



NIAGARA FALLS
USA



SPONSORED CONTENT GUIDE

Destination Signals supports Niagara Falls USA with community activation — connecting local businesses with motivated travelers through 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

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](#)







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
imporum 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

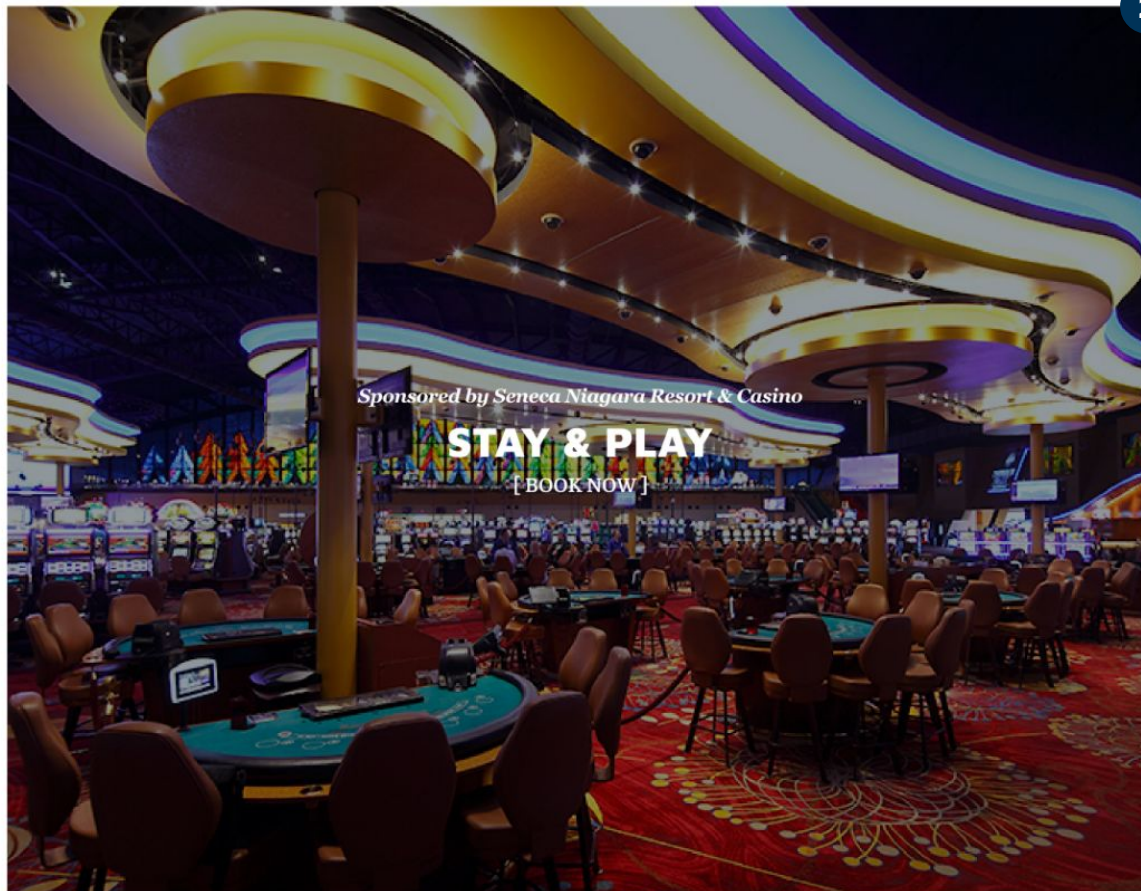
***Character count includes spaces

PLAN YOUR TRIP

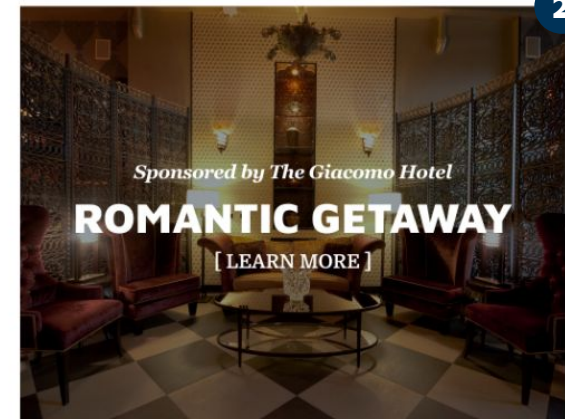
NIAGARA FALLS^{USA}



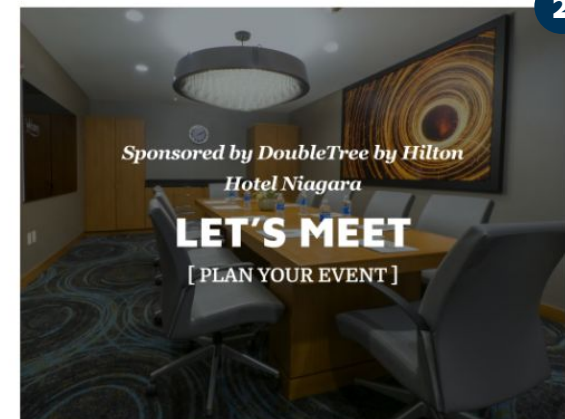
2



2



2



FEATURED LISTING

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

SPECS

IMAGE: 640x480 pixels

***Character count includes spaces

[PLAN YOUR TRIP](#)





SEARCH BY CATEGORY

All Categories

SEARCH BY NEIGHBORHOOD

All Neighborhoods

SEARCH BY KEYWORD

Keywords

DISPLAY MODE

GRID

MAP

PER PAGE

12



3

★

FEATURED

**Doubletree by Hilton
Niagara Falls USA**

Solorepe cus eaquidi tempos ditiae
cum man imporum eos ut officid
ebistias demporum simus....

DETAILS

[WEBSITE](#)

FIND YOUR ROOM →



3

★

FEATURED

**Cambria Hotel Niagara
Falls USA**

Solorepe cus eaquidi tempos ditiae
cum man imporum eos ut officid
ebistias demporum simus....

DETAILS

[WEBSITE](#)

FIND YOUR ROOM →



3

★

FEATURED

Fairfield by Marriott

Solorepe cus eaquidi tempos ditiae
cum man imporum eos ut officid
ebistias demporum simus....

DETAILS

[WEBSITE](#)

FIND YOUR ROOM →



3

★

FEATURED

Comfort Inn & Suites

Solorepe cus eaquidi tempos ditiae
cum man imporum eos ut officid
ebistias demporum simus....

DETAILS

[WEBSITE](#)

FIND YOUR ROOM →

FEATURED BLOCK

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

SPECS

IMAGE: 640x480 pixels

TITLE: 25 characters

BODY: 125 characters

***Character count includes spaces

[PLAN YOUR TRIP](#)







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]



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]



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
USA



SHOP

ABOUT US

CONTACT US

THE SOURCE



THANK YOU!!

TO GET STARTED, PLEASE EMAIL
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.