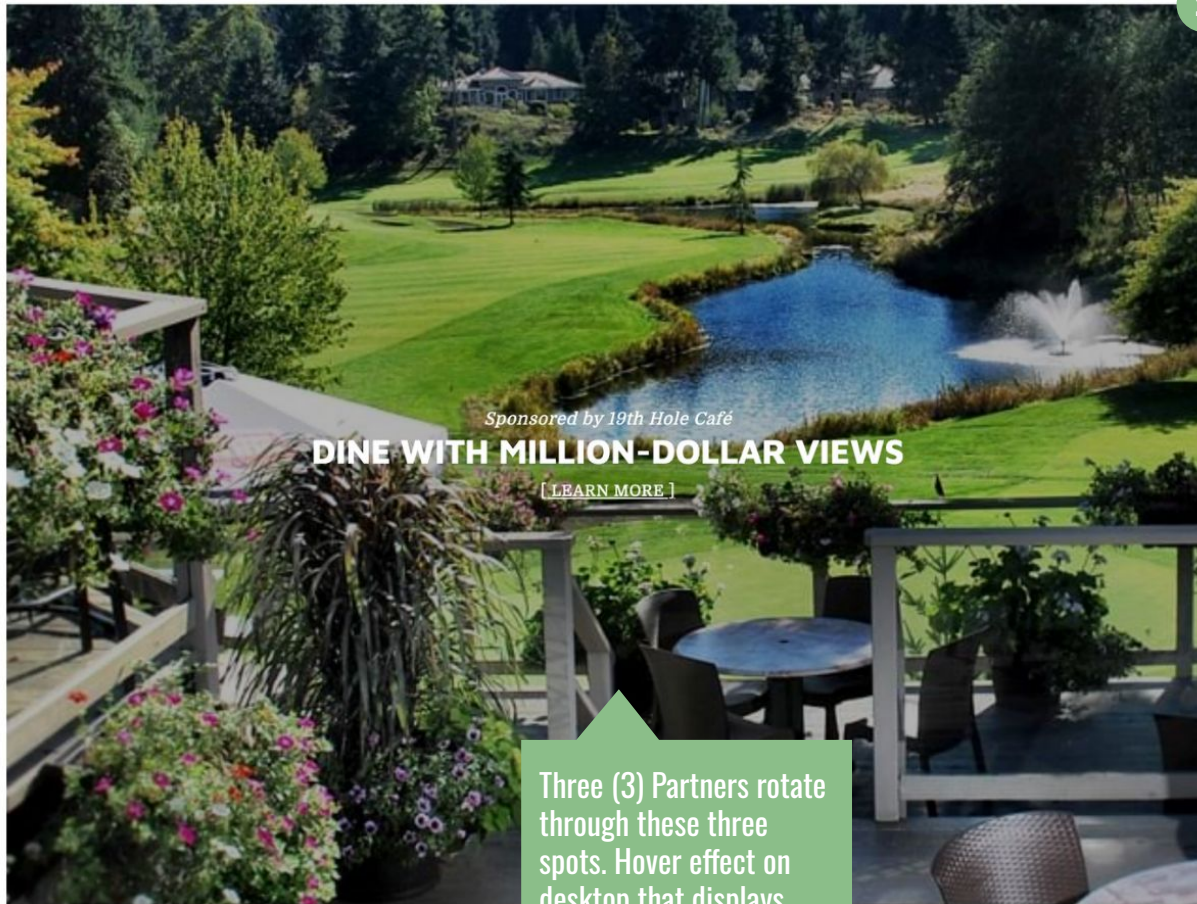
BODY: 250 characters

\*\*\*Character count includes spaces

PARKSVILLE  
QUALICUM BEACH



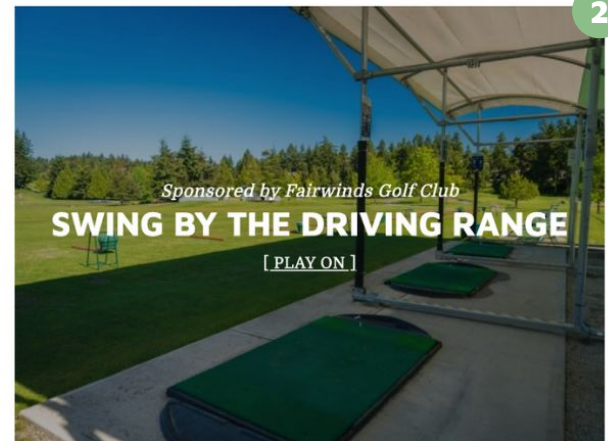
2



2



2



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



# TOP DIGITAL OPTIONS

\*\*\*MONTHLY RATES

	FEATURED PARTNER	FEATURED CONTENT	FEATURED BLOCK
RUN OF SITE	-	-	SOLD OUT
RUN OF BLOG	-	CAD \$95.00	-
HOMEPAGE	CAD \$180.00	CAD \$135.00	-
THINGS TO DO	CAD \$35.00	CAD \$30.00	-
OUTDOORS	CAD \$45.00	CAD \$40.00	-
FAMILY FUN	CAD \$20.00	CAD \$15.00	-
EVENTS	CAD \$115.00	CAD \$90.00	-
PLACES TO STAY	CAD \$40.00	CAD \$30.00	-
FOOD & DRINK	CAD \$20.00	CAD \$20.00	-

# SPONSORED BLOG

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



SPONSORED CONTENT

## Did Someone Say Eggs Benedict?

Find creative eggs benny options at breakfast and brunch restaurants in Parksville Qualicum Beach.





# 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

# PARKSVILLE QUALICUM BEACH

# THANK YOU!!

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PLEASE EMAIL [ASHLEY.FREEBURG@DESTINATION SIGNALS.COM](mailto:ASHLEY.FREEBURG@DESTINATION SIGNALS.COM)

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

