



NIAGARA FALLS  
USA



## 2024 SPONSORED CONTENT GUIDE

Destination Signals supports Niagara Falls USA with community activation — connecting local businesses with motivated travelers through [NiagaraFallsUSA.com](https://NiagaraFallsUSA.com)



destination  
signals

# SPONSORED CONTENT

NIAGARA FALLS USA REACHES VISITORS BEFORE, DURING, AND AFTER THEIR VACATION

When traveling, visitors want to see all of the iconic hotspots for sure but they also want to experience our community as locals do. They want to eat where locals eat, shop where locals shop, and find all the "hidden spots" to experience. Niagara Falls USA is viewed as a trustworthy resource for everything there is to do, positioning us perfectly to promote your business to the millions of people that use NiagaraFallsUSA.com

**4.2M+** ANNUAL PAGEVIEWS ON WEBSITE

**68%** OF WEBSITE VISITORS ARE AGED 25-54

**57%** OF WEBSITE VISITS ARE ON MOBILE



## TOP 5 REASONS TO ADVERTISE:

**REACH** a qualified audience of wealthy, educated visitors and locals

**BUILD** targeted, custom-tailored campaign strategies

**ACCESS** sponsored content placements, which outperform traditional display advertising 4 to 1

**MEASURE** your sponsored content performance and results

**SUPPORT** Niagara Falls USA. Your advertising dollars help power ongoing marketing campaigns to drive increased visitation to our community

TO GET STARTED, PLEASE EMAIL [SANDYHAYS@LIMELIGHTWNY.COM](mailto:SANDYHAYS@LIMELIGHTWNY.COM)

# FREQUENTLY ASKED QUESTIONS

## 1 WHO IS DESTINATION SIGNALS?

In partnership with Niagara Falls USA, Destination Signals manages all digital advertising and sponsored content opportunities on NiagaraFallsUSA.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 can provide detailed reporting to all participants. It will be provided annually or more often if you wish. Just ask.

## 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 HOW MUCH DOES IT COST TO PARTICIPATE IN THE DESTINATION ADVERTISING PROGRAM?

We have programs to match any budget. You decide how robust you want your presence to be on our site.

# 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

PLAN YOUR TRIP

NIAGARA FALLS USA



1

Sponsored by Whirlpool Jetboats  
**GET READY FOR ADVENTURE**



1

Sponsored by Lockport Locks & Erie Canal Cruises  
**TRAVEL BACK IN TIME**



1

Sponsored by Old Fort Niagara  
**IMMERSE YOURSELF IN HISTORY**



1

Sponsored by Seneca Niagara Resort & Casino  
**WIN BIG IN NIAGARA**



1

Sponsored by Old Falls Street  
**PEDAL-POWERED FUN**



1

Sponsored by Becker Farms  
**NATURALLY DELICIOUS**



FEATURED STORY

## YOU CAN'T GET ANY CLOSER TO NIAGARA FALLS THAN HERE

Solorepe cus eaquidi tempos ditiaecum la imporom eos ut officid ebistias demporum simus. Solo repe cus inctem in exerum

LEARN MORE →

# FEATURED CONTENT

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

## SPECS

IMAGE: 640x480 pixels

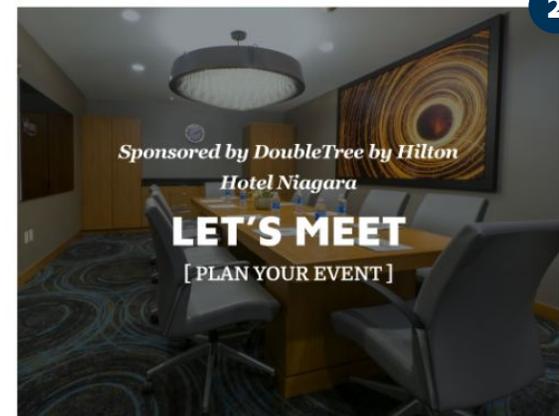
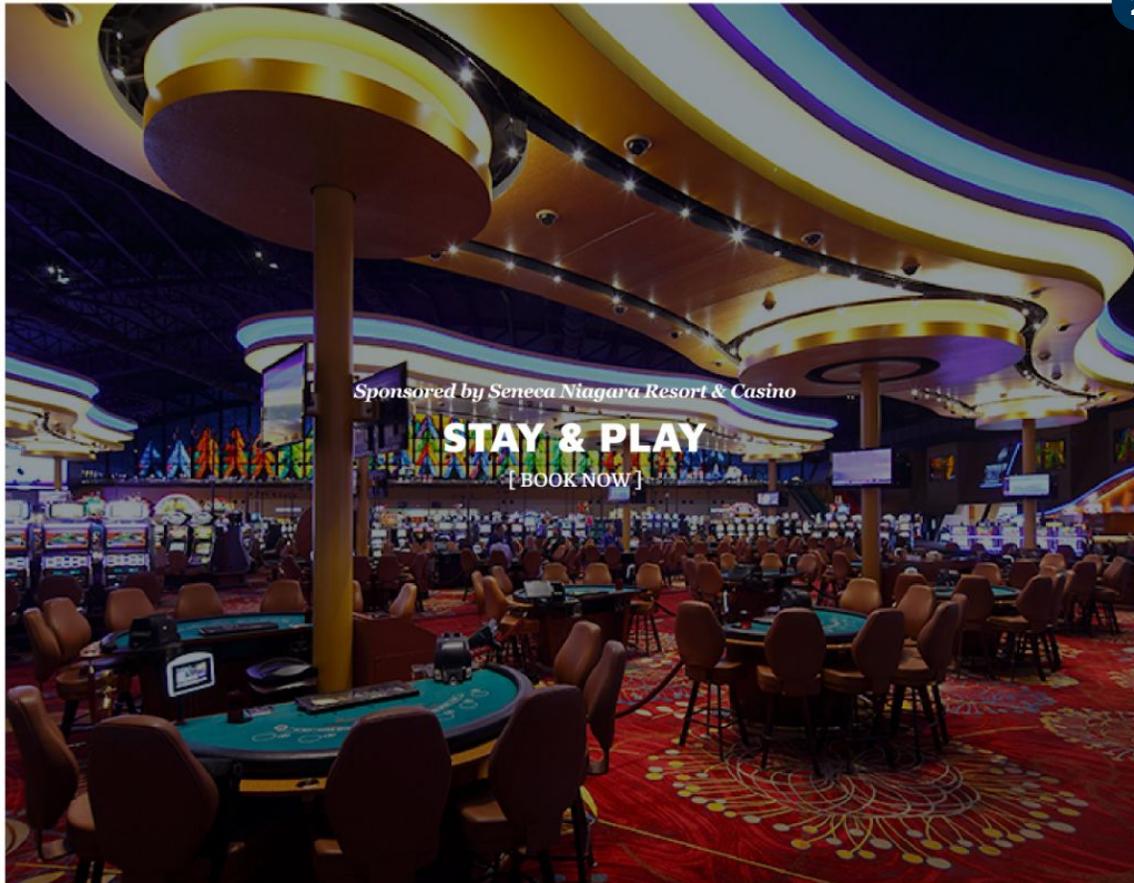
TITLE: 35 characters

BODY: 250 characters

\*\*\*Character count includes spaces

PLAN YOUR TRIP

NIAGARA FALLS<sup>USA</sup>



# FEATURED LISTING

BREAKTHROUGH THE NOISE, BE  
FEATURED AT THE TOP OF LISTING  
GROUPS AROUND THE SITE

## SPECS

IMAGE: 640x480 pixels

\*\*\*Character count includes spaces

The screenshot displays the top navigation and search area of the Niagara Falls USA website. The header includes a 'PLAN YOUR TRIP' button, the 'NIAGARA FALLS USA' logo, and utility icons for a sun, search, and menu. Below the header is a search bar with three sections: 'SEARCH BY CATEGORY' (All Categories), 'SEARCH BY NEIGHBORHOOD' (All Neighborhoods), and 'SEARCH BY KEYWORD' (Keywords). Below the search bar are controls for 'DISPLAY MODE' (GRID selected, MAP) and 'PER PAGE' (12).

The main content area features a grid of four featured hotel listings, each with a star icon in the top right corner and a '3' in a dark blue circle in the top left corner. Each listing card includes an image, the word 'FEATURED', the hotel name, a short description, and buttons for 'DETAILS' and 'WEBSITE'. At the bottom of each card is a 'FIND YOUR ROOM' button with a right-pointing arrow.

- Listing 1:** Image of an indoor pool and hot tub. Hotel name: **Doubletree by Hilton Niagara Falls USA**. Description: Solorepe cus eaquidi tempos ditiae cum man imporum eos ut officid ebistias demporum simus....
- Listing 2:** Image of the Cambria Hotel building. Hotel name: **Cambria Hotel Niagara Falls USA**. Description: Solorepe cus eaquidi tempos ditiae cum man imporum eos ut officid ebistias demporum simus....
- Listing 3:** Image of the Fairfield by Marriott hotel building. Hotel name: **Fairfield by Marriott**. Description: Solorepe cus eaquidi tempos ditiae cum man imporum eos ut officid ebistias demporum simus....
- Listing 4:** Image of a hotel room with two beds. Hotel name: **Comfort Inn & Suites**. Description: Solorepe cus eaquidi tempos ditiae cum man imporum eos ut officid ebistias demporum simus....

# FEATURED BLOCK

LOOKING FOR EXPOSURE? THIS RUN OF SITE FEATURE MIGHT BE FOR YOU.

## SPECS

IMAGE: 640x480 pixels

\*\*\*Character count includes spaces

The screenshot shows the top navigation bar of the Niagara Falls USA website. On the left is a 'PLAN YOUR TRIP' button. In the center is the 'NIAGARA FALLS USA' logo. On the right are icons for a sun, search, and a menu. Below the navigation bar is a featured block containing three sponsored content items, each with a '4' in a blue circle in the top right corner. The first item is 'NIAGARA FALLS' MOST ICONIC EXPERIENCE' sponsored by Maid of The Mist, featuring an image of a boat on the falls. The second is 'A SIGNATURE STAY' sponsored by Courtyard by Marriott Niagara Falls, featuring an image of the hotel. The third is 'CALLIN ALL THRILL-SEEKERS' sponsored by Niagara Jet Adventures, featuring an image of a jet boat. Each item includes a placeholder text paragraph and a '[ LEARN MORE ]' link. At the bottom of the page is a dark blue footer with the '2023 TRAVEL GUIDE' section containing a 'VIEW GUIDE' button, an 'EMAIL NEWSLETTER' section containing a 'SIGN UP' button, the 'NIAGARA FALLS USA' logo, a row of social media icons (Facebook, Twitter, Instagram, Pinterest, YouTube), and a vertical list of links: 'SHOP', 'ABOUT US', 'CONTACT US', and 'THE SOURCE'.

PLAN YOUR TRIP

NIAGARA FALLS<sup>™</sup> USA



4



Sponsored by Maid of The Mist  
**NIAGARA FALLS' MOST  
ICONIC EXPERIENCE**

Solorepe cus eaquidi tempos ditiae  
cum man imporum eos ut officid  
ebistias demporum simus  
[ LEARN MORE ]

4



Sponsored by Courtyard by  
Marriott Niagara Falls  
**A SIGNATURE STAY**

Solorepe cus eaquidi tempos ditiae  
cum man imporum eos ut officid  
ebistias demporum simus  
[ LEARN MORE ]

4



Sponsored by Niagara Jet Adventures  
**CALLIN ALL  
THRILL-SEEKERS**

Solorepe cus eaquidi tempos ditiae  
cum man imporum eos ut officid  
ebistias demporum simus  
[ LEARN MORE ]

2023 TRAVEL GUIDE

VIEW GUIDE →

EMAIL NEWSLETTER

SIGN UP →



NIAGARA FALLS<sup>™</sup>  
USA



SHOP

ABOUT US

CONTACT US

THE SOURCE



**THANK YOU!!**

TO GET STARTED, PLEASE EMAIL  
[SANDYHAYS@LIMELIGHTWNY.COM](mailto:SANDYHAYS@LIMELIGHTWNY.COM)

*Sandy is an independent contractor who has handled all of the digital and print advertising for Niagara USA for more than 15 years.*