

California Now Network

MEDIA KIT 2021/2022



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 2021/2022

Dedicated and Sponsored Newsletters

Visit California's weekly e-newsletter provides travel inspiration to over 180K+ 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.

Visit California's new template design allows for increased flexibility in your messaging. There are new formats for the dedicated newsletter, including a co-op template that allows partners to have equal messaging, as well as a single advertiser dedicated template. In addition, advertisers can include up to 7 blocks of content to the template.

Sponsored Newsletter



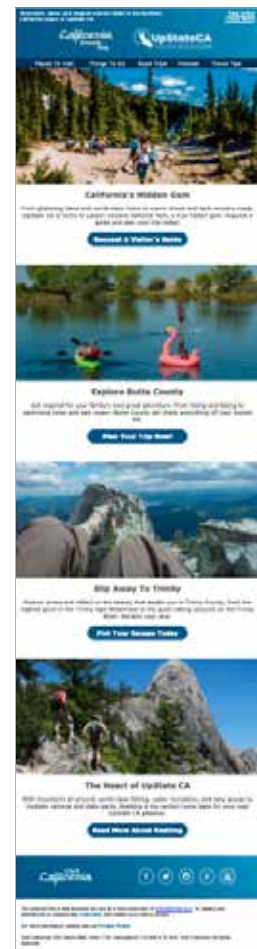
- Price: \$3,000
- 600x270 px ad (with clickthrough URL) included within Visit California editorial e-newsletter content

Dedicated Newsletter



- Price: \$8,500
- Dedicated advertiser messaging to Visit California e-newsletter list
- 100% SOV
- Partner provides copy, images, and click through urls

Co-Op Newsletter



- Price: \$8,500
- Dedicated advertiser messaging to Visit California e-newsletter list
- 100% SOV
- Partner provides copy, images, and click through urls

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



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Enhanced Listings and Ad Materials

