



NATIONAL HARBOR

2024 DIGITAL ADVERTISING GUIDE

Destination Signals supports National Harbor with community activation — connecting local businesses with motivated travelers and locals.



destination
signals

ADVERTISING OVERVIEW

NATIONALHARBOR.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.

4M+

ANNUAL
PAGEVIEWS ON
WEBSITE

69%

OF WEBSITE
VISITORS ARE
AGED 25-54

72%

OF WEBSITE VISITS
ARE ON MOBILE

OUR VALUE PROPOSITION:

Travelers view the NationalHarbor.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

FREQUENTLY ASKED QUESTIONS

1 WHO IS DESTINATION SIGNALS?

In partnership with the National Harbor, Destination Signals manages all digital advertising and sponsored content opportunities on NationalHarbor.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?

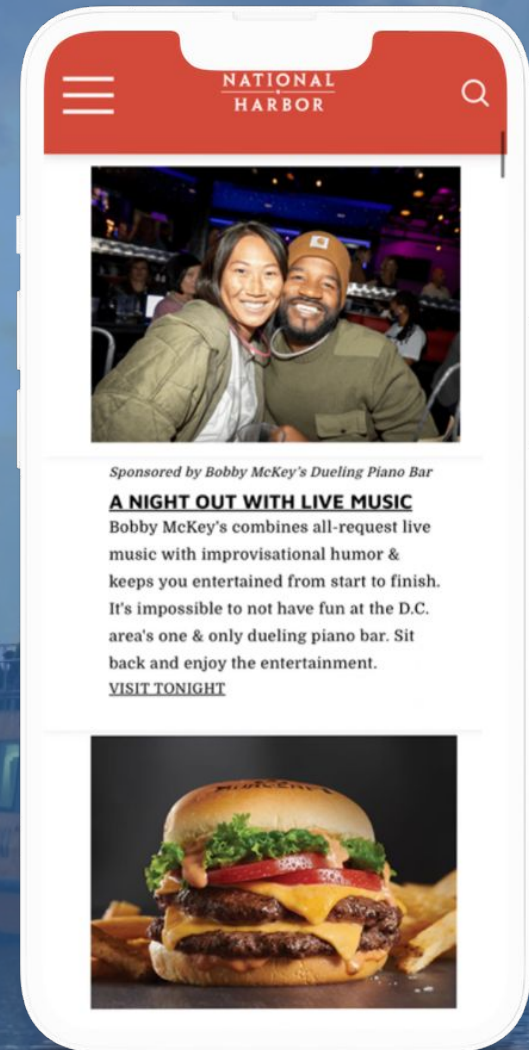
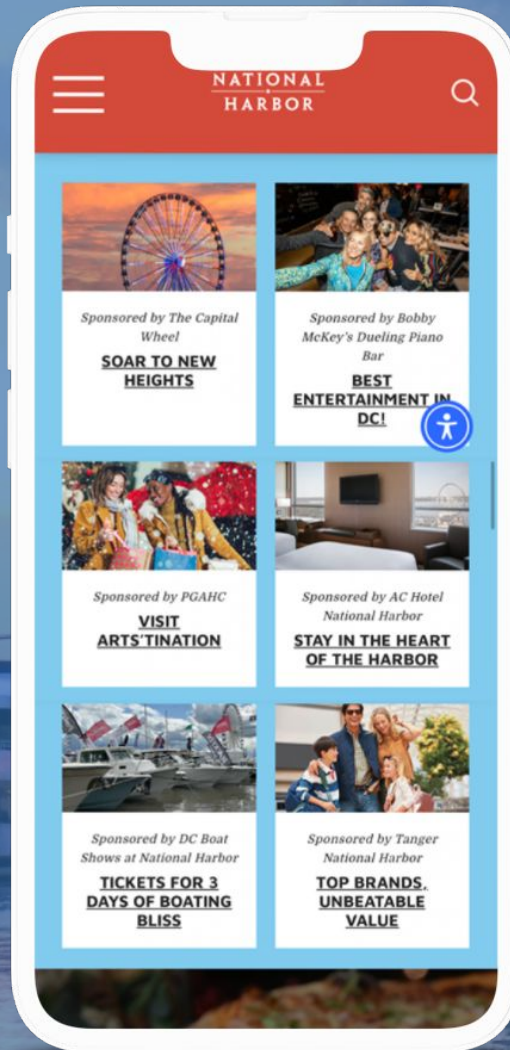
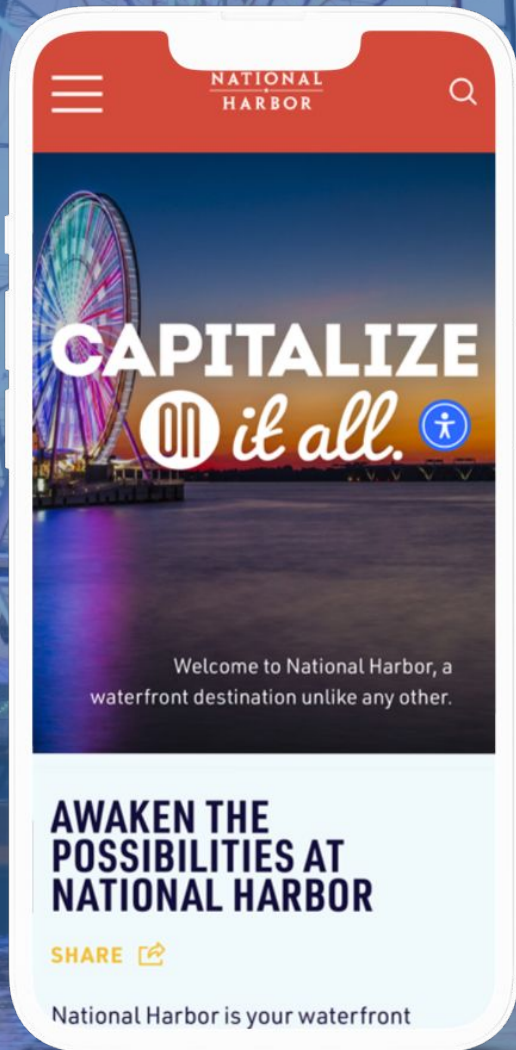
Destination Signals offers a turnkey service that will assist you in building out your ad content as a complimentary service

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 NATIONALHARBOR.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



★ NATIONAL  HARBOR ★

STAY DINE SHOP

PLAY AT NATIONAL HARBOR

EXCITEMENT OF EVERY SORT.

On the Water. In the Air. Out of the Ordinary. There's excitement of every sort at our waterfront wonderland. Explore the outdoors with waterside trails and tours. Take to the skies and soar over the Potomac River in our famous Capital Wheel to witness a one-of-a-kind sunset. From energizing family-friendly fun to date night perfection, National Harbor's roster of things to do guarantees one thing: you'll be back for more in no time.



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



1

Sponsored by The Capital Wheel
SOAR TO NEW HEIGHTS



1

Sponsored by DC Boat Shows at National Harbor
DC BOAT SHOWS | MAY 3-5, 2024



1

Sponsored by Tanger National Harbor
TOP BRANDS, UNBEATABLE VALUE



1

VIEW SCULPTURES AT SPIRIT PARK

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

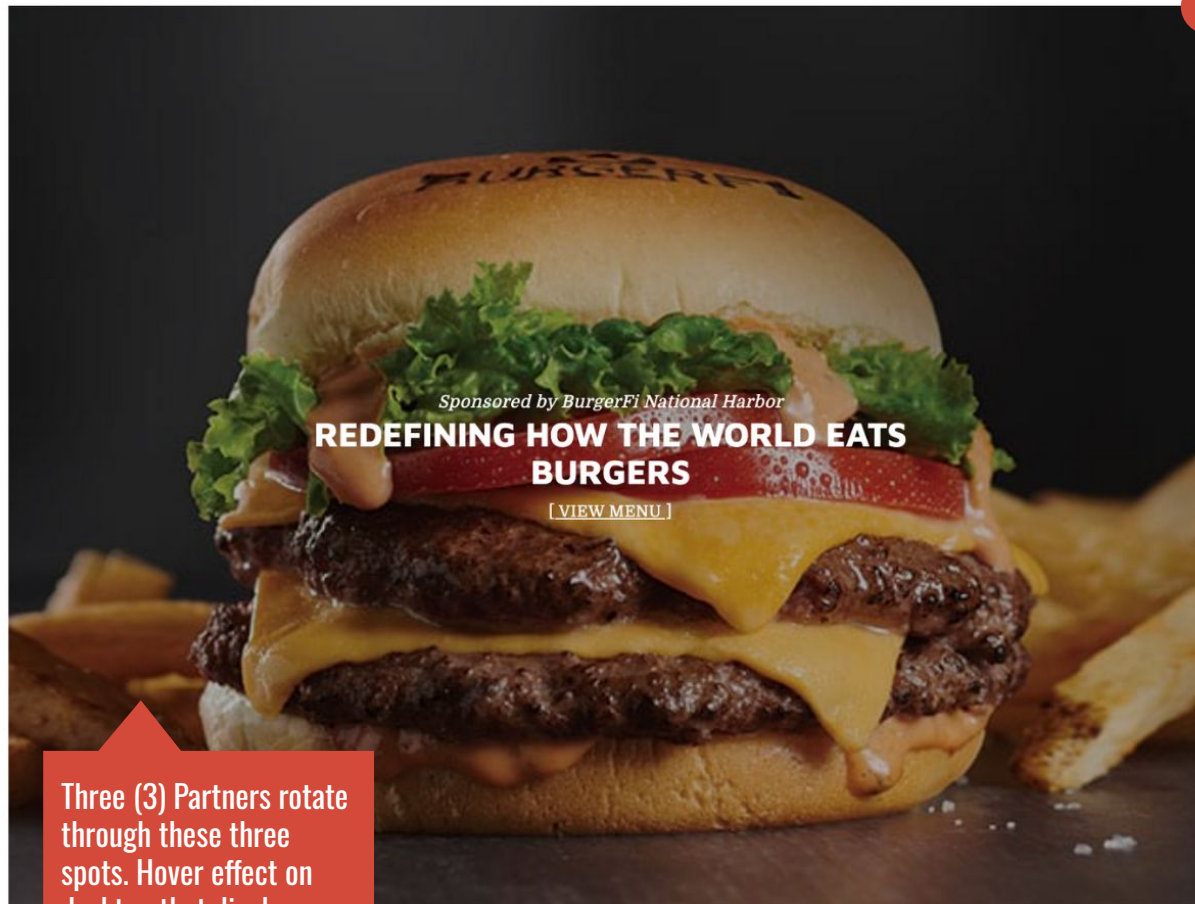
***Character count includes spaces



★ NATIONAL  HARBOR ★

STAY DINE SHOP

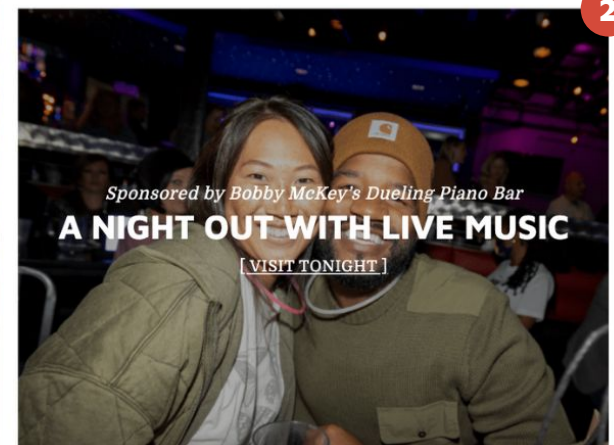
2



2



2



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

Live Ch



TOP DIGITAL OPTIONS

***MONTHLY RATES

	FEATURED PARTNER	FEATURED CONTENT	FEATURED BLOCK
RUN OF SITE	-	-	SOLD OUT
RUN OF BLOG	-	\$20.00	-
HOMEPAGE	\$170.00	\$125.00	-
THINGS TO DO	\$165.00	\$130.00	-
SHOPPING	-	\$75.00	-
FAMILY FUN	-	\$30.00	-
EVENTS	\$145.00	\$115.00	-
WHERE TO STAY	\$120.00	\$95.00	-
DINE & DRINK	\$170.00	\$135.00	-

SPONSORED BLOG

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



★ NATIONAL  HARBOR ★

STAY DINE SHOP

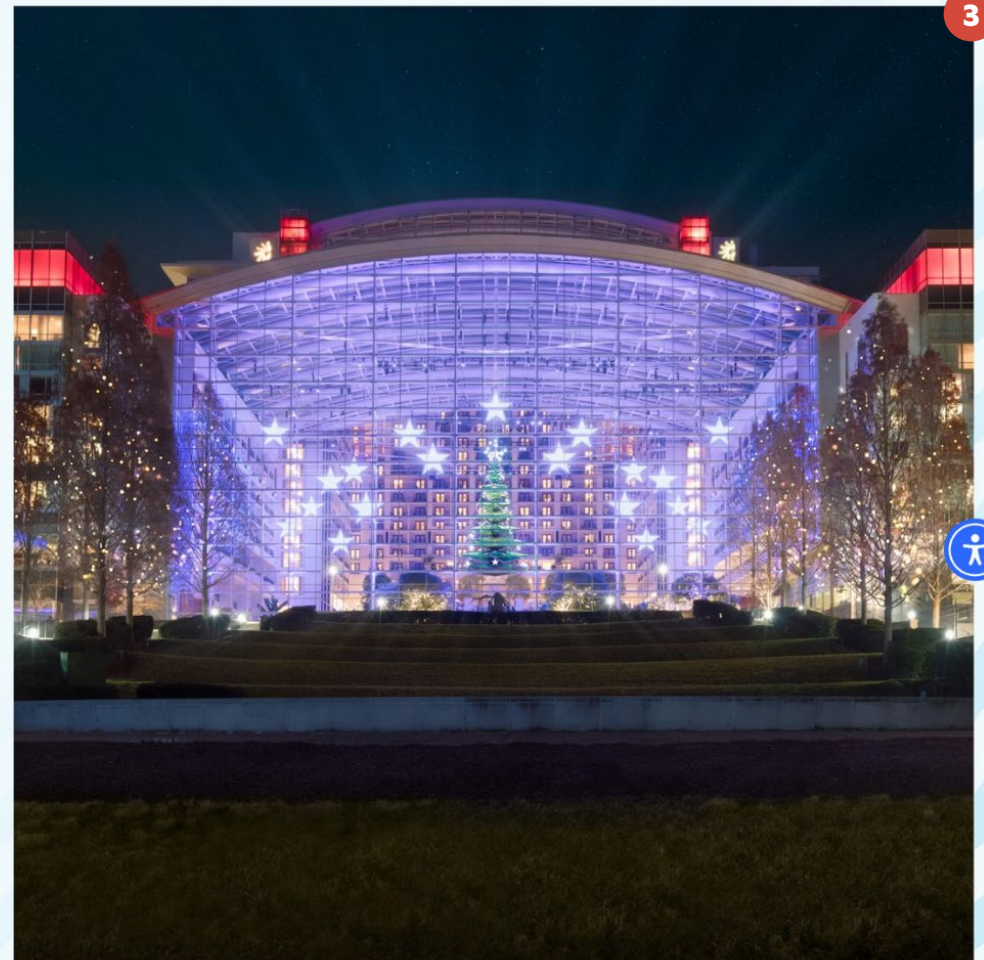
< BACK

Sponsored Content

TOP 10 MUST-SEE HOLIDAY ATTRACTIONS AT GAYLORD NATIONAL FOR 2023

SHARE 

It's the most magical time of the year – the Capital Region is bursting at the seams with holiday cheer and Gaylord National in National Harbor is your one-stop-shop for the ultimate yuletide celebration.



3



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



THANK YOU!!

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

