



# Little Rock™

## 2024 DIGITAL ADVERTISING GUIDE

Destination Signals supports Little Rock with community activation — connecting local businesses with motivated travelers and locals.



destination  
signals



# ADVERTISING OVERVIEW

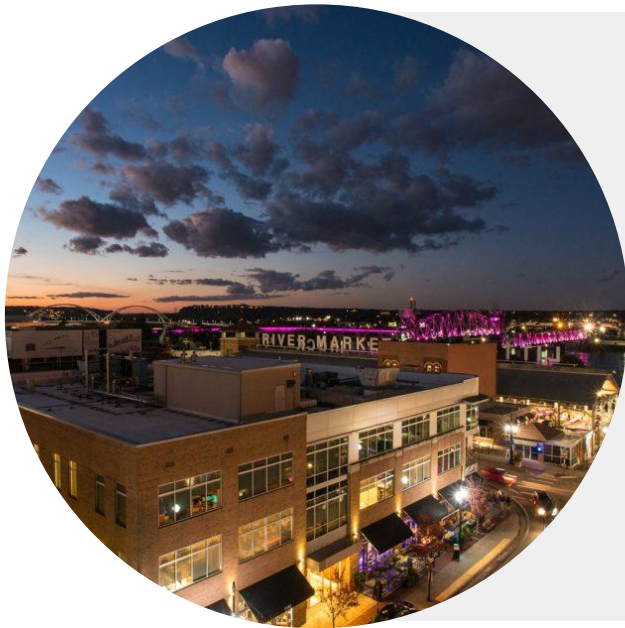
LITTLEROCK.COM REACHES VISITORS BEFORE, DURING, AND AFTER THEIR VACATION & TRAVELS

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.

1.3M+ ANNUAL PAGEVIEWS ON WEBSITE

64% OF WEBSITE VISITORS ARE AGED 25-54

64% OF WEBSITE VISITS ARE ON MOBILE



## OUR VALUE PROPOSITION:

Travelers view the LittleRock.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 Little Rock, Destination Signals manages all digital advertising and sponsored content opportunities on LittleRock.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?

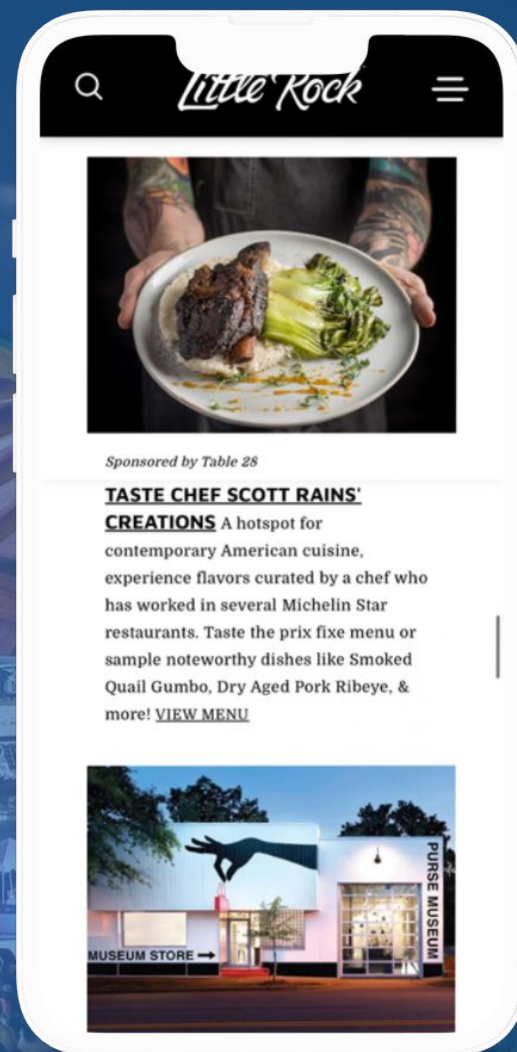
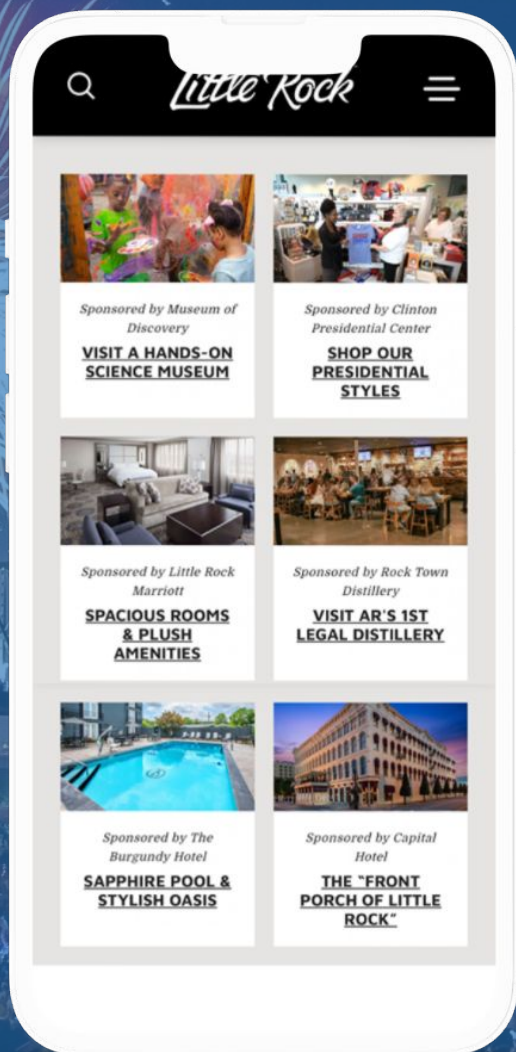
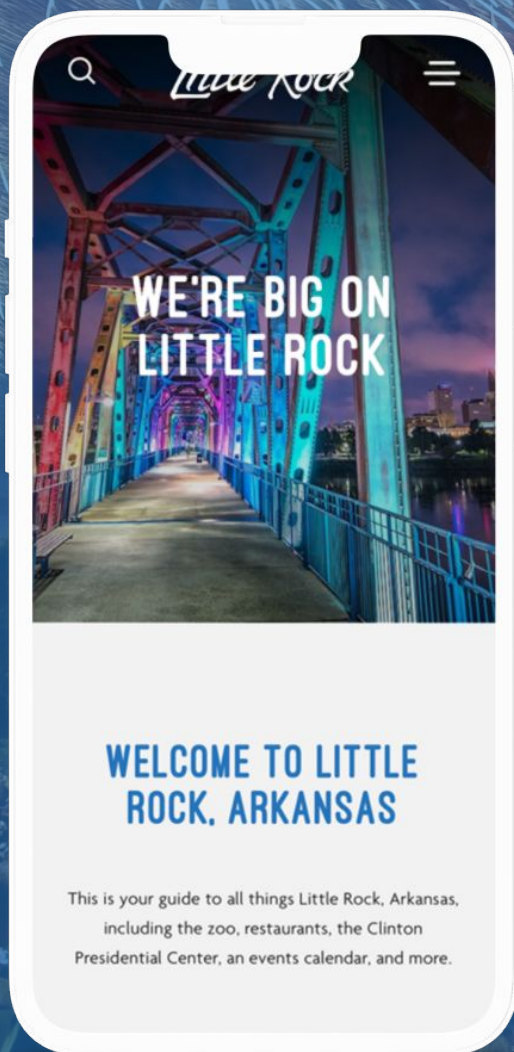
Destination Signals offers a turnkey service that will assist you in building out your ad content as a complimentary service

## 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 LITTlerock.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

MEETINGS ↗ TRIP PLANNER ↗

Little Rock



## EXPERIENCE LITTLE ROCK

Whether it's a day trip to Little Rock or you're here on a longer getaway, there is a wealth of things to do – and many of them are free – in Arkansas's capital city.

World-class attractions, outdoor activities and unique neighborhoods make Little Rock a great weekend destination. Plan your Little Rock "things to do" and recharge at our cities' wide array of

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



**CHECK OUT STUNNING PUBLIC ART**



*Sponsored by Museum of Discovery*  
**EXPERIMENT, PLAY, & LEARN**



*Sponsored by Esse Purse Museum & Store*  
**AN ARTISTIC LOOK AT WOMEN'S HISTORY**



**TOP DOG-FRIENDLY THINGS TO DO**

# FEATURED CONTENT

TELL YOUR STORY THROUGH THIS  
LARGE FORMAT DISPLAY, ROTATE  
THROUGH THE THREE SPOTS

## SPECS

IMAGE: 640x480 pixels




TITLE: 35 characters

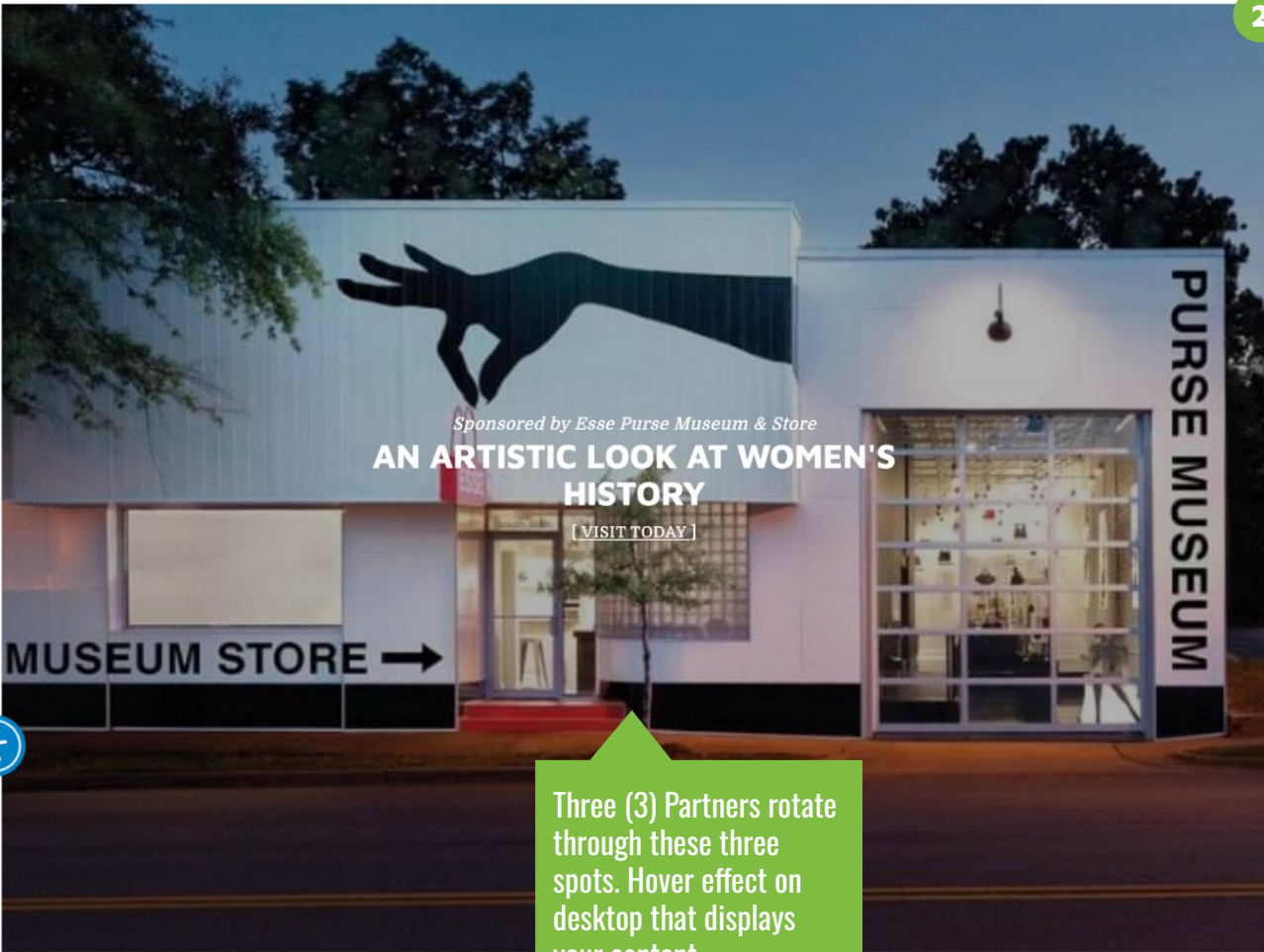
BODY: 250 characters

\*\*\*Character count includes spaces

[MEETINGS ↗](#) [TRIP PLANNER ↗](#)

Little Rock



*Sponsored by Esse Purse Museum & Store*


**AN ARTISTIC LOOK AT WOMEN'S HISTORY**

[ VISIT TODAY ]

MUSEUM STORE →

PURSE MUSEUM

2

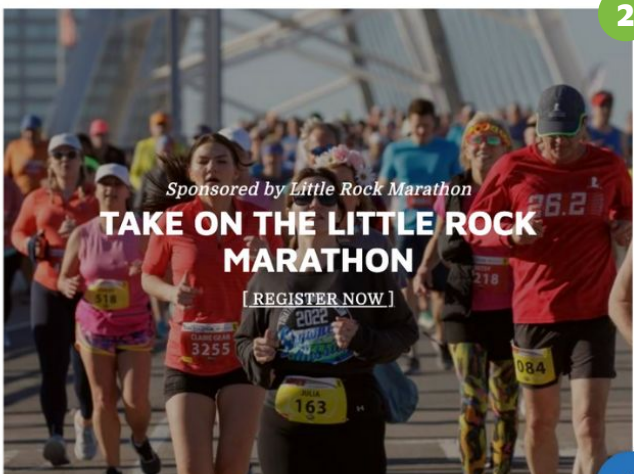


*Sponsored by Table 28*

**TASTE CHEF SCOTT RAIN'S CREATIONS**

[ VIEW MENU ]

2




*Sponsored by Little Rock Marathon*


**TAKE ON THE LITTLE ROCK MARATHON**


[ REGISTER NOW ]

2

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





 English >

# TOP DIGITAL OPTIONS

\*\*\*MONTHLY RATES

	FEATURED PARTNER	FEATURED CONTENT	FEATURED BLOCK
RUN OF SITE	-	-	SOLD OUT
RUN OF BLOG	-	\$10.00	-
HOMEPAGE	\$115.00	\$85.00	-
THINGS TO DO	\$30.00	-	-
FAMILY FUN	\$25.00	-	-
MUSEUM & ATTRACTIONS	\$20.00	-	-
EVENTS	\$135.00	-	-
RIVER MARKET	\$95.00	\$75.00	-
FOOD & DRINK	\$20.00	\$15.00	-



# SPONSORED BLOG

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

MEETINGS ↗ TRIP PLANNER ↗

*Little Rock*



3

*Sponsored Content*

## PRESIDENTIAL PERSPECTIVES: IMMERSIVE EXPERIENCES AND EXHIBITS AT THE CLINTON PRESIDENTIAL CENTER

Put the Clinton Presidential Center at the top of your itinerary when you visit Little Rock. The impressive collection contains over 100,000 objects and works of art. Here you'll get an up-close look into the work – past, present, and future – of President Bill Clinton. The permanent exhibits invite you to step into the Clinton White House and experience American history at the turn of the 21st century. Special exhibitions provide something new to see on every visit.

**Insider Tip:** Download the Clinton Center Mobile App from the [App Store](#) or [Google Play Store](#) before your visit so you can follow an audio tour narrated by President Clinton during your exploration of the museum.



# 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



# Little Rock™

## THANK YOU!!

TO GET STARTED,  
PLEASE EMAIL [SIDNEY.ABRAMSON@DESTINATION SIGNALS.COM](mailto:SIDNEY.ABRAMSON@DESTINATION SIGNALS.COM)

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



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