

# California Now Network

MEDIA KIT 2020/2021



**Visit California** connects with millions of qualified consumers actively seeking travel inspiration, advice and insights. Consumers enjoy a variety of platforms: print, digital, social media, and voice — helping them plan their perfect Golden State vacation. Visit California will focus on in-state and western state consumers in the recovery time period. Get a piece of the California travel market:

- » Travel related spending in California: \$145B
- » California's share of US Travel Spending: 13.6%
- » California Jobs Related to Tourism: 1.2MM



# E-Newsletter Opportunities 2020/2021

## Dedicated and Sponsored Newsletters

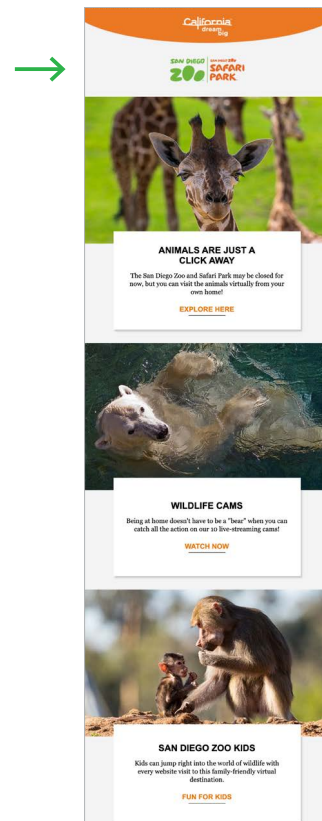
Visit California's weekly e-newsletter provides travel inspiration to over 160K+ US subscribers directly in their inbox, helping to plan their dream Golden State vacation. With average open rates of over 20% and click rates over 2%, Visit California's e-newsletters can promote your message to an engaged audience interested in California travel.

### Sponsored Newsletter



- Price: \$2,500
- 600x270 px ad (with clickthrough URL) included within Visit California editorial e-newsletter content

### Dedicated Newsletter



- Price: \$7,500
- Dedicated advertiser messaging to Visit California e-newsletter list
- 100% SOV
- Partner provides copy, images, and click through urls

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# Call your Visit California Sales Representative to get in on the action today!

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