

# THE LAND

OF OPPORTUNITIES

Partnership & Advertising Programs  
ONE DESTINATION. ONE VOICE.

DESTINATION  
*Cleveland*<sup>®</sup>

# One Destination. One Voice.

## WHO WE ARE

### The Land Where Opportunities Thrive

Destination Cleveland is a private, non-profit destination marketing and management organization whose mission is to drive economic impact and stimulate community vitality for Cleveland through memorable leisure, convention and business travel experiences.

## WHAT WE DO

### The Land of Getting Inspired

Every day, we change perceptions, attract visitors and enhance experiences in Cleveland. We help visitors choose where to stay, what to eat and what to do in Cleveland. In doing so, we support hundreds of locally owned businesses, spotlight our attractions, advertise events and recommend hotels, bars, restaurants, music venues and shops.

## WHAT WE BELIEVE IN

### The Land of Making All Welcome

We unapologetically promote Cleveland because we believe our city's diversity, creativity and contagious passion deserve to be shared with visitors and locals alike. Diversity, equity and inclusion are in our DNA – it's how we operate to advance tourism and Cleveland's reputation. Together, here's what we bring to the region:

## 2022 CONVENTION & LEISURE TOURISM METRICS\*

**17.9  
MILLION**

VISITS TO CUYAHOGA  
COUNTY IN 2022

VISITORS PUMP

**\$6.4**

BILLION INTO THE  
LOCAL ECONOMY

TRAVEL AND TOURISM  
SUSTAINS ABOUT

**69,000 JOBS**

IN CUYAHOGA COUNTY

\*2022 D.K. Shifflet Visitor Volume Study and 2022 Tourism Economics Cleveland Visitation Report

# Table of Contents

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## THE LAND OF OPPORTUNITIES

Destination Cleveland offers curated partnership packages that will help your business become a catalyst for more tourism and business activity in our region. Our partnership and advertising programs provide flexibility in your investment and offer a wide range of opportunities and benefits to excite and engage visitors.

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<b>TARGET AUDIENCES</b>	<b>PAGE 4</b>
<b>DESTINATION CLEVELAND'S PARTNERSHIP PROGRAM</b>	<b>PAGE 5</b>
<b>DIGITAL ADVERTISING OPPORTUNITIES</b>	<b>PAGE 6-13</b>
<b>PROGRAMMATIC ADVERTISING OPPORTUNITIES</b>	<b>PAGE 14</b>
<b>PRINT &amp; DIGITAL GUIDE ADVERTISING OPPORTUNITIES</b>	<b>PAGE 15-16</b>

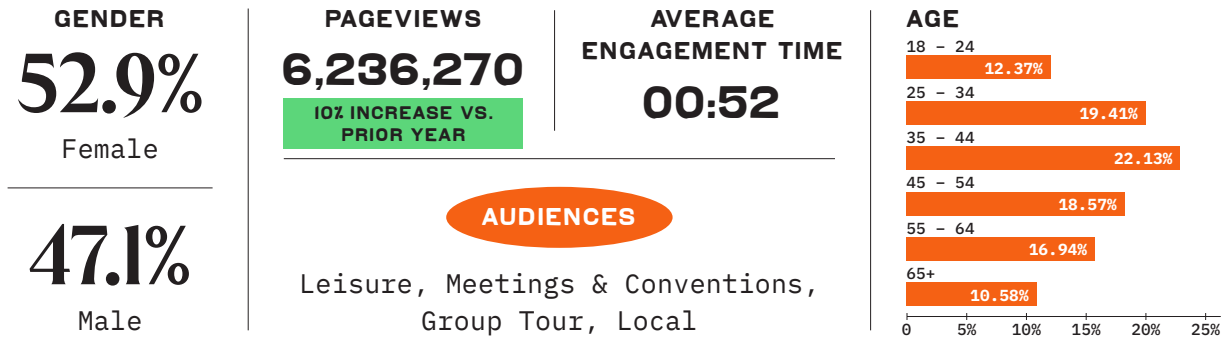
# Who We Reach

We deliver exceptional opportunities to our partners that connect, inspire and drive visitation. We are a city that intrigues “city-experience travelers” seeking unique customs and cultures, as well as diverse food offerings. Along with that, we entice regional travelers with a strong interest in music, nightlife, bites and brews. As such, we create marketing campaigns proven to bring those travelers to our destination.

Our digital advertising placements seamlessly integrate your brand into the fabric of the award-winning content on ThisisCleveland.com. Prefer more traditional, print advertising placements? We have you covered there, too. Our placements are woven into the premium content of our tried and true, inspirational print guides.

Join us in showcasing all the things to do, places to stay, tastes to savor and experiences to be had here in The Land.

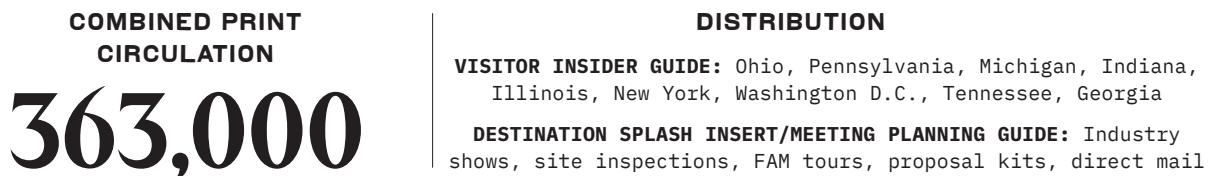
## THISISCLEVELAND.COM VISITOR PROFILE



### TOP SITE VISITOR MARKETS

Washington, DC ; New York, NY ; Columbus, OH ; Chicago, IL ; Atlanta, Ga

## PRINT PUBLICATIONS



# Destination Cleveland Partnership Program

In Cleveland, we know a thing or two about teamwork. When you become our partner, we consider you part of the team. Here are some of the high-level benefits of joining our partnership program:

## INDUSTRY CONNECTIVITY

- ✦ **Your own, personal relationship manager:** We pride ourselves on the level of connectivity our relationship managers provide to your business. Think of them as an extension of your team, always on the lookout for opportunities on your behalf.
- ✦ **Events galore:** You and your team will be invited to our partner networking events and industry-focused educational sessions throughout the year.

## VISITOR VISIBILITY

- ✦ **Leads & referrals:** If we're asked, and you meet the criteria, we'll send your information to other Destination Cleveland partners and those who handle incoming meetings, conventions, groups and events.
- ✦ **Listing on ThisisCleveland.com:**  
We want everyone to know you're one of us so we'll make sure your business is on our website to help inspire visitors about their trip to The Land.

## KEEPING YOU IN THE KNOW

- ✦ **Industry trends:** We know you're on the go 24/7. We're here to sift through all the industry trends and deliver you need-to-know info when and how you want to receive it.
- ✦ **Notifications, on demand:** It's not easy keeping up with conventions and events coming to town. Thankfully, it's our job to do this for you. You can enroll to get push text and/or email notifications ahead of conventions and events.

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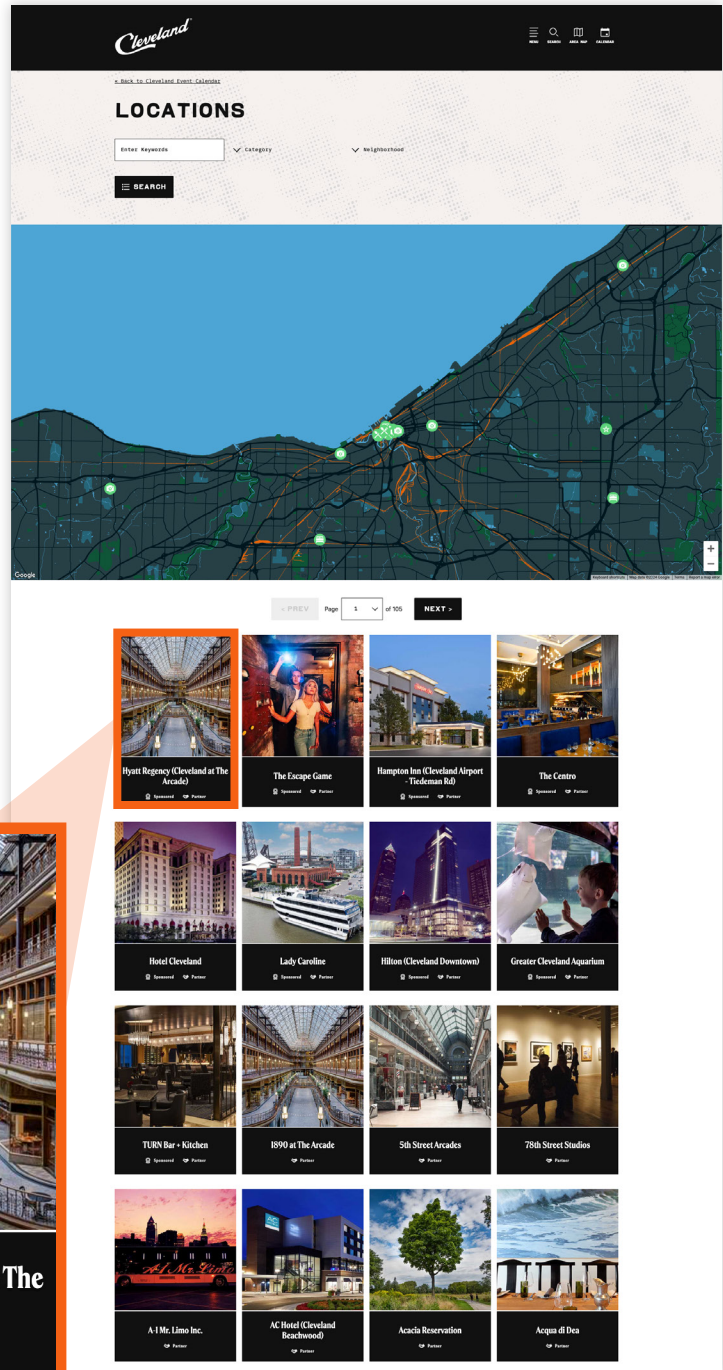
Annual investment varies by industry segment. Detailed partnership brochure available upon request.

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# Digital Opportunities on ThisisCleveland.com

## SPONSORED LISTING

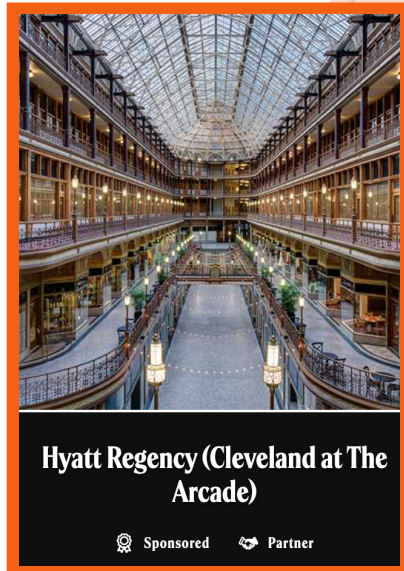
Only available to businesses with a qualifying location. Partner must provide a 75 - 100 - word description and high-resolution image of their business. Placements available on the leisure, meetings and group tour section of ThisisCleveland.com. Sponsored listings receive priority sort order. Check out the live version of this page [here](#).



## SPONSORED LISTING

**\$200 - \$450**

PER MONTH, BASED ON CATEGORY



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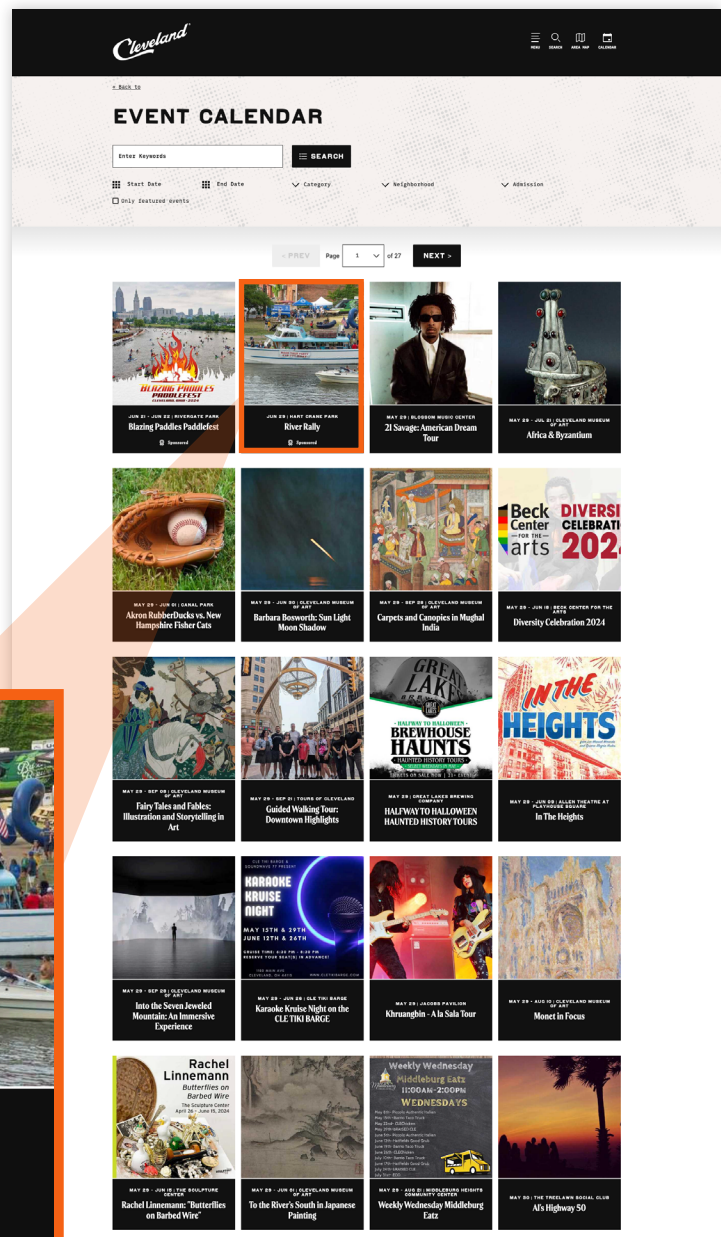
# Digital Opportunities on ThisisCleveland.com

## SPONSORED EVENT

Sponsored events receive priority sort order on the Cleveland Event Calendar. Events must meet the criteria listed at [ThisisCleveland.com/submit-an-event](https://thisiscleveland.com/submit-an-event). Image must be received a minimum of 10 days prior to the start of the sponsored event campaign. Check out the live version of this page [here](#).

## SPONSORED EVENT

**\$200**  
PER MONTH

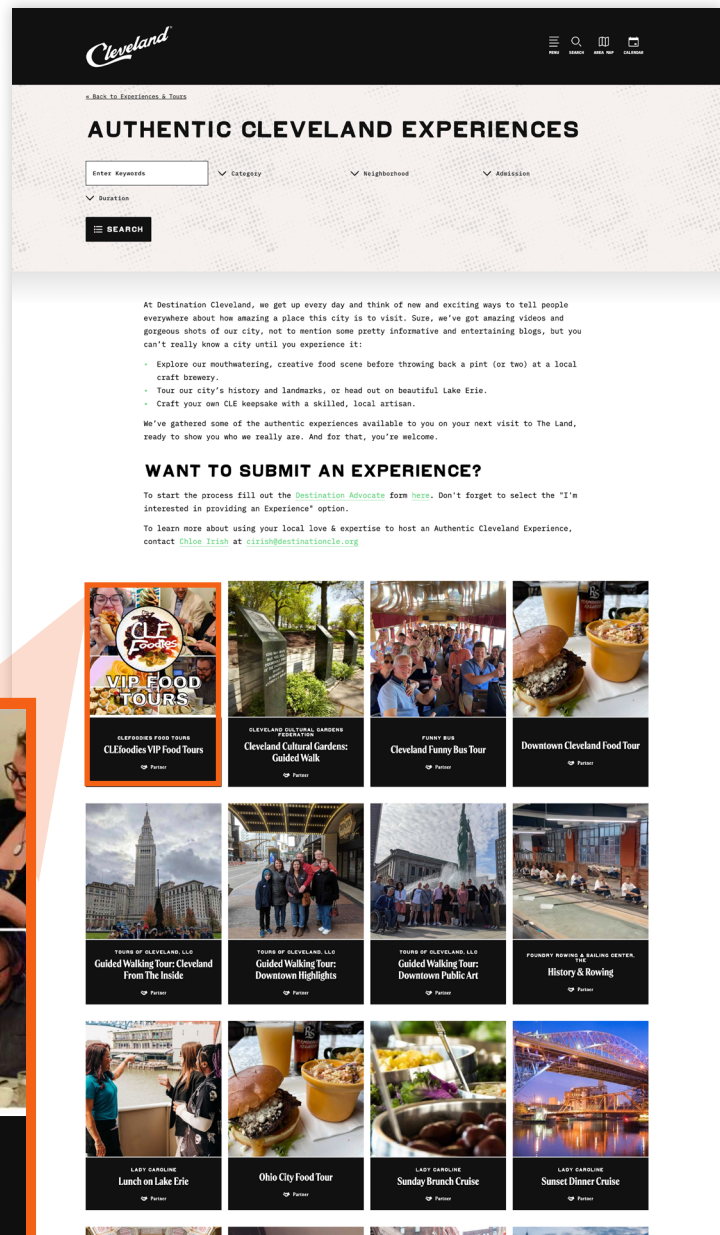


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# Digital Opportunities on ThisisCleveland.com

## SPONSORED EXPERIENCE

We're showcasing some of the authentic experiences available in The Land via our new "[Authentic Cleveland Experiences](#)" page. The sponsored experience placement is only available to businesses with a qualifying experience. Partner must provide 75 - 100-word description and high-resolution image of their business.



## SPONSORED EXPERIENCE

**\$200**  
PER MONTH





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# Digital Opportunities on ThisisCleveland.com

## PREMIUM FORMATTED AD

**Big and Bold:** 20% larger than formatted ads with premium placement on editorial pages of the site. Partner must provide the creative assets. Sponsored text appears as part of the ad. You provide the image and text and let us take care of the rest.

### PREMIUM FORMATTED AD

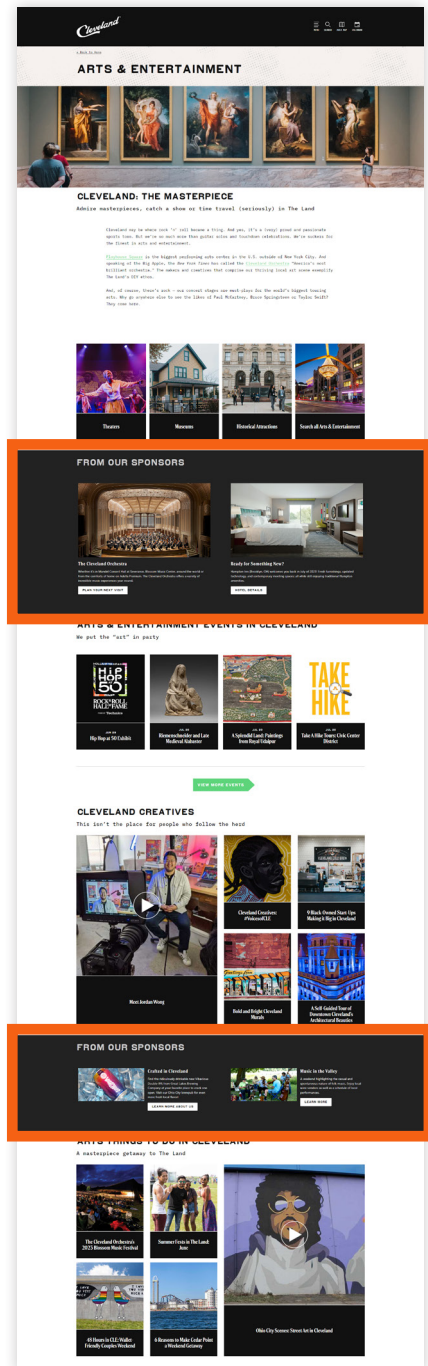
- ▶ 75,000 IMPRESSIONS \$900
- ▶ 150,000 IMPRESSIONS \$1,800
- ▶ 300,000 IMPRESSIONS \$3,600
- ▶ 500,000 IMPRESSIONS \$6,000

## FORMATTED AD

**Great Value:** Medium-sized ads in good page position on editorial pages. Partner must provide the creative assets. Sponsored text appears as part of the ad. You provide the image and text and let us take care of the rest.

### FORMATTED AD

- ▶ 75,000 IMPRESSIONS \$675
- ▶ 150,000 IMPRESSIONS \$1,350
- ▶ 300,000 IMPRESSIONS \$2,700
- ▶ 500,000 IMPRESSIONS \$4,500



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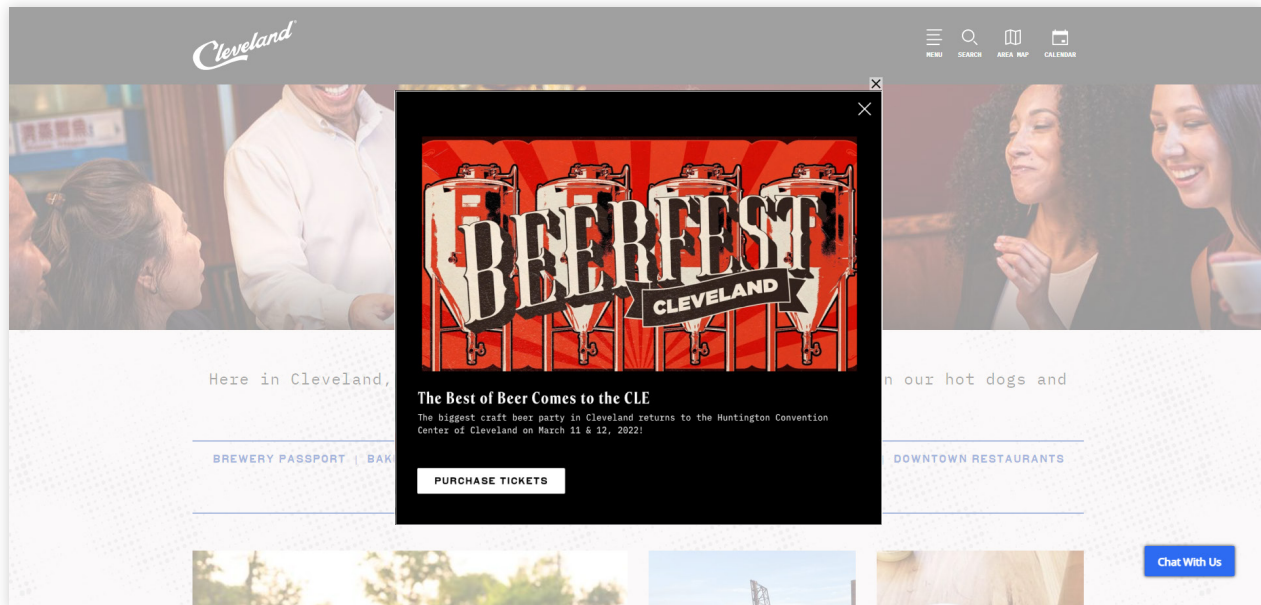
# Digital Opportunities on ThisisCleveland.com

## INTERSTITIAL AD

**High Impact and Immersive:** 100% share-of-voice overlay ad on select desktop pages that displays at 50% scroll depth (1 impression per user, per day). Partner must be approved by Destination Cleveland content team.

### INTERSTITIAL AD

- ▶ 75,000 IMPRESSIONS \$1,350
- ▶ 150,000 IMPRESSIONS \$2,700
- ▶ 300,000 IMPRESSIONS \$5,400
- ▶ 500,000 IMPRESSIONS \$9,000



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# Digital Opportunities on ThisisCleveland.com

## SPONSORED CONTENT

Utilize Destination Cleveland’s content team to create a seasonal 100% share-of-voice article for creative and engaging storytelling on ThisisCleveland.com.

- \* Partner must be approved by Destination Cleveland content team.
- \* Destination Cleveland will be responsible for writing the sponsored content in its unique voice and tone in alignment with the organization’s brand guidelines.
- \* Partner will be provided two opportunities to edit the sponsored piece.
- \* Partner to provide four high-resolution images for possible inclusion in the sponsored piece.
- \* Sponsored content pieces appear on our seasonal landing pages at ThisisCleveland.com
- \* These landing pages are promoted via integrating marketing campaigns (owned, earned and sometimes paid) that are designed to drive traffic and impressions to the landing page and associated content.
- \* Seasonal landing pages are also promoted organically on Destination Cleveland’s social media channels, e-newsletters, homepage and things-to-do page.
- \* On average, seasonal pages on ThisisCleveland.com received the following in 2023:
  - \* Views: 25,000
  - \* Users: 20,897
  - \* Time spent: 00:54

**HOLIDAY CAMPAIGN**  
**\$1,750**  
7-WEEKS (NOV. 11 - JAN. 1)

**SEASONAL CAMPAIGN**  
**Fall: \$2,250**  
9-WEEKS (SEPT. 3 - NOV. 10)

**ANNUAL CAMPAIGN**  
**\$6,000**  
52-WEEK MEETINGS  
& CONVENTIONS  
PLACEMENT  
(1 AVAILABLE)

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# Digital Opportunities on ThisisCleveland.com

## SPONSORED VIDEO

There's nothing better than visual storytelling to help visitors get excited about your business. Sponsored video showcases your information on contextually relevant pages on ThisisCleveland.com.

- \* Partner must be approved by Destination Cleveland content team.
- \* Partner to provide video assets (:30 to :90 in length recommended and YouTube link preferred) as well as other supporting high-resolution static imagery.
- \* Videos must be high definition and 16:9 aspect ratio.
- \* Sponsored videos appear on our seasonal landing pages at ThisisCleveland.com.
- \* These landing pages are promoted via integrating marketing campaigns (owned, earned and sometimes paid) that are designed to drive traffic and impressions to the landing page and associated content.
- \* Seasonal landing pages are also promoted organically on Destination Cleveland's social media channels, e-newsletters, homepage and things-to-do page.

### HOLIDAY CAMPAIGN

**\$595**

7-WEEKS (NOV. 11 - JAN. 1)

### SEASONAL CAMPAIGN

**Fall: \$765**

9-WEEKS (SEPT. 3 - NOV. 10)

### ANNUAL CAMPAIGN

**\$4,000**

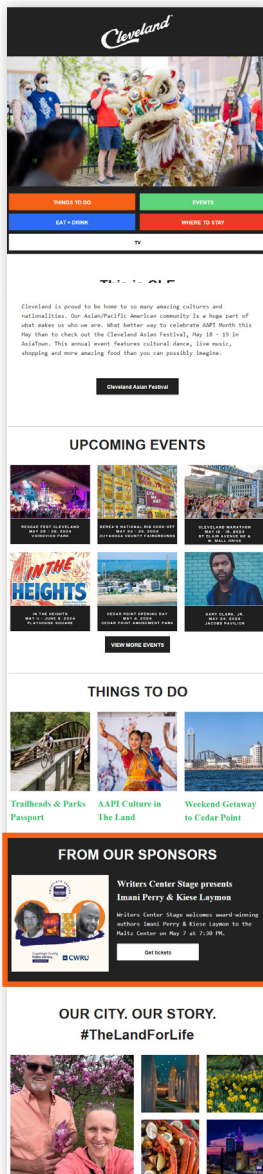
52-WEEK MEETINGS  
& CONVENTIONS  
PLACEMENT  
(1 AVAILABLE)

THE LAND OF STORYTELLING AND INSPIRATION

# Digital Opportunities on ThisisCleveland.com

## E-NEWSLETTER ADVERTISING

Integrate your brand into the content of our e-newsletters. "The Land for Life" is a semi-monthly newsletter of events and things to do in Cleveland for Locals. "Visit CLE" is a monthly newsletter of events and things to do in in Cleveland for visitors.



THE LAND FOR LIFE (BIMONTHLY)

18,717 SUBSCRIBERS

\$500 or \$750

ONCE A MONTH

TWICE A MONTH

VISIT CLE (MONTHLY)

50,900 SUBSCRIBERS

\$1,000

ONCE A MONTH

A promotional banner with an orange border. The top text reads 'FROM OUR SPONSORS'. Below this is a graphic featuring the authors Imani Perry and Kiese Laymon, their book 'BREATHE', and the 'TWENTIETH ANNUAL WRITERS CENTER STAGE' logo. To the right of the graphic, the text says 'Writers Center Stage presents Imani Perry &amp; Kiese Laymon' and 'Writers Center Stage welcomes award-winning authors Imani Perry &amp; Kiese Laymon to the Maltz Center on May 7 at 7:30 PM.' At the bottom right is a white button with the text 'Get tickets'. Logos for Cuyahoga County Public Library and CWRU are at the bottom left.

# Leveraging the Power of Sojern



## WHO IS SOJERN?

Sojern provides intelligent travel solutions for the travel industry. We know when someone is looking to travel and can influence them to book directly with you. These solutions are now available to you at a value through Destination Cleveland's preferred partnership with Sojern. CPMs noted at the bottom of this page.

<b>350M</b> In-Market Travelers	<b>15+</b> Years of Travel Experience	<b>500+</b> Tourism Accounts
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## WHY WORK WITH SOJERN?

Sojern has delivered over \$13B in bookings for 10,000+ global travel brands including hotels, destinations, attractions, airlines, cruise operators and more. They can help you attract more visitors.

## HOW DOES SOJERN DO IT?

Sojern feeds a variety of data points into our machine learning technology to understand who to show an ad to when they're actually searching and booking their travel. This allows Sojern to engage and convert them at the right moment, with the right message.

PRODUCT	PREFERRED CPM	TRUE CPM
Display	\$6.00	\$7.00
Video	\$16.00	\$18.00
Native	\$7.50	\$8.00
CTV	\$35.00	\$37.00

THE LAND OF STORYTELLING AND INSPIRATION

# Print Publications

Get maximum exposure both inside and outside the Cleveland marketplace. Advertising in Destination Cleveland's **award-winning print and digital publications** is an investment that connects your business to hundreds of thousands of leisure, meeting and group travelers planning a visit to Cleveland and the surrounding region. Your presence in our guides helps to enhance the Cleveland narrative while providing visitors and locals with compelling reasons to visit and experience Cleveland.

## 2024-2025 CLEVELAND OFFICIAL INSIDER GUIDE

This essential guide is a resource that provides inspirational content to both visitors and locals alike. It covers attractions, dining, breweries & wineries, sports & recreation, music, arts & culture, diverse neighborhoods & people, shopping, city living and events. Broad distribution includes top visitor markets, hotels, airports, visitor centers and turnpike/interstate rest stops.



### DISTRIBUTION DATES:

Spring/Summer issue:

Mar 2024 - Oct 2024

Fall/Winter issue:

Oct 2024 - Apr 2025

### PRINT CIRCULATION:

335,000 minimum copies

### DIGITAL ISSUE:

[thisiscleveland.com/insiderguide](https://thisiscleveland.com/insiderguide)

### AD PRICING FROM

\$755 TO \$13,395

THE LAND OF STORYTELLING AND INSPIRATION

# Print Publications

## MEETING PLANNING GUIDE

Decision makers and meeting planners use the Meeting Planning Guide as an essential resource when planning their next meeting, convention or tradeshow in Cleveland and the surrounding area. It provides detailed info on convention & meeting facilities, hotel meeting spaces, unique venues and convention services and suppliers. The guide will be distributed at the 2024 ASAE Annual Meeting & Exposition in Cleveland and sent to active customers in the planning process with Destination Cleveland.



**DISTRIBUTION DATES:**

Jul 2024

**PRINT CIRCULATION:**

3,000 copies

**DIGITAL ISSUE:**

[thisiscleveland.com/mpg](http://thisiscleveland.com/mpg)

**AD PRICING FROM**

**\$995 TO \$3,600**

## DESTINATION SPLASH INSERT

A high-level, awareness piece that showcases Cleveland as a premier destination to meet and conduct business, as well as a notable place to live, work and play. It provides an overview of major industries, large-scale developments, convention facilities, hotels, unique venues, transportation and the city's overall appeal as a destination. Copies are polybag mailed with a leading meetings trade magazine.



**DISTRIBUTION DATES:**

Fall/Winter 2024

**PRINT CIRCULATION:**

25,000 minimum copies

**DIGITAL ISSUE:**

[thisiscleveland.com/splashinsert](http://thisiscleveland.com/splashinsert)

**AD PRICING FROM**

**\$2,375 TO \$5,475**



*DESTINATION*  
*Cleveland*<sup>®</sup>