

California Now Network

MEDIA KIT 2020/2021



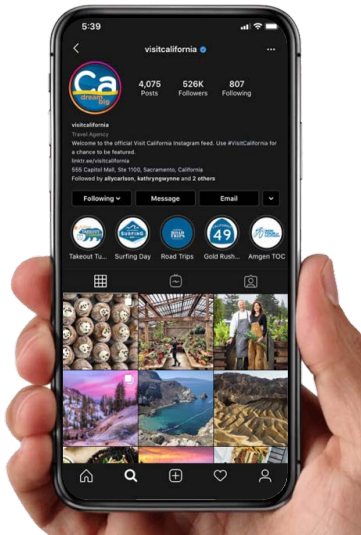
Visit California connects with millions of qualified consumers actively seeking travel inspiration, advice and insights. Consumers enjoy a variety of platforms: print, digital, social media, and voice — helping them plan their perfect Golden State vacation. Visit California will focus on in-state and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



Visit California Social Media

Connect with qualified consumers who are in the market to travel.



Partnership Opportunities

Reach Visit California's 2.5M+ social followers across Facebook, Twitter, Instagram and Pinterest.

- Sponsored Posts
- Sponsored Pins
- Instagram Stories

Engaged Fans and Followers

SOCIAL	2.4M+ Social Followers	1.8M Facebook Fans	525K+ Instagram	100K+ Twitter
AGE	27% 25-34	21% 35-44	16% 45-54	25% 55+
HHI	71% \$60K+	64% %75K+	36% \$100K+	

Insta-Visibility Package

Pricing: \$7,500

- One (1) co-branded feed post
- One (1) sponsored Instagram Story (5 to 10 segments)

California Stories Package

Pricing: \$12,500

- One (1) sponsored Facebook Story (5 to 10 segments)
- One (1) sponsored Instagram Story (5 to 10 segments)

Social Sweep Package

Pricing: \$15,000

- One co-branded Facebook post
- One (1) cobranded Instagram post
- One (1) cobranded Tweet
- One (1) cobranded Pinterest Pin

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



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Enhanced Listings and Ad Materials

