Palmspringslife.com is a comprehensive portal to the best of where to play, stay, dine, and shop in Greater Palm Springs. The website celebrates the spirit of the California desert lifestyle, offering residents, visitors, and advertisers rich content and engagement opportunities. Here is how Palm Springs Life can help you keep ahead of the curve with digital opportunities.

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PALM SPRINGS LIFE.COM

engages 203,610 unique monthly visitors. With more than 90 percent exclusive content, including expert contributors, photo galleries, and videos, it’s rich content is the preferred source for planning a visit to Palm Springs or getting the most updated recommendations and stories once a visitor is here.

In addition to our website, our digital strategy provides a multimedia platform and fully integrated social media campaigns through Facebook, Twitter, Pinterest, Instagram, and YouTube.

Through Palm Springs Life’s digital presence, daily e-newsletters, exceptional magazines, and special events, we offer an integrated approach, giving advertisers unparalleled opportunities to reach affluent and active customers throughout Greater Palm Springs and beyond.
Palm Springs Life Key Web Stats

346,729  AVERAGE MONTHLY VISITS
203,610  AVERAGE UNIQUE MONTHLY VISITORS
1,560,177  AVERAGE MONTHLY PAGE VIEWS
65,500+  AVERAGE ENGAGED SOCIAL MEDIA FOLLOWERS

Demographic Highlights

Palm Springs Life.com

Gender
Female  . . . . . . . . . . . . . . . . . . . . . . . . 65%
Male  . . . . . . . . . . . . . . . . . . . . . . . . 35%

Age
18-24  . . . . . . . . . . . . . . . . . . . . . . . . 6%
25-34  . . . . . . . . . . . . . . . . . . . . . . . . 18%
35-44  . . . . . . . . . . . . . . . . . . . . . . . . 17%
45-54  . . . . . . . . . . . . . . . . . . . . . . . . 20%
55-64  . . . . . . . . . . . . . . . . . . . . . . . . 23%
65+  . . . . . . . . . . . . . . . . . . . . . . . . 16%

Household Income
$0-50,000  . . . . . . . . . . . . . . . . . . . . . . . . 41%
$50,000-100,000  . . . . . . . . . . . . . . . . . . . . . 33%
$100,000-150,000  . . . . . . . . . . . . . . . . . . . . . 14%
$150,000+  . . . . . . . . . . . . . . . . . . . . . . . . 13%

Education Level
No college  . . . . . . . . . . . . . . . . . . . . . . . . 29%
College  . . . . . . . . . . . . . . . . . . . . . . . . 45%
Graduate school.  . . . . . . . . . . . . . . . . . . . . . 26%

Source: 2017 Palm Springs Life Website Demographics by quantcast
2019 DIGITAL EDITORIAL CALENDAR

JANUARY
• Palm Springs International Film Festival
• CareerBuilder Challenge Golf Tournament
• Rancho Mirage Writers Festival
• Southwest Arts Festival, Indio
• Tour de Palm Springs
• Polo Matches, Empire Polo Grounds, Indio through April 2

FEBRUARY
• Modernism Week
• Palm Springs Fine Art Fair
• Steve Chase Humanitarian Awards Gala, Palm Springs
• Riverside Country Fair and National Date Festival, Indio
• McCormick's Exotic Car Show and Auction, Palm Springs

MARCH
• Fashion Week El Paseo
• Palm Desert Food & Wine
• La Quinta Arts Festival
• BNP Paribas Open
• Clubskirts Dinah Shore Weekend
• LPGA ANA Inspiration Championship
• Indian Wells Art Festival
• Rhythm, Wine and Brews Experience
• LGBT Days, Cathedral City
• Dancing with Our Stars

APRIL
• Coachella Music and Art Festival
• Stagecoach Country Music Festival

MAY
• Women Who Lead
• Evening Under the Stars – AIDS Assistance Program
• Joshua Tree Music Festival
• Arthur Lyons Film Noir Festival

JUNE
• Fourth of July Celebrations
• Top Doctors

AUGUST
• Splash House Palm Springs
• Idyllwild Jazz Festival
• Comic Con Palm Springs
• Second Saturdays Art Walk on Perez Road (Cathedral City)

SEPTEMBER
• Cinema Diverse

OCTOBER
• Modernism Week Fall Preview
• Desert AIDS Walk
• Palm Desert Golf Cart Parade
• California Equality Awards
• Joshua Tree Music Festival
• Annual Tram Road Challenge

NOVEMBER
• Palm Springs Women’s Jazz Festival
• First Weekend Palm Desert
• Rancho Mirage Art Affaire
• Greater Palm Springs Pride Festival and Parade
• McCormick’s Exotic Car Show & Auction
• Cathedral City Balloon Festival

DECEMBER
• Barbara and Frank Sinatra Classic at BIGHORN
• Palm Springs Festival of Lights Parade
• Walking Tours of the Inns Palm Springs

Schedule subject to change.
EXCLUSIVE SECTION SPONSORSHIPS

Reach digitally sophisticated consumers who value high-quality content and imagery with an exclusive section sponsorship. Exclusive section sponsorships allow you to tell your story through sponsored content and exclusive digital banner ad campaign.

Top & Bottom Leaderboard Banner Ads

- **Desktop:**
  970 px wide x 90 px high (80kb)

- **Tablet:**
  728 px wide x 90 px high (80kb)

- **Phone:**
  320 px wide x 50 px high (40kb)

Interactive ads available. Go to www.palmspringslife.com/digitalads to view ad samples.

EXCLUSIVE SECTION SPONSORSHIPS

Right Rail Tower Banner Ads

- Desktop/Tablet: 300 px wide x 600 px high (80kb)
- Phone: 300 px wide x 250 px high (40kb)

Advertisers must provide one version of each.

Sponsored Content

- Featured in the corresponding months on palmspringslife.com.
- Advertisers must supply up to 10 images, copy, and link within article. Video submissions are available. See your sales representative for guidelines.

Interactive ads available. Go to www.palmspringslife.com/digitalads to view ad samples.

Ad requirements: All supplied ads must comply with IAB standards & Double-Click for Publishers Ad Platform: www.iab.com/guidelines/ and www.doubleclickbygoogle.com
Sections vary in cost depending on traffic and number of estimated impressions delivered every month. Each section will only have one sponsor at a time.

<table>
<thead>
<tr>
<th>Section</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>9X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home Page (est. impressions: 150,000)</td>
<td>$4,900</td>
<td>$4,510</td>
<td>$4,215</td>
<td>$3,970</td>
<td>$3,725</td>
</tr>
<tr>
<td>Calendar (est. impressions: 100,000)</td>
<td>$4,900</td>
<td>$4,510</td>
<td>$4,215</td>
<td>$3,970</td>
<td>$3,725</td>
</tr>
<tr>
<td>Things to Do (est. impressions: 75,000)</td>
<td>$4,900</td>
<td>$4,510</td>
<td>$4,215</td>
<td>$3,970</td>
<td>$3,725</td>
</tr>
<tr>
<td>Arts &amp; Entertainment (est. impressions: 50,000)</td>
<td>$3,000</td>
<td>$2,760</td>
<td>$2,580</td>
<td>$2,430</td>
<td>$2,280</td>
</tr>
<tr>
<td>Food &amp; Drink (est. impressions: 50,000)</td>
<td>$3,000</td>
<td>$2,760</td>
<td>$2,580</td>
<td>$2,430</td>
<td>$2,280</td>
</tr>
<tr>
<td>Shopping (est. impressions: 50,000)</td>
<td>$3,000</td>
<td>$2,760</td>
<td>$2,580</td>
<td>$2,430</td>
<td>$2,280</td>
</tr>
<tr>
<td>Hotels &amp; Resorts (est. impressions: 50,000)</td>
<td>$3,000</td>
<td>$2,760</td>
<td>$2,580</td>
<td>$2,430</td>
<td>$2,280</td>
</tr>
<tr>
<td>Real Estate (est. impressions: 50,000)</td>
<td>$3,000</td>
<td>$2,760</td>
<td>$2,580</td>
<td>$2,430</td>
<td>$2,280</td>
</tr>
<tr>
<td>History (est. impressions: 25,000)</td>
<td>$1,500</td>
<td>$1,380</td>
<td>$1,290</td>
<td>$1,215</td>
<td>$1,140</td>
</tr>
<tr>
<td>Modernism (est. impressions: 50,000)</td>
<td>$3,000</td>
<td>$2,760</td>
<td>$2,580</td>
<td>$2,430</td>
<td>$2,280</td>
</tr>
<tr>
<td>Social Scene (est. impressions: 25,000)</td>
<td>$1,500</td>
<td>$1,380</td>
<td>$1,290</td>
<td>$1,215</td>
<td>$1,140</td>
</tr>
<tr>
<td>Best of (est. impressions: 50,000)</td>
<td>$3,000</td>
<td>$2,760</td>
<td>$2,580</td>
<td>$2,430</td>
<td>$2,280</td>
</tr>
<tr>
<td>Fashion &amp; Style (est. impressions: 50,000)</td>
<td>$3,000</td>
<td>$2,760</td>
<td>$2,580</td>
<td>$2,430</td>
<td>$2,280</td>
</tr>
<tr>
<td>Health &amp; Wellness (est. impressions: 25,000)</td>
<td>$1,500</td>
<td>$1,380</td>
<td>$1,290</td>
<td>$1,215</td>
<td>$1,140</td>
</tr>
<tr>
<td>LGBT (est. impressions: 25,000)</td>
<td>$1,500</td>
<td>$1,380</td>
<td>$1,290</td>
<td>$1,215</td>
<td>$1,140</td>
</tr>
<tr>
<td>Weddings (est. impressions: 25,000)</td>
<td>$1,500</td>
<td>$1,380</td>
<td>$1,290</td>
<td>$1,215</td>
<td>$1,140</td>
</tr>
</tbody>
</table>

1x = a 30-day period. Estimated Impressions = number of estimated times your ad is viewed per month. Design services are offered at $350 for all ad units, excluding interactive. Campaign will run for the number of months purchased.
**SPONSORED CONTENT ONLY + RATES**

Sponsored content opportunities are available on select sections of palmspringslife.com. Sponsored content will be rotated during corresponding months for length of agreement and advertisers may supply up to 10 images, copy, and link within article. Video submissions are available (see your sales representatives for guidelines). *Palm Springs Life* reserves the right to edit and approve all content.

<table>
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</tr>
</thead>
<tbody>
<tr>
<td>Home Page</td>
<td>$2,810</td>
<td>$2,590</td>
<td>$2,380</td>
<td>$2,140</td>
<td>$1,870</td>
</tr>
<tr>
<td>Calendar</td>
<td>$2,810</td>
<td>$2,590</td>
<td>$2,380</td>
<td>$2,140</td>
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<td>$2,810</td>
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<td>$2,380</td>
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<td>$1,870</td>
</tr>
<tr>
<td>Arts &amp; Entertainment</td>
<td>$2,160</td>
<td>$1,890</td>
<td>$1,570</td>
<td>$1,490</td>
<td>$1,280</td>
</tr>
<tr>
<td>Food &amp; Drink</td>
<td>$2,160</td>
<td>$1,890</td>
<td>$1,570</td>
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<td>$1,280</td>
</tr>
<tr>
<td>Shopping</td>
<td>$2,160</td>
<td>$1,890</td>
<td>$1,570</td>
<td>$1,490</td>
<td>$1,280</td>
</tr>
<tr>
<td>Hotels &amp; Resorts</td>
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<tr>
<td>Real Estate</td>
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<td>$1,890</td>
<td>$1,570</td>
<td>$1,490</td>
<td>$1,280</td>
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<tr>
<td>History</td>
<td>$1,080</td>
<td>$970</td>
<td>$895</td>
<td>$820</td>
<td>$750</td>
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<tr>
<td>Modernism</td>
<td>$2,160</td>
<td>$1,890</td>
<td>$1,570</td>
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</tr>
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<td>Social Scene</td>
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<td>$895</td>
<td>$820</td>
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<td>LGBT</td>
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<td>$970</td>
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<td>$750</td>
</tr>
<tr>
<td>Weddings</td>
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<td>$970</td>
<td>$895</td>
<td>$820</td>
<td>$750</td>
</tr>
</tbody>
</table>

### Deadline

Advertorial copy and photos are due 15 days prior to date of posting.
**Digital Banners Only**

Digital banner ad campaigns are available on palmspringslife.com. Digital banner ad campaigns will be rotated during corresponding months for length of agreement on all open sections without category targeting.

<table>
<thead>
<tr>
<th>Run of Site</th>
<th>1X</th>
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<th>6X</th>
<th>9X</th>
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</tr>
</thead>
<tbody>
<tr>
<td>(est. impressions: 25,000)*</td>
<td>$1,500</td>
<td>$1,380</td>
<td>$1,290</td>
<td>$1,215</td>
<td>$1,140</td>
</tr>
</tbody>
</table>

**Specs**

**TOP & BOTTOM LEADERBOARD**

**Desktop:** 970 px wide x 90 px high (80kb)
**Tablet:** 728 px wide x 90 px high (80kb)
**Phone:** 320 px wide x 50 px high (40kb)

**RIGHT RAIL TOWER**

**Desktop/Tablet:** 300 px wide x 600 px high (80kb)
**Phone:** 300 px wide x 250 px high (40kb)

Interactive ads available. Go to www.palmspringslife.com/digitalads to view ad samples.

Ad requirements: All supplied ads must comply with IAB standards & DoubleClick for Publishers Ad Platform: www.iab.com/guidelines/ and www.doubleclickbygoogle.com

**Deadline**

Creative banners in two sizes are due 5 days prior to date of posting.

**Creative**

*Palm Springs Life* reserves the right to consult on creative for maximum ROI.

*Is = a 30-day period. Estimated Impressions = number of estimated times your ad is viewed per month. Design services are offered at $350 for all ad units, excluding interactive. Campaign will run for the number of months purchased.*
**Stand-Alone E-Blast**

**Exclusive**
Your stand-alone ad will be delivered to our community of more than 33,000 opt-in e-newsletter subscribers. Capture this opt-in community and enhance the brand of your business.

**Rate**
$1,500 per send with URL listings and a 30-day listing on palmspringslife.com

**Specs**
Design no wider than 600 px
Designs extended beyond 800 px high must be HTML text and image designs
No image can extend beyond 800 px high
Text not embedded in graphics should be web-safe styled (standard web fonts: 72 ppi)

**Sponsored Content Ads**
Image 480 px wide x 720 px high, 72 dpi jpeg
Headline + Body copy word count: 50 words

**Deadline**
Must provide assets allowing for 5 days turnaround time. Clients will be charged full rate for missed send dates.

**Creative**
_Palm Springs Life_ reserves the right to consult on creative for maximum ROI.
E-NEWSLETTER RIDE ALONG E-BLASTS

Palm Springs Life e-newsletters are delivered daily to more than 33,000 opt-in e-newsletter subscribers who reside within a one-day drive of Greater Palm Springs. This group comprises mostly residents of San Diego, Los Angeles, Orange, Riverside, and San Francisco counties.

- Users indicate they intend to travel to the desert within 60 days of visiting palmspringslife.com.
- Frequent visitors decide on a Thursday or Friday to travel to the desert for the weekend.

Themed E-Newsletter

Daily Guide E-Newsletter (5 days per week)
Editor’s picks on where to stay and play in Greater Palm Springs.
An insider’s look at the best food and drink in Greater Palm Springs with chef profiles, recipes, foodie events, and more.

Palm Springs Life Next Issue E-Newsletter (1x per month)
Sneak peek on what you can expect in our next issue plus, access to exclusive online content.

Rates

Ride Along Display Ad Rate: $1,200 per send
Ride Along Sponsored Content Ad Rate: $1,870 per send
Please contact your sales representative to confirm open send dates.

Specs

Display Ad Specs: 290 px wide x 280 px high (72 ppi)
Sponsored Content Ad Specs: Image 480 px wide x 720 px high (72 dpi jpeg)
Headline + Body copy word count: 30 words

Two ad positions are available for Ride Along ads, one is placed in the middle and one is placed at the bottom of the newsletter.

Deadline

10 days prior to delivery date

Creative

Palm Springs Life reserves the right to consult on creative for maximum ROI.
SOCIAL MEDIA

Integration with *Palm Springs Life*’s social media efforts complements other digital, print, and event marketing campaigns.

*Palm Springs Life* is active on Facebook, Twitter, Pinterest, Instagram, and YouTube with more than **65,500** engaged followers.

Engagement Opportunities include:

- Image inclusion in all/or select social media channels
- Video inclusion in all/or select social media channels
- Production of assets featuring advertisers

*Palm Springs Life*’s social media channels can be activated to support a comprehensive and integrated relationship.
LISTING SERVICES

PalmSpringsLife.com offers a listing service to promote your business to Greater Palm Springs visitors and the full- and part-time residents, providing them with the information they need as they plan their dine, stay, and play.

**Tier 1 • Basic Listing - Print + Online**
- Name
- Address
- Phone number
- Website
- 15 words
- 4 times minimum
$75 per month/$900 per year

**Tier 2 • Extended Listing - Print + Online**
- Name
- Address
- Phone number
- Website
- 35 words of copy
- September advertisers will receive Tier 2 free the month they advertise
- 4 times minimum
$95 per month/$1,140 per year

**Tier 3 • Premium Listing - Print + Online**
- Name
- Address
- Phone number
- Website
- 50 words of copy (print only)
- Photo
- 4 times minimum
$350 per month/$4,200 per year
**Less than 12x will be charged $950**
for September Listing Combo

CVB members receive an additional 7% discount off rates. Online listings available to local businesses only.
**Programmatic Marketing**

The promise of programmatic marketing is simple: to serve the right digital ad to the right person at the maximum value. In order to make this happen, you need to be able to buy digital inventory and serve ads to an appropriate audience.

With this programmatic platform, you don’t have to select from a pre-packaged menu of audience segments. Like a master chef, we use individual data elements like location, contextual content, keywords searched, browsing behavior, and more to create an audience and then optimize your campaign with the same element-level control.

And because we create audiences in real time, our audiences are dynamic. As you learn more about what works and what doesn’t, your audience can evolve with your campaign, allowing you to optimize your campaign to maximize effectiveness and efficiency while gaining deep audience insights. And because we use unstructured data, we retain the time stamp associated with every piece of data.

**BRANDING CREATES AWARENESS • INTERACTION PROVIDES ANSWERS • PERFORMANCE GETS ACTION**

<table>
<thead>
<tr>
<th>Package Options</th>
<th>Tactics</th>
</tr>
</thead>
</table>
| **$2,500 - AWARENESS** | **SITE RETARGETING**  
Targeting users who have previously visited your website as they surf the web. |
| - 250,000 Impressions  
- Site Retargeting  
- Category Contextual  
- Keyword Search  
- Up to 50 Geo-Fencing Locations  
- 20 Custom Keywords |  
**CATEGORY CONTEXTUAL**  
Targeting content with terms relevant to your industry. |
| **$5,000 - AWARENESS PLUS** | **KEYWORD SEARCH**  
Targeting terms relevant to your industry. |
| - 500,000 Impressions  
- Site Retargeting  
- Category Contextual  
- Keyword Search  
- Up to 75 Geo-Fencing Locations  
- 50 Custom Keywords |  
**GEO-FENCING**  
Targeting based on your location and your competitor’s locations. And, now conversion zones can report retail walk-in traffic resulting from campaign. |
| **$7,500 - INTERACTION** | **KEYWORD CONTEXTUAL**  
Targeting content with terms relevant to your industry. |
| - 750,000 Impressions  
- Site Retargeting  
- Category Contextual  
- Keyword Search  
- Up to 100 Geo-Fencing Locations  
- 75 Custom Keywords |  
**CAMPAIGN GOAL**  
The campaign goal is custom to the campaign objectives. |
| **$10,000 - PERFORMANCE** |  
**$2,500 - AD PRO**  
- 1.5 million Impressions  
- Site Retargeting  
- Category Contextual  
- Keyword Search  
- Up to 150 Geo-Fencing Locations  
- 150 Custom Keywords |  
- 1 million Impressions  
- Site Retargeting  
- Category Contextual  
- Keyword Search  
- Up to 125 Geo-Fencing Locations  
- 100 Custom Keywords |
CUSTOM CAMPAIGN OPTIONS

In addition to targeted display ads, advertisers can take advantage of video options allowing them to demonstrate their business and products prior to internet users viewing a video. Native ads are unique to the publisher’s page where the ad is displayed making them fit into the page layout and design, adding credibility to the ad message. Facebook ads are in the content feed and use Facebook’s viewing options.

CUSTOM OPTIONS

PRE-ROLL VIDEO ADS

• $25 CPM Video ads appearing before free video content from publishers such as local news sites, CNN, Forbes, Freeform, and MLB.com.

NATIVE ADS

• $10 CPM Custom ads created to match the publisher’s content and page design adding credibility to the ad.

FACEBOOK

• $10 CPM Ads appearing in the Facebook content feed using Facebook targeting tactics.
CONTACTS

Publisher
Franklin W. Jones

Palm Springs Sales Representatives
For more information about advertising, please contact your sales representative.
760-325-2333

Christina Carrera
ext 222

Jim Doyle
ext 221

Cindy Elliott
ext 253

Paulina Larson
ext 286

Michael Mathews
ext 236

Kathi Pettersen
ext 220

Julie Rogers
ext 255

National Sales Representatives

NEW YORK/ EASTERN REGION
Karen Couture
917-821-4429

ORANGE COUNTY
Rima Dorsey
949-370-1437

MIDWEST
Franklin Jones
760-325-2333

WESTERN REGION
Dorie Leo
310-822-4938

Graphic Services
Full graphic design services are offered through Desert Grafics. 760-323-2739

Palm Springs Life
303 N. Indian Canyon Drive
Palm Springs, CA 92262-2724
760-325-2333
760-325-4603 FAX
sales@palmspringslife.com
palmspringslife.com

Facebook  Twitter  Pinterest  Instagram  YouTube