



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 interconnected and interactive website, where over 25,000 new visitors each month explore all things Gaslamp!



HOMEPAGE ADVERTISING OPTIONS

HOMEPAGE INTRO SQUARE TILE

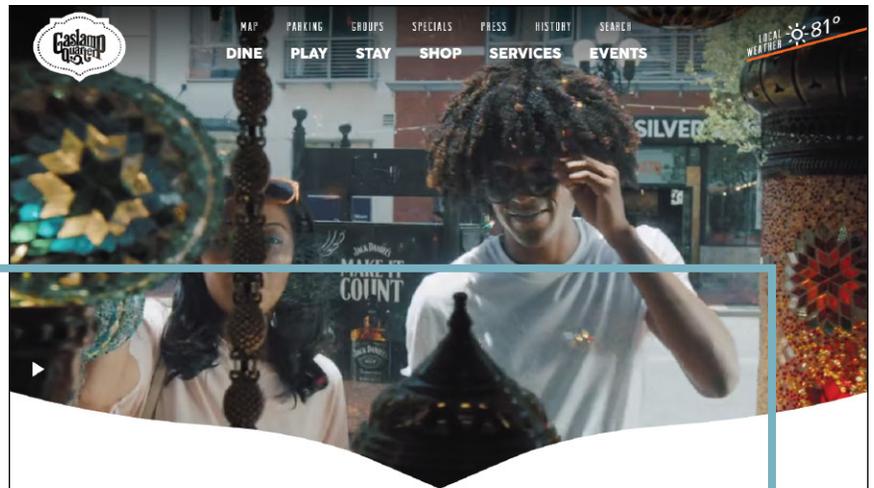
This package will get you a spot at the top of the homepage and will be the first thing potential customers see. This ad space will include a single custom photo and will be a great spot to advertise specials and deals.

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.

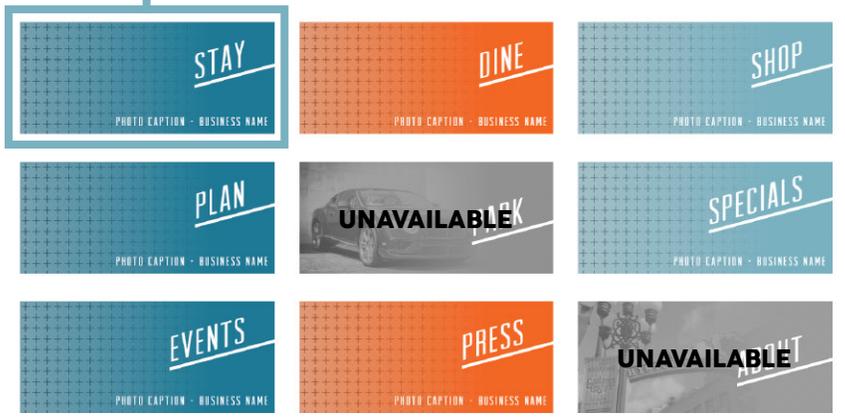
HOMEPAGE ACTION GRID LEADERBOARD

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.



Welcome to the Gaslamp District, the heart and soul of downtown San Diego. With activities for any occasion, the Gaslamp is the perfect spot for a romantic date night, birthday celebration, bachelor/bachelorette party, bar hopping, or even simply dining out with the family. With a plethora of restaurants to pick from, from quick bites to fine dining, there are endless ways to satisfy your taste no matter what you are looking for.

After your meal, you can choose from a wide variety of entertainment options, including bars, clubs, cigar lounges, comedy shows, live music performances, and even rooftop escapes to avoid the crowded and busy streets. This is a one stop shop where everything is within a five minute walking distance and will surely make your night unforgettable. Come to the Gaslamp District today and experience the heart and soul of San Diego.





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.





HOME PAGE ADVERTISING OPTIONS

HOME PAGE 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.

HOME PAGE MAP

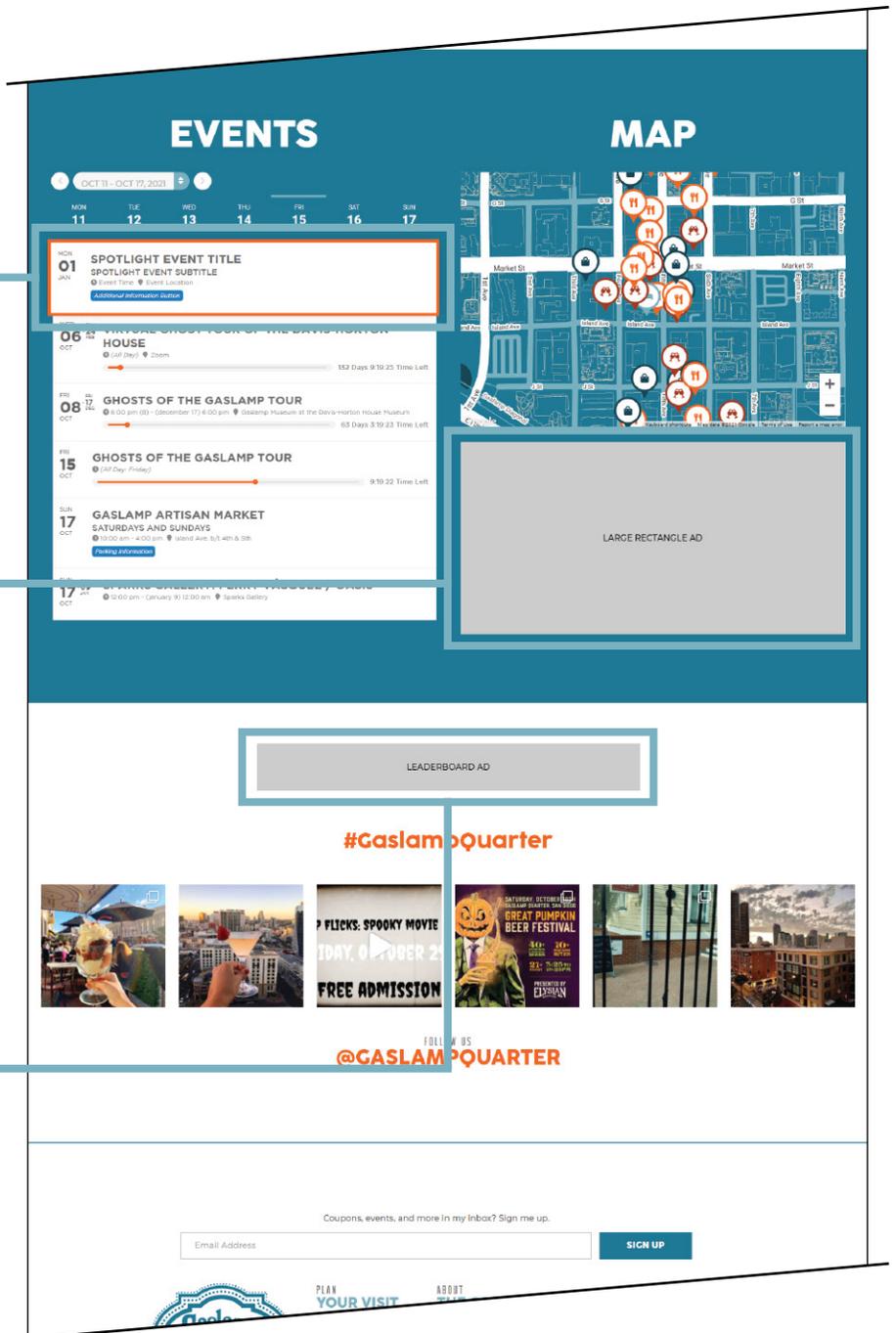
LARGE RECTANGLE

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.

HOME PAGE 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.

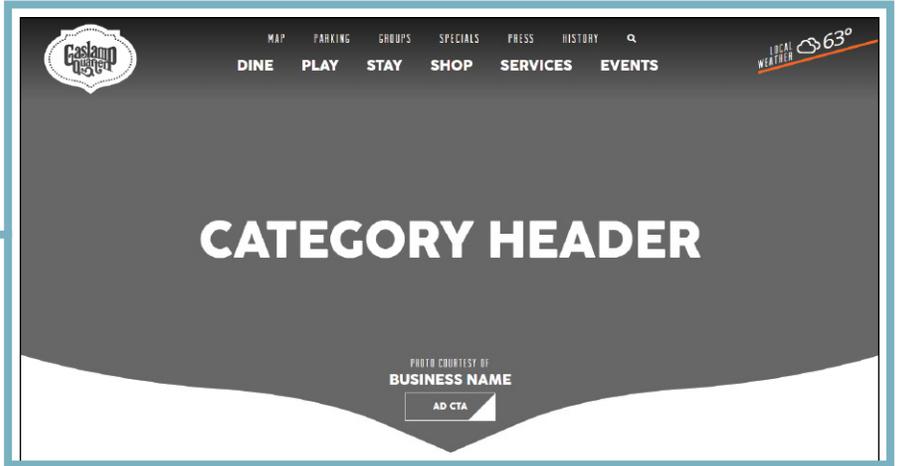




LISTINGS CATEGORY PAGE ADVERTISING OPTIONS

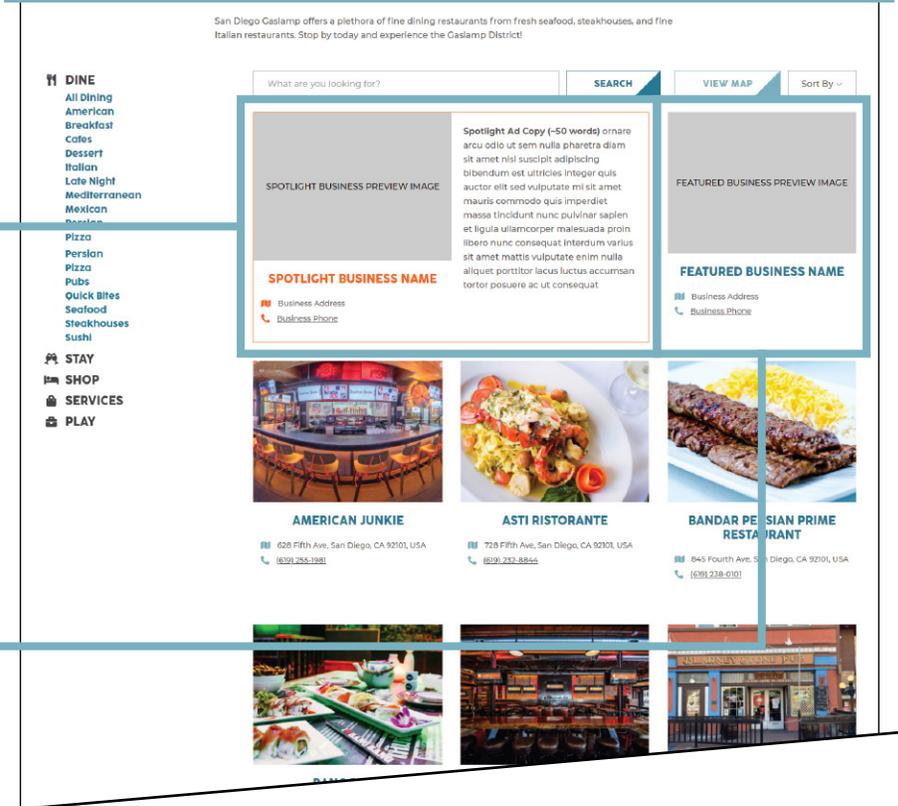
LISTINGS CATEGORY CATEGORY HEADER

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

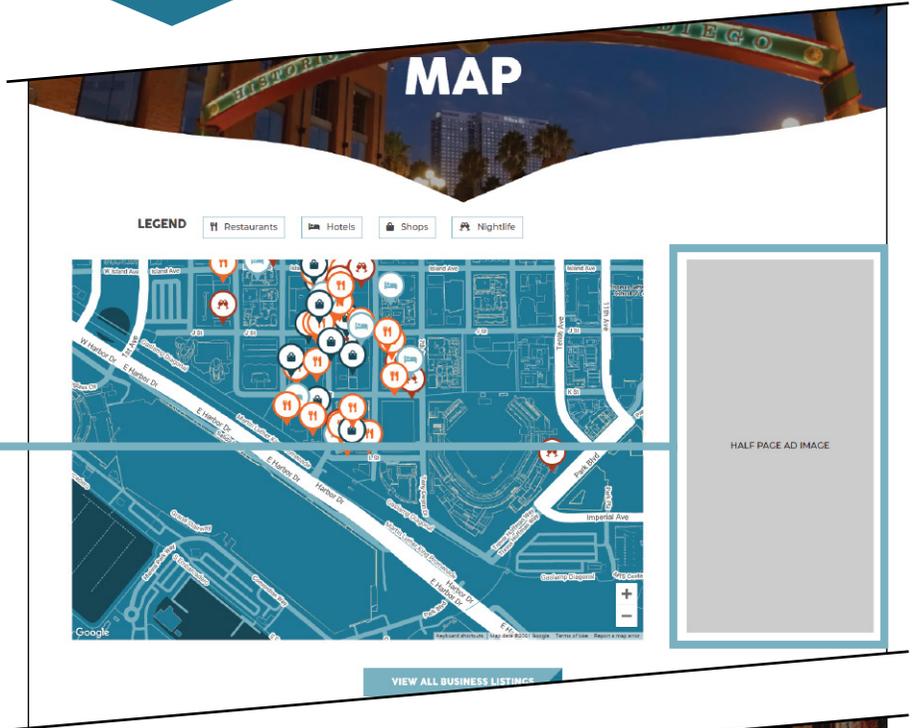
This advertising package is very similar to the "Spotlight listing", minus the detailed description. It includes an image, a link to your website, and the business phone number. This is a perfect place to advertise any promotions or specials.



MAP PAGE / SPECIALS PAGE ADVERTISING OPTIONS

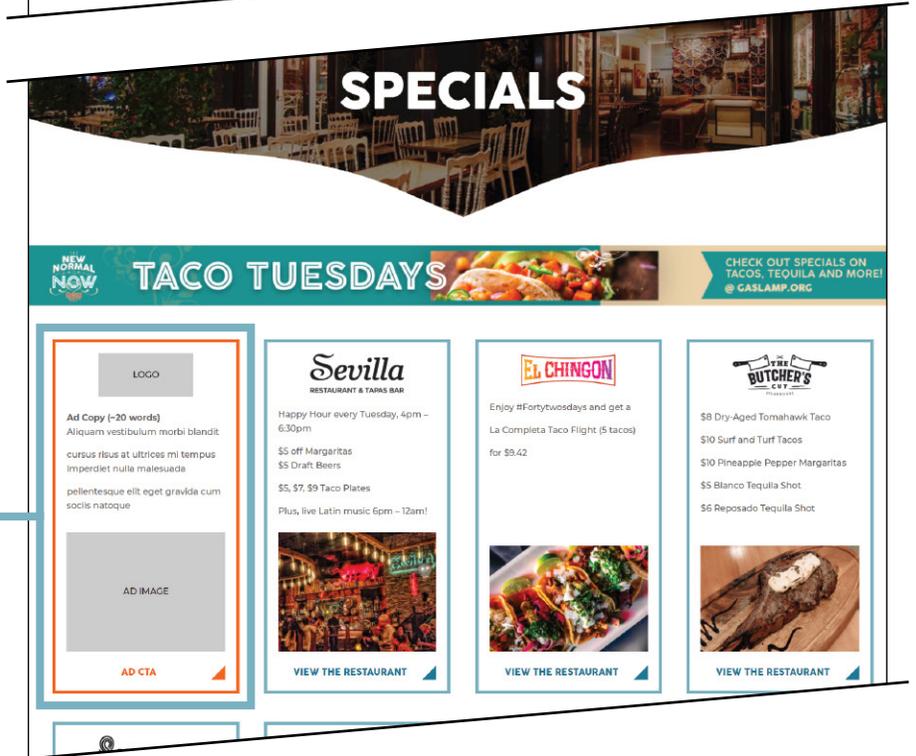
GASLAMP QUARTER MAP HALF-PAGE AD

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.

The mockup shows the layout of the News and Things to Do pages. The News page features a 'NEWS' header, a 'PROMOTED ARTICLE' section, a grid of article cards, and two 'SKYSCRAPER AD' placements. The Things to Do page features a 'THINGS TO DO' header, a 'PROMOTED ARTICLE' section, and a grid of article cards. The 'PROMOTED ARTICLE' sections are highlighted with callouts from the text boxes on the left. The 'SKYSCRAPER AD' placements are also highlighted with callouts. The article cards in the grid include titles like 'HERE ARE 7 GREAT GASLAMP NIGHTCLUBS FOR YOUR NEXT NIGHT...', '11 MUST-VISIT BARS IN THE GASLAMP', '9 SAN DIEGO ITALIAN RESTAURANTS YOU HAVE TO TRY', 'BEST SEAFOOD IN THE GASLAMP', 'THE BEST MEXICAN FOOD IN THE GASLAMP', 'BEST LIVE MUSIC IN DOWNTOWN SAN DIEGO', 'GET A VIEW OF SAN DIEGO WITH THESE 8 DOWNTOWN ROOFTOP...', '6 GASLAMP QUARTER RESTAURANTS PERFECT FOR...', and '7 THINGS TO DO IN THE GASLAMP QUARTER'. Each card has a 'READ MORE' button.



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.



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

536 KEYWORDS

FIRST PAGE ON GOOGLE

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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