



# MEDIA KIT

From its historical significance to the lively ambiance, The Gaslamp Quarter has become the heart and soul of downtown San Diego and is one of the biggest tourist attractions in America's Finest City. When you advertise with us, not only do you join an elite community of restaurants and businesses, but you also get priority advantages that only our associates have access to. Whether that be special events, or featured articles in the news, we are your destination for everything Gaslamp.

## ADVERTISING STRUCTURE

Although our members and associate members get priority treatment to advertise on Gaslamp.org, there will be plenty of opportunities for non-member businesses to advertise on the site as well. Attractions, conventions, and noncompeting commercial advertisers will be accepted at the discretion of the Executive Director. All prices listed are for a minimum 3-month commitment. We will offer shorter contracts, but they will come with a small fee. All applications will be approved by a majority vote by the GQA Board of Directors. We do not offer discounted rates to non-member advertisers.

## PROMOTE YOUR EVENT

68,000  
UNIQUE PAGEVIEWS PER MONTH

Our Website is the center for all things Gaslamp! Whether that's special events, promotions, or business opportunities, we will help spread the word through our inter-connected and interactive website, where over 25,000 new visitors each month explore all things Gaslamp!



# HOMEPAGE ADVERTISING OPTIONS

## HOMEPAGE INTRO SQUARE TILE

This package will get you a spot at the top of the homepage and will be the first thing potential customers see. This ad space will include a single custom photo and will be a great spot to advertise specials and deals.

## HOMEPAGE ACTION GRID BUTTON TILE

This package will be placed directly under the 'Square Tile' ad and will earn you a cover photo under your respective section. For example, if they are looking at the 'dine' option, your restaurant will be the cover photo.

## HOMEPAGE ACTION GRID LEADERBOARD

The Leaderboard will place you under the 'button tile' and will include a wide banner image that can include a deal or special you are having. Since it is on the homepage, this will catch a lot of attention and will drive business to your site.





# HOMEPAGE ADVERTISING OPTIONS

## HOMEPAGE SPOTLIGHT

### FULLWIDTH SECTION

This is the best advertising package we offer on the homepage. This package is the full width of the page and includes a detailed description, and a cover photo. This will be one of the first things people see when entering our site.

## HOMEPAGE THINGS TO DO

### SMALL RECTANGLE

This package will be just below the 'Full-width' section. It will include a personalized, professionally written article about your business, and any promotions you are having. This is a great way for potential customers to get to know you.





# HOMEPAGE ADVERTISING OPTIONS

## HOMEPAGE EVENTS

### SPOTLIGHT EVENT

The Spotlight Event is a great way to promote your upcoming event. Your event will remain at the top of the list on the homepage for the whole week, and the top of the list on the Events page for the whole month, giving it high visibility and driving engagement and sales.

## HOMEPAGE MAP

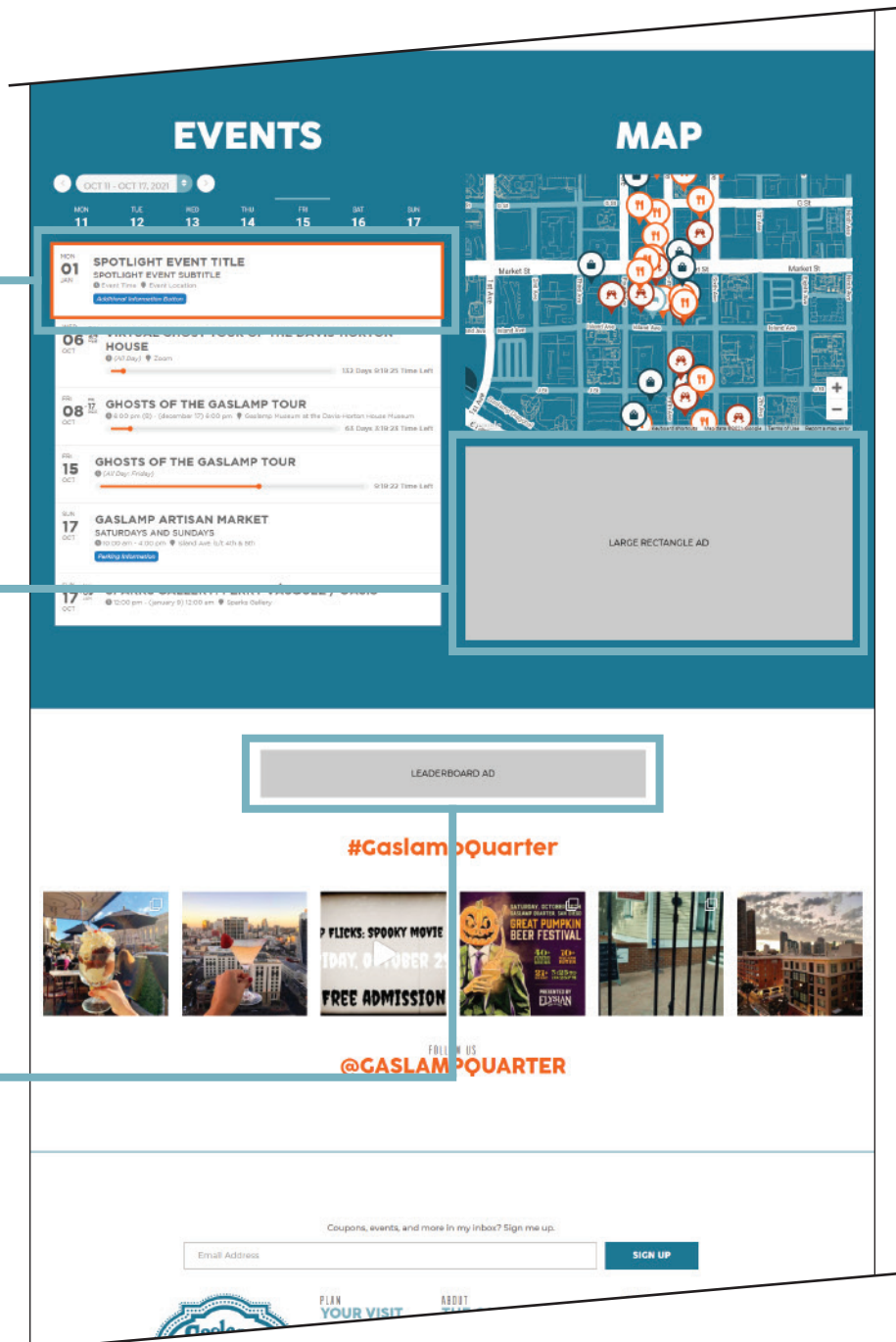
### LARGE RECTANGLE

Just below the Gaslamp map and sitting next to the weekly events list, this placement is a standard Large Rectangle banner ad. This location is perfect for promoting your business or an event on our most trafficked page.

## HOMEPAGE SOCIAL

### LEADERBOARD

The Leaderboard will be directly underneath the “large rectangle event” and the “spotlight event”. This package includes a wide banner that will include a graphic with a brief description, event dates and times, and a link to your site.

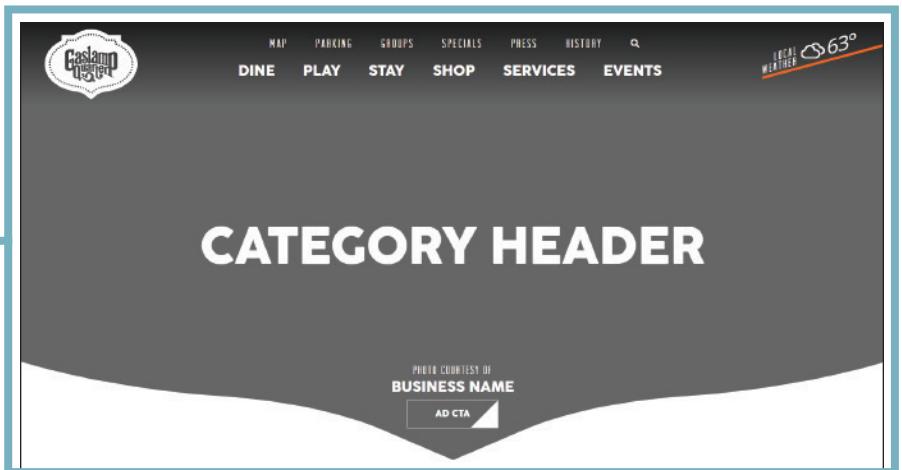




# LISTINGS CATEGORY PAGE ADVERTISING OPTIONS

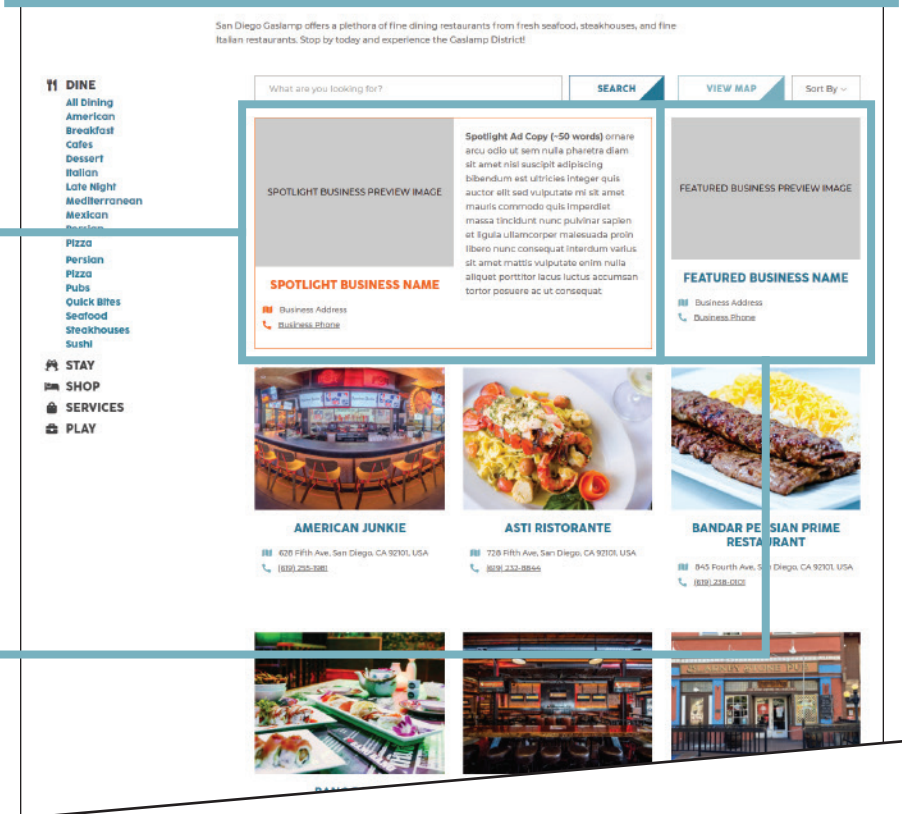
## LISTINGS CATEGORY CATEGORY HEADER

This is the best package we offer and will get you a banner in your category. This will push your business ahead of the rest by placing you at the very top, and will be the first thing customers see when entering our categories page.



## LISTINGS CATEGORY SPOTLIGHT LISTING

Just below the category header, this advertisement package will be the second thing customers see when entering our site. This advertisement includes a detailed description, an image, website link, and phone number.



## LISTINGS CATEGORY FEATURED LISTING

This advertising package is very similar to the "Spotlight listing", minus the detailed description. It includes an image, a link to your website, and the business phone number. This is a perfect place to advertise any promotions or specials.

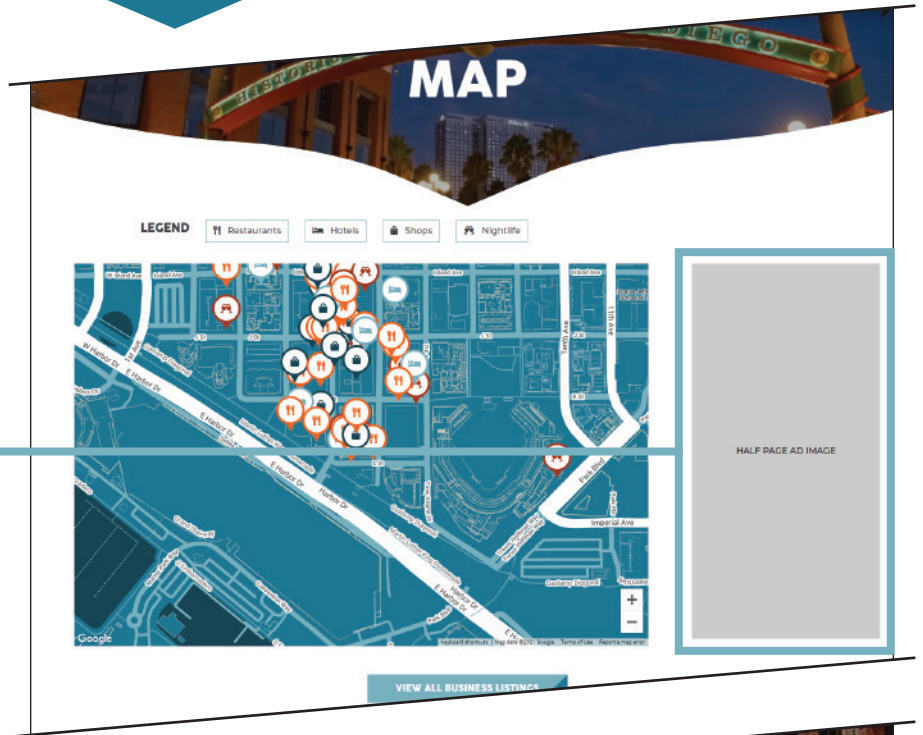




# MAP PAGE / SPECIALS PAGE ADVERTISING OPTIONS

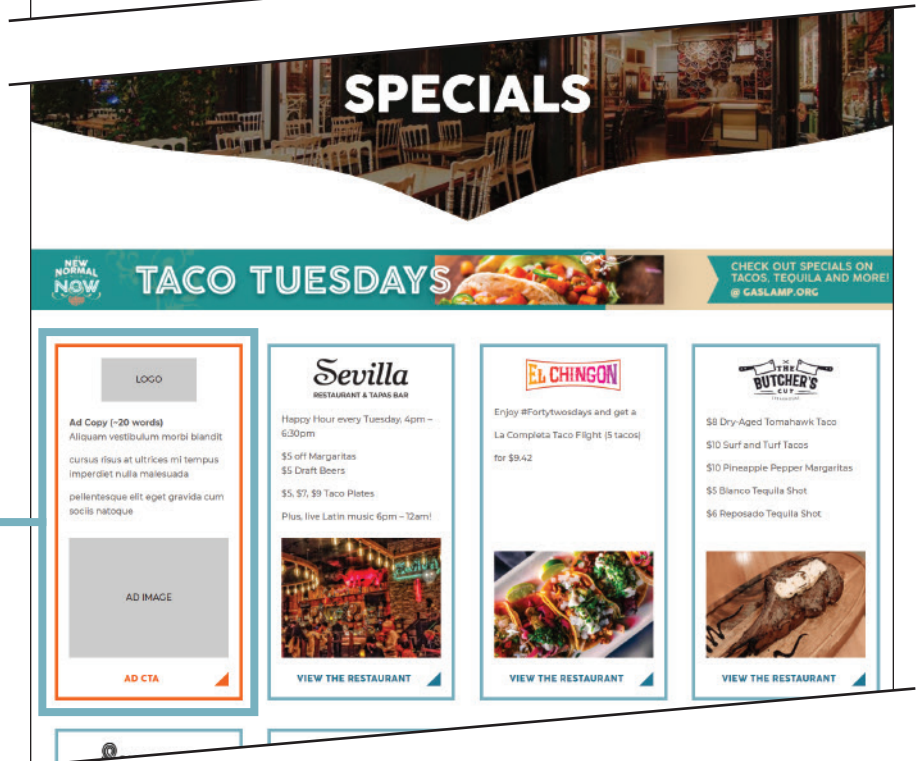
## GASLAMP QUARTER MAP HALF-PAGE AD

This standard half-page size banner ad is a highly visible option on the Map page. The map page has several inlets throughout the site, giving this option plenty of views from visitors who are already willing to try something new in the Gaslamp Quarter.



## WEEKLY SPECIALS FEATURED SPECIAL

The Featured Special package places your weekly special at the front of the list and adds a distinctive color, popping it out and increasing conversions. Let visitors know about what your business has to offer!





# NEWS PAGE / THINGS TO DO PAGE ADVERTISING OPTIONS

## NEWS

### PROMOTED ARTICLE

The Promoted Article package includes a personalized, professionally written article about your business, and any promotions you are having. This native article sits at the beginning of the News page for the entire length of your promotion commitment.

## NEWS

### SKYSCRAPER AD

A skyscraper ad is a classic and economical way to promote an event or business to visitors on the News page looking for new fun in the Gaslamp. We offer 2 skyscraper placements, one above the other, on a first-come, first-served basis.

## THINGS TO DO

### SPOTLIGHT ARTICLE

Similar to the Promoted Article package (on page 3 of this kit), the Spotlight Article places you at the very front of the Things to Do page and includes a professionally written article and excerpt visible on the page, immediately drawing the eye of any visitor.





# LEAD GENERATION

## GROUP PLANNING FORM LEAD SUBSCRIPTION

With this subscription, you will be sent live leads for events or parties that are generated on Gaslamp's website. The leads will be sent out to all subscribers at the exact same time and will be on a first-come first-serve basis.

The screenshot shows the Gaslamp Quarter website's 'GROUP PLANNING' page. The header features the Gaslamp Quarter logo and navigation links: MAP, PARKING, GROUPS, SPECIALS, NEWS, HISTORY, and a search icon. Below the navigation is a secondary menu with DINE, PLAY, STAY, SHOP, SERVICES, and EVENTS. The main heading is 'GROUP PLANNING' in large white letters against a background image of the Gaslamp Quarter archway. Below this, the section is titled 'MEETINGS IN THE GASLAMP QUARTER'. The text describes the district's diversity and creativity, mentioning Michelin Star restaurants and over 200 boutiques, galleries, restaurants, hotels, premium bars, live music venues, and nightclubs. It states, 'There's no better place to meet, entertain and do business.' The form is divided into two columns. The left column is titled 'MEETINGS & EVENT SPACES' and 'RESTAURANTS'. It includes a paragraph: 'Whatever your meeting or event, we can help you find a venue that will match the tone perfectly.' Below this are two sub-sections: 'BARS & NIGHTCLUBS' and 'HOTELS'. The 'BARS & NIGHTCLUBS' section says, 'Want to let your hair down after a productive day? Select from a wide range of bars, nightclubs, live music venues, and comedy venues.' The 'HOTELS' section says, 'When it's time to rest up, you're assured a good night's sleep at one of the many hotels located within the district.' The right column is titled 'MEETINGS & EVENT SPACES' and 'RESTAURANTS'. It includes a paragraph: 'From fine dining on a rooftop terrace to an authentic Spanish experience, there are choices to suit all tastes.' Below this is a large text area for a message. The form includes fields for NAME (First and Last), PHONE, EMAIL, START DATE, END DATE, ESTIMATED ATTENDANCE, and BUDGET. A 'SEND MESSAGE' button is at the bottom right.

MAP PARKING GROUPS SPECIALS NEWS HISTORY Q

DINE PLAY STAY SHOP SERVICES EVENTS

LOCAL WEATHER 64°

# GROUP PLANNING

## MEETINGS IN THE GASLAMP QUARTER

The Gaslamp Quarter of San Diego is famous for its unique blend of historical significance and hip modern establishments. Located right in the heart of San Diego, it's a cultural hotspot for natives and tourists who head down to shop, eat, relax, and party.

The district thrives in the celebrated diversity and creativity of the city. From the humble taco stand to Michelin Star restaurants, visitors can choose from over 200 boutiques, galleries, restaurants, hotels, premium bars, live music venues, and nightclubs.

There's no better place to meet, entertain and do business.

### MEETINGS & EVENT SPACES

Whatever your meeting or event, we can help you find a venue that will match the tone perfectly.

#### BARS & NIGHTCLUBS

Want to let your hair down after a productive day? Select from a wide range of bars, nightclubs, live music venues, and comedy venues.

#### HOTELS

When it's time to rest up, you're assured a good night's sleep at one of the many hotels located within the district.

### HOW WE CAN HELP

The Gaslamp Association lives and breathes the Gaslamp District. We have intimate knowledge of all the restaurants, venues, and hotels located within the district and excellent relationships with the proprietors.

Whatever your occasion, we can help you create an experience that will delight attendees.

NAME \*  
First Last

PHONE \* EMAIL \*

START DATE \* END DATE \*

ESTIMATED ATTENDANCE BUDGET

MESSAGE

SEND MESSAGE





## WHEN YOUR CUSTOMERS COME TO THE GASLAMP, THEY COME TO US.

Our website is the center for all things Gaslamp! Special events, promotions, and business opportunities—we spread the word through our interconnected and interactive website, which almost 70,000 monthly visitors use as they explore the historic heart of San Diego!

MONTHLY

EACH DAY

### TOTAL HITS

166,000

5,534

### UNIQUE PAGE VIEWS

68,000

2,266

### NEW SITE VISITORS

25,500

848

### ORGANIC SEARCH IMPRESSIONS

1.49 MILLION

50,000

### TOP RANKED ON GOOGLE FIRST PAGE ON GOOGLE

536 KEYWORDS

3,072 KEYWORDS



23.6k

FACEBOOK FOLLOWERS



67.3k

INSTAGRAM FOLLOWERS



41k

TWITTER FOLLOWERS



53.3%

FEMALE SITE VISITORS



46.7%

MALE SITE VISITORS



# FOR MORE INFORMATION

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