



# GREAT RIVERS & ROUTES

OF SOUTHWEST ILLINOIS

## 2024 DIGITAL ADVERTISING GUIDE

Destination Signals supports Great Rivers & Routes with community activation — connecting local businesses with motivated travelers and locals.



destination  
signals

# ADVERTISING OVERVIEW

RIVERSANDROUTES.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.

1.4M+ ANNUAL PAGEVIEWS ON WEBSITE

8% YOY INCREASE IN ANNUAL WEB TRAFFIC

68% OF WEBSITE VISITS ARE ON MOBILE



## OUR VALUE PROPOSITION:

Travelers view the RiversAndRoutes.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](mailto:SIDNEY.ABRAMSON@DESTINATION SIGNALS.COM)

# FREQUENTLY ASKED QUESTIONS

## 1 WHO IS DESTINATION SIGNALS?

In partnership with the Great Rivers & Routes, Destination Signals manages all digital advertising and sponsored content opportunities on RiversAndRoutes.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?

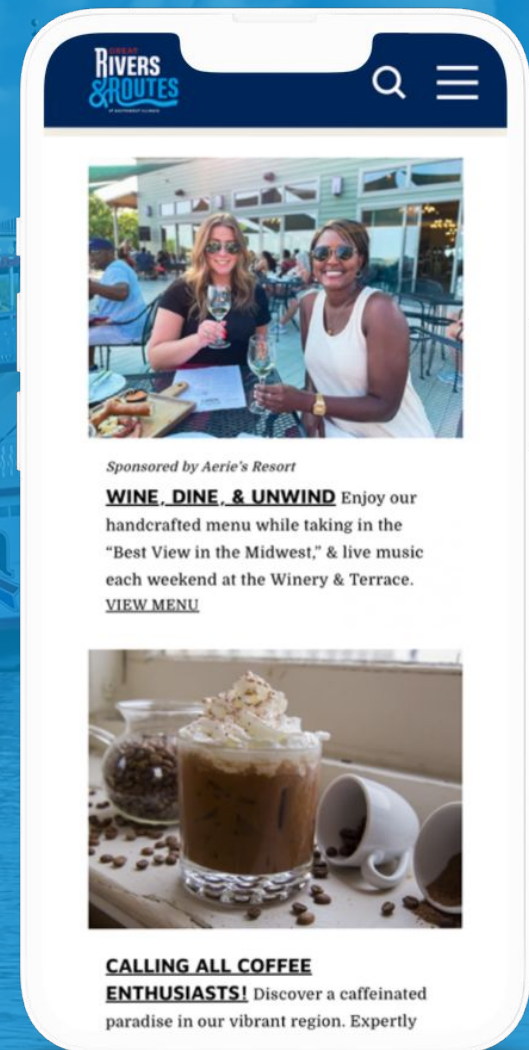
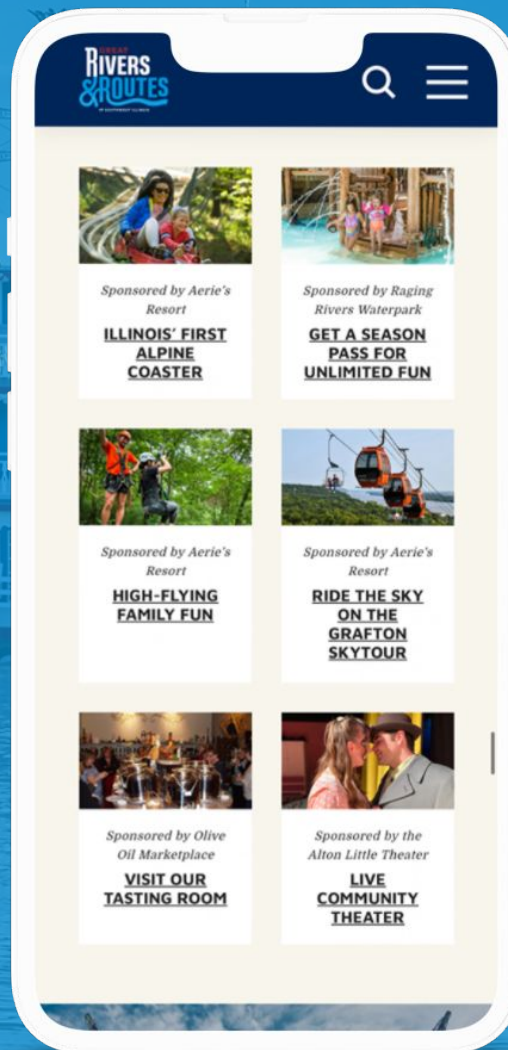
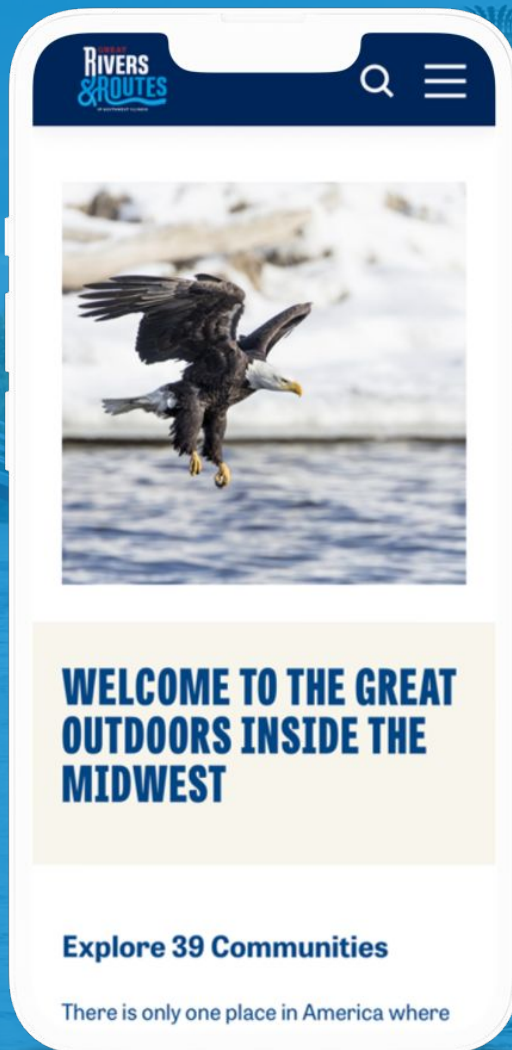
Destination Signals offers a turnkey service that will assist you in building out your ad content as a complimentary service

## 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 RIVERSANDROUTES.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



PLAN MY VISIT



## THINGS TO DO

In the Great Rivers & Routes region, experience is everything.

There's only one place in the world where the Mother Road and the Great River Road meet, and it's in our backyard. The convergence of those two iconic roads is also the intersection of fascinating people, places and things that make this region so special.

Book Now

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



1

Sponsored by Aerie's Resort  
**HIGH-FLYING FAMILY FUN**



1

Sponsored by Aerie's Resort  
**ILLINOIS' FIRST ALPINE COASTER**



1

Sponsored by Aerie's Resort  
**RIDE THE SKY ON THE GRAFTON SKYTOWER**



1

Sponsored by Aerie's Resort  
**WINE, DINE, & UNWIND**



1

Sponsored by Olive Oil Marketplace  
**VISIT OUR TASTING ROOM**



1

Sponsored by the Alton Little Theater  
**LIVE COMMUNITY THEATER**

# 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 MY VISIT



2



Sponsored by Aerie's Resort

**WINE, DINE, & UNWIND**

[\[VIEW MENU\]](#)

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

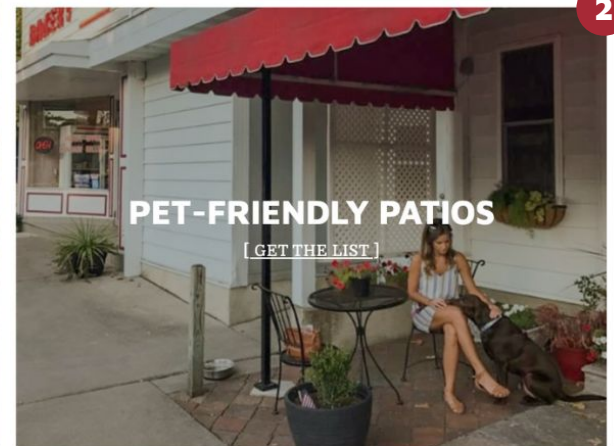
2



**CALLING ALL COFFEE  
ENTHUSIASTS!**

[\[FIND YOUR PERFECT BREW\]](#)

2



**PET-FRIENDLY PATIOS**

[\[GET THE LIST\]](#)

# TOP DIGITAL OPTIONS

\*\*\*MONTHLY RATES

	FEATURED PARTNER	FEATURED CONTENT	FEATURED BLOCK
RUN OF SITE	-	-	SOLD OUT
RUN OF BLOG	-	\$50.00	-
HOMEPAGE	\$130.00	\$100.00	-
THINGS TO DO	\$100.00	\$80.00	-
EAGLE WATCHING	-	\$45.00	-
GRAFTON	\$95.00	\$75.00	-
EVENTS	-	\$100.00	-
WHERE TO STAY	\$30.00	\$25.00	-
EAT & DRINK	\$30.00	\$25.00	-

# SPONSORED BLOG

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



PLAN MY VISIT



3



## SPONSORED CONTENT

# PERE MARQUETTE STATE PARK

**With nearly 8,000 acres of scenic beauty, Pere Marquette State Park is one of the most picturesque and beautiful locations on the Illinois River.**

As it is the largest state park in Illinois, visitors love coming to the park for hiking, biking, fishing, horseback riding and scenic drives.

# 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!!

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Destination Signals is a division of Tempest, the long time marketing partner for the Great Rivers & Routes. We support Great Rivers & Routes by providing turnkey community engagement services that allow local tourism businesses to activate with their brand.

