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!
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 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 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  
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.
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!

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.

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

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.

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.
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.

GROUP PLANNING

THE GASLAMP QUARTER

The Gaslamp Quarter of San Diego is known 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 locals and tourists who love events such as eat, drink, and enjoy.

The eclectic mix of the revitalized historic and modern day is truly the best. From the charming town to the hipster bars, restaurants, shops can choose from over 100 bars, 300 restaurants, hotels, premium bars, live music venues, and activities.

There’s no better place to meet, eat, drink, and do business.

MEETING & EVENT SPACE

OFFERINGS

Whatever your meeting or event, we can help you find a venue that will make your experience perfect.

BARS & NIGHTCLUBS

With a wide range of bars, nightclubs, live music venues, and comedy venues.

HOTELS

Whether you're in town for a business trip or an authentic Gaslamp experience, there are choices to suit all budgets.

HOW WE CAN HELP

The Gaslamp Quarter is home to over 300 restaurants, venues, and retail stores within the district and can help you plan your event.

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

LEAD GENERATION
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!

<table>
<thead>
<tr>
<th>MONTHLY</th>
<th>EACH DAY</th>
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<tbody>
<tr>
<td>TOTAL HITS</td>
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</tr>
<tr>
<td>UNIQUE PAGE VIEWS</td>
<td>68,000</td>
</tr>
<tr>
<td>NEW SITE VISITORS</td>
<td>25,500</td>
</tr>
<tr>
<td>ORGANIC SEARCH IMPRESSIONS</td>
<td>1.49 MILLION</td>
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**Top ranked on Google**
- **536** keywords

**First page on Google**
- **3,072** keywords

<table>
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<tr>
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<th>FACEBOOK FOLLOWERS</th>
<th>INSTAGRAM FOLLOWERS</th>
<th>TWITTER FOLLOWERS</th>
<th>FEMALE SITE VISITORS</th>
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<td>53.3%</td>
<td>46.7%</td>
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FOR MORE INFORMATION

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