



2024 DIGITAL ADVERTISING GUIDE

Destination Signals supports Blue Ridge Mountains with community activation — connecting local businesses with motivated travelers and locals.



destination
signals

ADVERTISING OVERVIEW

BLUERIDGEMOUNTAINS.COM REACHES VISITORS BEFORE, DURING, AND AFTER THEIR VACATION & TRAVELS

Through our strategic marketing platforms, your business can connect with millions of adventurous travelers looking to discover and enjoy the very best our community has to offer. We have options for any budget and experts ready to assist you every step of the way.

3.7M+ ANNUAL PAGEVIEWS ON WEBSITE

61% OF WEBSITE VISITORS ARE AGED 25-54

71% OF WEBSITE VISITS ARE ON MOBILE



OUR VALUE PROPOSITION:

Travelers view the BlueRidgeMountains.com brand as a **TRUSTWORTHY** resource, giving you a perfect platform to begin new conversations.

AMPLIFY your visibility with a highly-motivated audience of domestic and international travelers. **CRAFT** engaging campaigns with our in-house advertising specialists.

Your **SUPPORT** and advertising dollars help power ongoing marketing campaigns that **INFLUENCE** increased visitation and spending within our community.

COLLABORATE with our team to measure your campaigns, **GAIN** valuable insights about traveler behavior and decision making.

TO GET STARTED, PLEASE EMAIL SIDNEY.ABRAMSON@DESTINATION SIGNALS.COM

FREQUENTLY ASKED QUESTIONS

1 WHO IS DESTINATION SIGNALS?

In partnership with the Blue Ridge Mountains, Destination Signals manages all digital advertising and sponsored content opportunities on BlueRidgeMountains.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 will provide detailed quarterly and/or monthly reporting to all businesses that participate in the program

6 HOW DO I BUILD OUT MY SPONSORED CONTENT ADS?

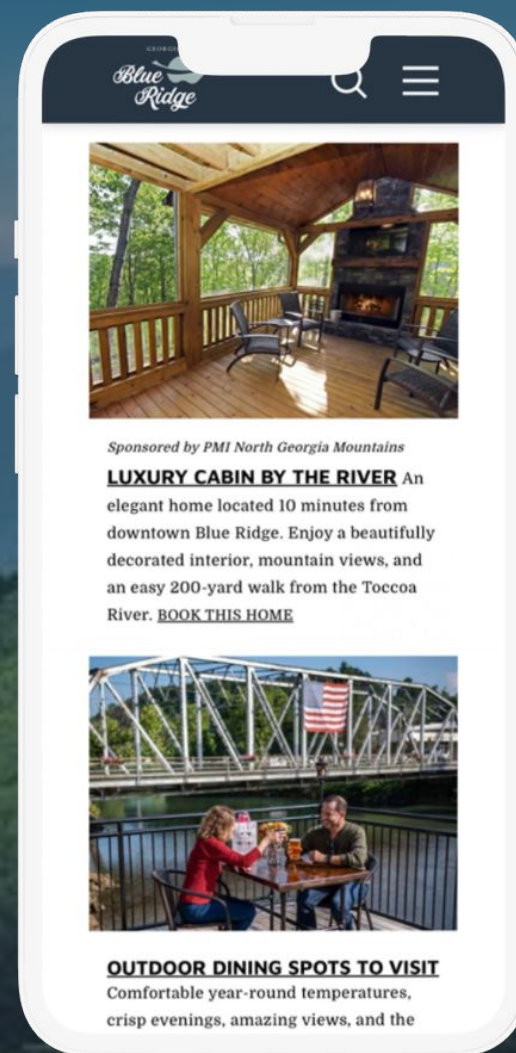
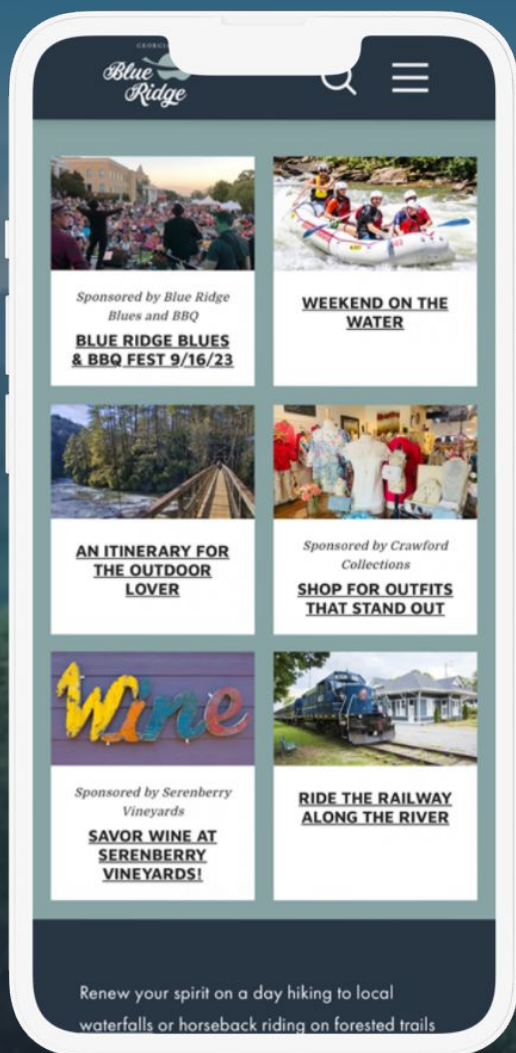
Destination Signals offers a turnkey service that will assist you in building out your ad content as a complimentary service

7 I HAVE MULTIPLE BUSINESSES THAT I NEED TO PROMOTE, CAN I PURCHASE ONE SPOT FOR BOTH?

Yes. Through A/B testing we can promote two different businesses or offerings with a single spot. Some placements can also have the content split up so you are promoting relevant ads in the section they are appearing on the site

DIGITAL ADVERTISING

DIGITAL ADVERTISING & SPONSORED CONTENT
THROUGH BLUERIDGEMOUNTAINS.COM



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

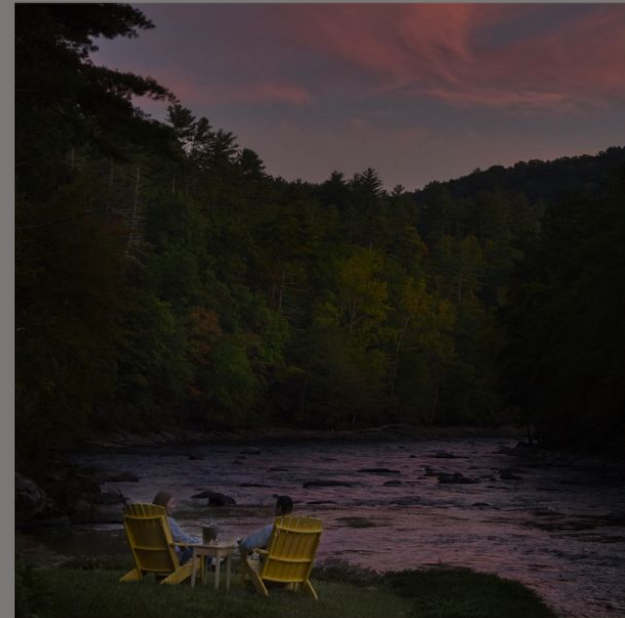


Georgia's Blue Ridge

SHARE

TOURISM AND COMMUNITY WEBSITE OF THE
FANNIN COUNTY CHAMBER & CVB

Luxury mountain cabins, stunning views, hiking trails, waterfalls, wineries and craft breweries, galleries, shops and more for everyone. If you live anywhere in the southeast, you'll want to visit the Blue Ridge in driving distance of Atlanta via I-575 on the Georgia-Tennessee-North Carolina line.



Six (6) Partners rotate through these six spots. Appears near the top of the page.



Sponsored by Georgia Mountain Cabin Rentals

STAY & SOAK YOUR STRESS AWAY



Sponsored by Mountain Top Cabin Rentals

COZY CABINS & GRAND MOUNTAIN LODGES



Sponsored by Southern Comfort Cabin Rentals

PET FRIENDLY CABIN RENTALS



Sponsored by QINTI
SHOP PERU'S FINEST ALPACA APPAREL



Sponsored by Hampton Inn Blue Ridge
THE DOWNTOWN HOTEL & ROOFTOP BAR



Sponsored by Old Toccoa Farm
AWARD-WINNING GOLF ALONG THE RIVER

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

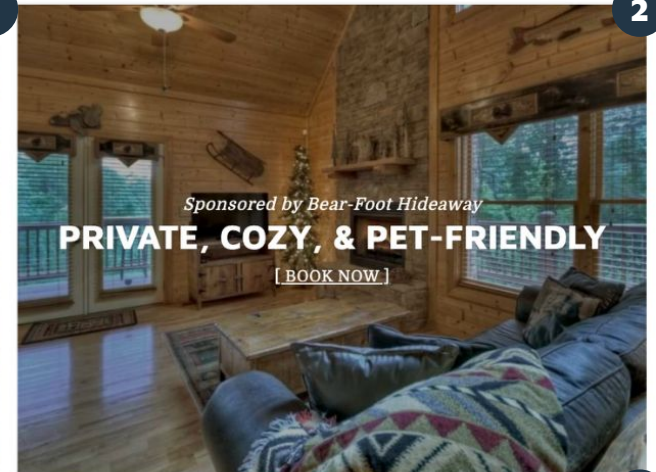


Sponsored by Blue Ridge Adventure Wear

**SHOP CLOTHES MADE FOR THE
MOUNTAINS**

[[STOP BY TODAY](#)]

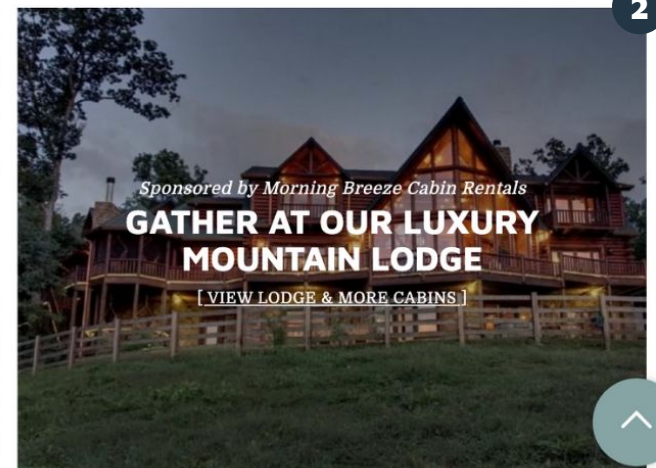
Three (3) Partners rotate
through these three
spots. Hover effect on
desktop that displays
your content



Sponsored by Bear-Foot Hideaway

PRIVATE, COZY, & PET-FRIENDLY

[[BOOK NOW](#)]



Sponsored by Morning Breeze Cabin Rentals

**GATHER AT OUR LUXURY
MOUNTAIN LODGE**

[[VIEW LODGE & MORE CABINS](#)]



TOP DIGITAL OPTIONS

***MONTHLY RATES

	FEATURED PARTNER	FEATURED CONTENT	FEATURED BLOCK
RUN OF SITE	-	-	SOLD OUT
RUN OF BLOG	-	\$105.00	-
HOMEPAGE	\$205.00	\$165.00	-
THINGS TO DO	\$170.00	\$135.00	-
OUTDOORS	\$55.00	\$45.00	-
FAMILY FUN	\$55.00	\$45.00	-
EVENTS	\$170.00	\$135.00	-
WHERE TO STAY	\$160.00	\$125.00	-
CABIN RENTALS	\$100.00	\$80.00	-

SPONSORED BLOG

PROMOTE YOUR STORY,
LEVERAGE THE FULL POWER OF
BLUERIDGEMOUNTAINS.COM



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[◀ HOME](#)

SPONSORED CONTENT

Girls' Cabin Getaway in Blue Ridge: Crafting the Perfect Escape

SHARE

Grab your besties and head to Blue Ridge in the North Georgia mountains where you can cozy up in a cabin for the ultimate girls' trip experience. Here's an array of exciting ideas to elevate your cabin retreat, promising a time filled with laughter, relaxation, and endless memories.



credit // @dianaguest

SPONSORED BLOG OPTIONS

	MONTHLY RATES	WHAT'S INCLUDED
1-MONTH (EVENT GUIDE) BLOG	\$450.00	WORD COUNT: At Least 500 LINKS: At Least 3 IMAGES: At Least 3
3-MONTH SPONSORED BLOG	\$350.00	WORD COUNT: At Least 500 LINKS: At Least 5 IMAGES: At Least 3
6-MONTH SPONSORED BLOG	\$300.00	WORD COUNT: At Least 500 LINKS: At Least 5 IMAGES: At Least 3
12-MONTH SPONSORED BLOG	\$200.00	WORD COUNT: At Least 800 LINKS: At Least 10 IMAGES: At Least 3-5



THANK YOU!!

TO GET STARTED,
PLEASE EMAIL SIDNEY.ABRAMSON@DESTINATION SIGNALS.COM

Destination Signals is a division of Tempest, the long time marketing partner for the Fannin County Chamber of Commerce. We support Blue Ridge Mountains by providing turnkey community engagement services that allow local tourism businesses to activate with their brand.

