

THE LAND

OF OPPORTUNITIES



Partnership & Advertising Programs
ONE DESTINATION. ONE VOICE.

DESTINATION
Cleveland[®]

One Destination. One Voice.

Cleveland wouldn't be what it is today if passionate people didn't get together and partner for greatness. That's a legacy worth continuing. Destination Cleveland offers curated partnership packages that will help your business become a catalyst for more tourism and business activity in our region. In other words, your investment in Destination Cleveland helps strengthen your bottom line.

As unapologetic promoters of Cleveland, we work to fulfill our mission to stimulate economic growth by attracting people and connecting them to experiences that illustrate Cleveland's diversity, creativity, and contagious passion. Together, here's what we bring to the region:

2021 CONVENTION & LEISURE TOURISM METRICS*

**16.1
MILLION**
VISITS TO CUYAHOGA
COUNTY IN 2021

VISITORS PUMP
\$5.4
BILLION INTO THE
LOCAL ECONOMY

TRAVEL AND TOURISM
SUSTAINS ABOUT
64,000 JOBS
IN CUYAHOGA COUNTY

TOGETHER WE CAN CREATE:



More
jobs



An enhanced
economy



Increased
development



A sense of
community
optimism



A healthier
bottom line for
your business

*2021 D.K. Shifflet Visitor Volume Study and 2021 Tourism Economics Cleveland Visitation Report

THE LAND OF

Meaningful Connections

We've revamped our partnership program at Destination Cleveland to reflect the true nature of partnering, which we define as working together and supporting each other to advance the industry and the community. The program provides flexibility in your investment and offers a wide range of services and tools to meet your business needs.

We've also reimagined and redesigned all of our digital and print advertising opportunities, with a bold new look and new ways to excite and engage our (and your) target audiences:

PARTNERSHIP PROGRAM

Our partnership program is designed to provide you with an enhanced level of connectivity and access to our visitor audiences and our internal team. On top of this, as part of our partner network, you'll also stay in the know on all the important industry trends and upcoming events.

DIGITAL ADVERTISING OPPORTUNITIES

We offer a wide variety of digital ad formats with guaranteed impressions, both on ThisisCleveland.com and integrated into our e-newsletters. They're creatively styled to blend in with our pages, articles and listings, and will seamlessly integrate your brand into the user experience on our website. All you need to provide is an image and copy to promote your business.

PROGRAMMATIC ADVERTISING

Target your ideal audience with unmatched precision and efficiency and take advantage of Destination Cleveland's cutting-edge big-data partnership to deliver display advertising from top digital publishers to drive visitors to your business.



PRINT & DIGITAL GUIDES

Get maximum exposure throughout the Greater Cleveland region and beyond by advertising in Destination Cleveland's award-winning print and digital publications. It's an investment that will connect your business directly to locals and leisure, meeting and group travelers.

Of Engagement

In Cleveland, we know a thing or two about teamwork. When you become our partner, we consider you part of the team. Here's what that looks like.



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 you need it and the way 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.

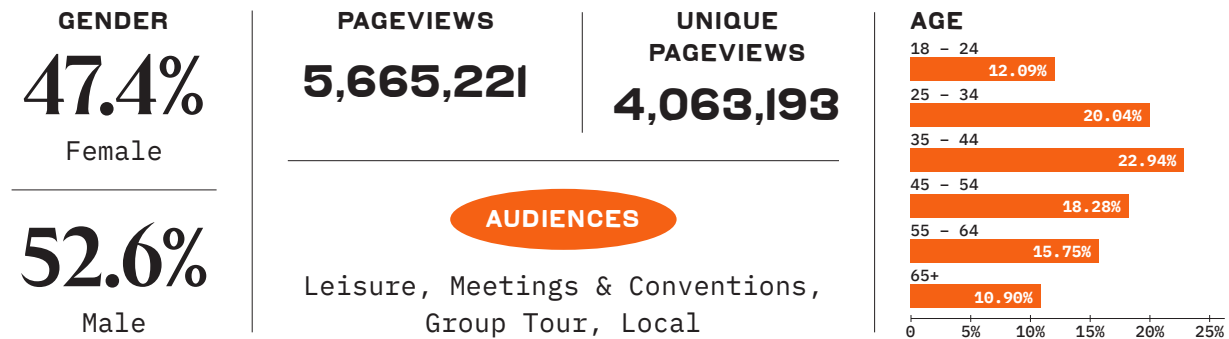
Nobody Can Connect You With A More Qualified Audience

In case you're keeping score, the story has changed here in The Land. We make things that matter. And we've never wanted to be anyone else but us. Unafraid. Unapologetic. Unstoppable.

The fabric of The Land is woven tight. Together, we'll never be defeated. 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.

We keep it fresh and blaze our own trails. Join us in showcasing all the things to do, places to stay, tastes to savor and laughs to be had here in The Land.

THISISCLEVELAND.COM VISITOR PROFILE



TOP SITE VISITOR MARKETS

New York, NY; Columbus, OH; Washington, DC; Chicago, IL; Detroit, MI

PRINT PUBLICATIONS

COMBINED PRINT CIRCULATION
288,000

DISTRIBUTION
VISITOR INSIDER GUIDE: Ohio, Pennsylvania, Michigan, Indiana, New York, Kentucky, Tennessee, Georgia
MEETINGS INSERT/GROUP TOUR GUIDE: Industry shows, site inspections, FAM tours, proposal kits, direct mail

Digital Opportunities

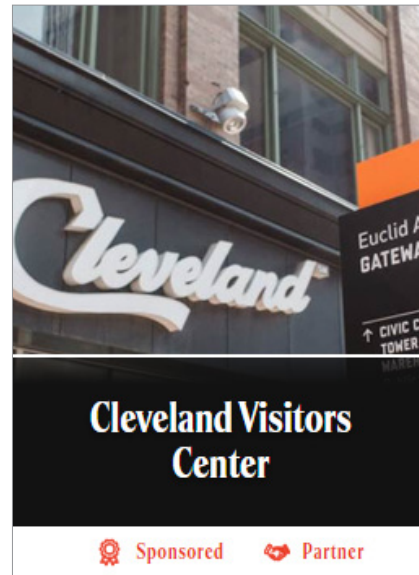
SPONSORED LISTING

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.

SPONSORED LISTING

\$200 - \$450

PER MONTH, BASED ON CATEGORY



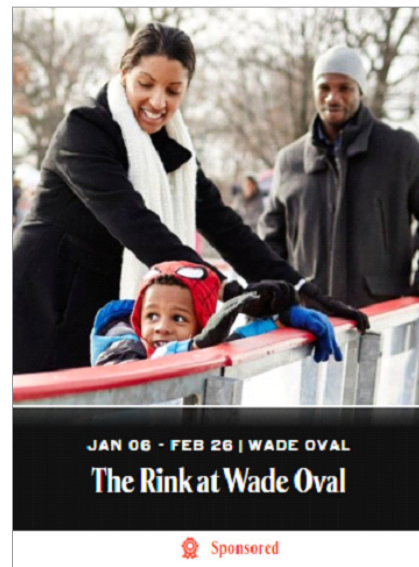
SPONSORED EVENT

Sponsored events receive priority sort order on the Cleveland Event Calendar. Events must meet the criteria listed at ThisisCleveland.com/submit-an-event. Image must be received a minimum of 10 days prior to the start of the sponsored event campaign.

SPONSORED EVENT

\$200

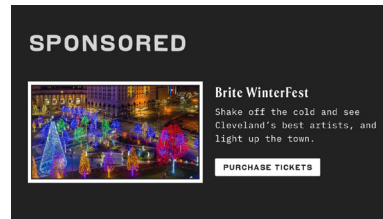
PER MONTH



Digital Opportunities

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.

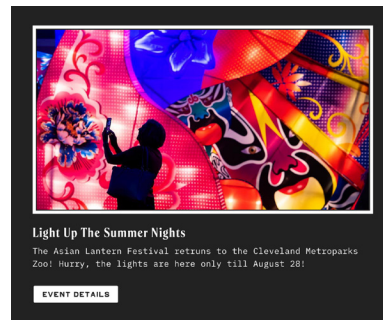


FORMATTED AD

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

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.

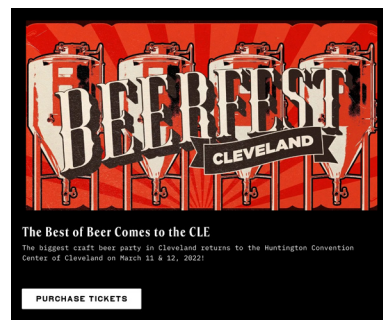


PREMIUM FORMATTED AD

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

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

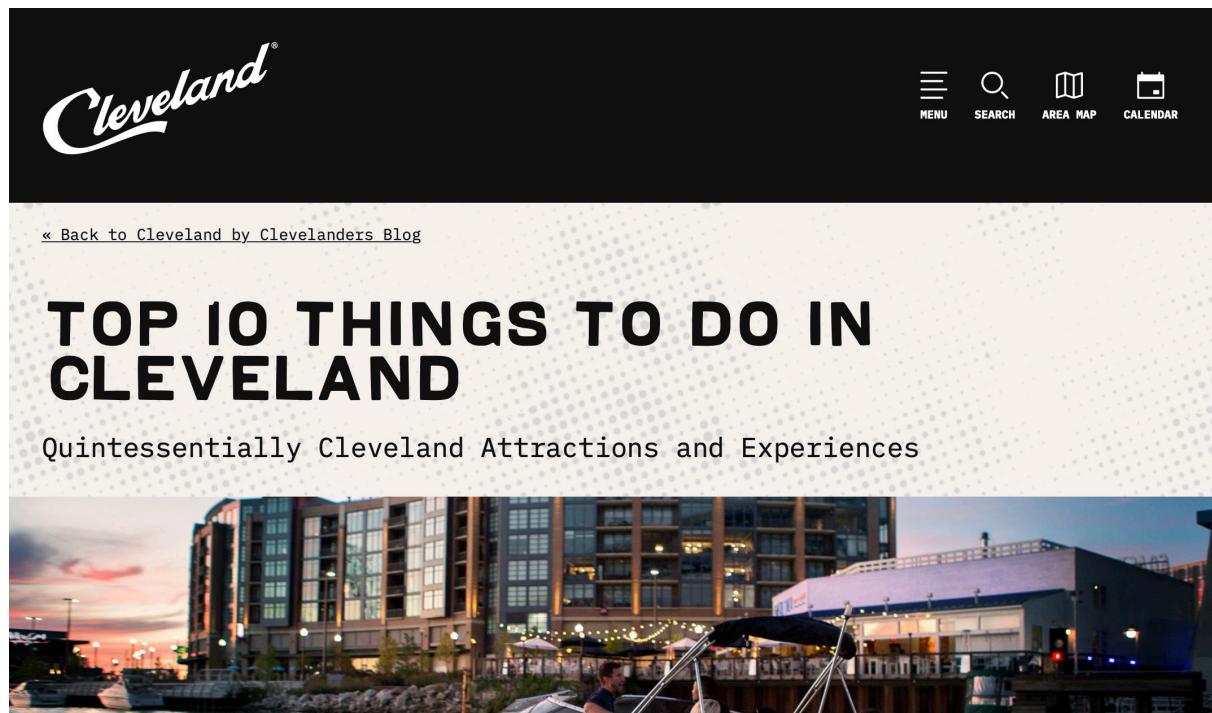
- ▶ 75,000 IMPRESSIONS \$1,350
- ▶ 150,000 IMPRESSIONS \$2,700
- ▶ 300,000 IMPRESSIONS \$5,400
- ▶ 500,000 IMPRESSIONS \$9,000

Digital Opportunities

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.

- ✦ Destination Cleveland will be responsible for writing the sponsored content in its unique voice and tone as part of 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.
- ✦ Partner must be approved by Destination Cleveland content team.



CAMPAIGN

\$3,000

SIX-WEEK HOLIDAY,
MID-NOVEMBER
THROUGH END OF
DECEMBER (1 AVAILABLE)

CAMPAIGN

\$3,000

12-WEEK SEASONAL
(4 AVAILABLE,
1 PER SEASON)

CAMPAIGN

\$6,000

52-WEEK MEETINGS
& CONVENTIONS
PLACEMENT
(1 AVAILABLE)


Digital Opportunities

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



Assad's Bakery and Mediterranean Cuisine

In 1989, brothers Mike and Fred Assad opened Assad's Bakery in order to bring the healthiest, high quality pita bread to Cleveland, where their parents emigrated from Jerusalem in the 60's. Since then, this local institution has grown to offer a full line of imported and freshly prepared Mediterranean foods.

[VIEW MENU](#)

CAMPAIGN

\$500

SIX-WEEK HOLIDAY,
MID-NOVEMBER
THROUGH END OF
DECEMBER (1 AVAILABLE)

CAMPAIGN

\$1,000

12-WEEK SEASONAL
(4 AVAILABLE,
1 PER SEASON)

CAMPAIGN

\$4,000

52-WEEK MEETINGS
& CONVENTIONS
PLACEMENT
(1 AVAILABLE)

THE LAND OF STORYTELLING AND INSPIRATION

Digital Opportunities

E-NEWSLETTER ADVERTISING

Integrate your brand as a featured listing in our weekly or monthly e-newsletters.



THIS IS CLE (MONTHLY)

\$500

PER EMAIL
58,899 SUBSCRIBERS

THIS IS CLE (WEEKLY)

\$1,000

PER MONTH
INCLUDES 4 EMAILS
7,718 SUBSCRIBERS

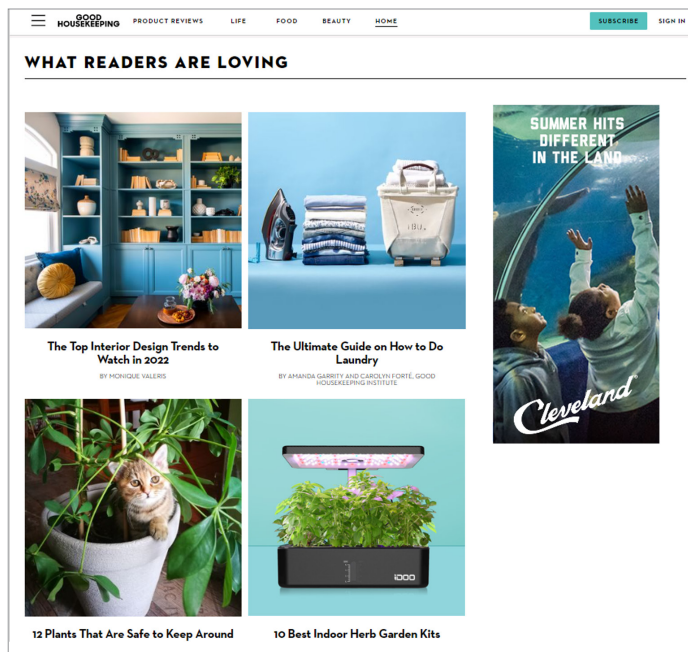
VISIT CLE (MONTHLY)

\$250

PER EMAIL
16,834 SUBSCRIBERS

PROGRAMMATIC

Leverage technology and high-precision targeting to feature display advertising for your business through a variety of top digital publishers. Investment ranges vary. Additional details available upon request.



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.

2023-2024 CLEVELAND OFFICIAL INSIDER GUIDE

It's all about the inside scoop and being in the know about the latest and greatest happenings in The Land. 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:
Apr 2023 - Oct 2023
Fall/Winter issue:
Oct 2023 - Apr 2024

PRINT CIRCULATION:

260,000 minimum copies

DIGITAL ISSUE:

thisiscleveland.com/insiderguide

AD PRICING FROM

\$725 TO \$13,260

THE LAND OF STORYTELLING AND INSPIRATION

Print Publications

GROUP TOUR GUIDE

The official groups publication for the region provides trip inspiration to tour operators planning bus tours to Cleveland. It provides a comprehensive overview with itinerary ideas, an events calendar, student performance opportunities, group-friendly dining and hub & spoke destinations. The guide is circulated at industry trade shows and mailed directly to tour operators and group leaders.



DISTRIBUTION DATES:

Sep 2023

PRINT CIRCULATION:

3,000 copies

DIGITAL ISSUE:

thisiscleveland.com/tourguide

AD PRICING FROM

\$995 TO \$2,305

MEETINGS INSERT

A high-end marketing 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 2023

PRINT CIRCULATION:

25,000 minimum copies

DIGITAL ISSUE:

thisiscleveland.com/meetings-insert

AD PRICING FROM

\$2,375 TO \$5,475

DESTINATION
Cleveland[®]