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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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WHO WE ARE

PALM SPRINGS LIFE.COM

engages 140,000 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 Instagram, Facebook, Twitter, 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

140,000
AVERAGE UNIQUE
MONTHLY VISITORS

1,560,177
AVERAGE MONTHLY
PAGE VIEWS

150,000
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%

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

The image shows three devices displaying the Palm Springs Life website. The desktop version (laptop) shows a full-width banner for 'FIG NASH' and 'HOME DESIGN BOUTIQUE' at the top of the article 'BEST PALM SPRINGS RESTAURANTS'. The tablet and phone versions show the same content scaled to fit their screens. The phone version also shows a 'PURCHASE VIEW DIGITAL' button.

- Desktop:**
970 px wide x 90 px high (72 dpi) jpeg
- Tablet:**
728 px wide x 90 px high (72 dpi) jpeg
- Phone:**
320 px wide x 50 px high (72 dpi) jpeg

Advertisers must provide one version of each.

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

EXCLUSIVE SECTION SPONSORSHIPS

Right Rail Tower Banner Ads

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

Desktop/Tablet:
300 px wide x 600 px high (72 dpi) jpeg

Phone:
300 px wide x 250 px high (72 dpi) jpeg

Advertisers must provide one version of each.

EXCLUSIVE SECTION SPONSOR RATES

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.

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

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, min 300 words, 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.

	1X	3X	6X	9X	12X
Home Page	\$2,810	\$2,590	\$2,380	\$2,140	\$1,870
Calendar	\$2,810	\$2,590	\$2,380	\$2,140	\$1,870
Things to Do	\$2,810	\$2,590	\$2,380	\$2,140	\$1,870
Arts & Entertainment	\$2,160	\$1,890	\$1,570	\$1,490	\$1,280
Food & Drink	\$2,160	\$1,890	\$1,570	\$1,490	\$1,280
Shopping	\$2,160	\$1,890	\$1,570	\$1,490	\$1,280
Hotels & Resorts	\$2,160	\$1,890	\$1,570	\$1,490	\$1,280
Real Estate	\$2,160	\$1,890	\$1,570	\$1,490	\$1,280
History	\$1,080	\$970	\$895	\$820	\$750
Modernism	\$2,160	\$1,890	\$1,570	\$1,490	\$1,280
Social Scene	\$1,080	\$970	\$895	\$820	\$750
Best of	\$2,160	\$1,890	\$1,570	\$1,490	\$1,280
Fashion & Style	\$2,160	\$1,890	\$1,570	\$1,490	\$1,280
Health & Wellness	\$1,080	\$970	\$895	\$820	\$750
LGBT	\$1,080	\$970	\$895	\$820	\$750
Weddings	\$1,080	\$970	\$895	\$820	\$750

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.

	1X	3X	6X	9X	12X
Run of Site					
(est. impressions: 25,000)*	\$1,500	\$1,380	\$1,290	\$1,215	\$1,140

Specs

TOP & BOTTOM LEADERBOARD

Desktop: 970 px wide x 90 px high (72 dpi) jpeg

Tablet: 728 px wide x 90 px high (72 dpi) jpeg

Phone: 320 px wide x 50 px high (72 dpi) jpeg

RIGHT RAIL TOWER

Desktop/Tablet: 300 px wide x 600 px high (72 dpi) jpeg

Phone: 300 px wide x 250 px high (72 dpi) jpeg

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.

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.

DIGITAL OPPORTUNITIES

Programmatic Marketing

Palm Springs Life has developed a revolutionary advertising technology platform with a comprehensive digital agency software solution that oversees the full life cycle of a marketing campaign.

No other media company has the deep relationships with our clients, our nine cities, and the industries and businesses that make up the Coachella Valley.

Strategies include:

PROGRAMMATIC DISPLAY

Programmatic Display is designed to boost any business seeking to get their message in front of their target market, any place at any time.

DEVICE ID TARGETING

Mobile phones provide a unique view into user behaviors, frequently visited locations, home, work, habits, interests and much more.

MICROPROXIMITY

Target people on their mobile devices based on where they are in real-time.

EMAIL MARKETING

Securely deliver your message to specific consumers using hundreds of targeting options via a dedicated email blast.

PAID SEARCH

Our team of Google Ads certified professionals follow all of Google's Best practices and are endorsed by Google and BIA Kelsey. Our custom approach separates our team from the rest of the providers in the market ensuring your solution is custom to your needs.

SEARCH ENGINE OPTIMIZATION

Organic SEO results are still the cornerstone of maximizing your referral traffic from search engines. Over two-thirds of search-related clicks come from Search Engine Optimization (SEO).

DIGITAL OPPORTUNITIES

Programmatic Marketing

NATIVE

Seamlessly integrate a brand's most engaging images and content into contextually relevant editorial using a single creative that dynamically adapts to match font and format.

PRE-ROLL VIDEO

Pre-Roll is a robust tool for precise targeting and can increase both brand recall and intent to purchase.

SOCIAL MEDIA

Leverage the power of two billion monthly Facebook users and 500 million daily Instagram users with some of the most precise audience targeting available today.

STREAMING TV

Reach users on all of their screens as they view live or on-demand programming through any connected device.

YOUTUBE

Video Advertising solutions can help brands tell a story to the desired target audience in realtime, at any time, anywhere in the world.

CANNABIS/21+ NETWORK

Help your advertisers get the most out of their digital dollars with our designated network for Cannabis and 21+ products.

AFFORDABLE WEBSITES

Reach more local customers with a search optimized, mobile-ready, social-friendly website for your business.

ADMIX

Not sure what platform is best for your business? Set your budget – then use this multiplatform strategy to extend your reach and results. We'll optimize based on what's working across these three platforms.

STREAMING AUDIO

Music is everywhere in today's society. It is with us when we get up in the morning, go to work, sit at our desks, go to the gym, while we eat, and everywhere in-between. Is there a better way to touch your target audience?

STAND-ALONE E-BLAST



Stand-Alone E-Blast

Exclusive

Your stand-alone ad will be delivered to our community of more than **40,000** opt-in e-newsletter subscribers. Capture this opt-in community and enhance the brand of your business.

Rate

\$1,700 per send with URL listings and a 30-day listing on palmspringslife.com

Specs

Design: no wider than 1200 px and should not extended beyond 1600 px high. Must be HTML text and image designs. No image can extend beyond 1600 px high. Text not embedded in graphics should be web-safe styled (standard web fonts: 72 dpi)

URL Link: where you want people to click to on your website.

Subject line: recommend five to seven words.

Pretext Text: recommend eight to 10 words. *This is a line of text that is visible in your inbox and provides a short summary of your email. These snippets of text will appear on most mobile devices and increase your open rate.*

Artwork Deadline: 10-days before send date.

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 **40,000** 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 -Newsletters

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 Be Well E-Newsletter (1x per month)

Monthly Be Well e-newsletter helping readers make informed decisions about their healthcare.

Rates

Ride Along Display Ad Rate: \$750 per send

Ride Along Sponsored Content Ad Rate: \$1,200 per send

Please contact your sales representative to confirm open send dates.

Specs

Display Ad Specs: 290 px wide x 280 px high (72 dpi) jpeg

Sponsored Content Ad Specs: Image 388 px wide x 262 px high (72 dpi) jpeg

Headline + Body copy word count: 30 words

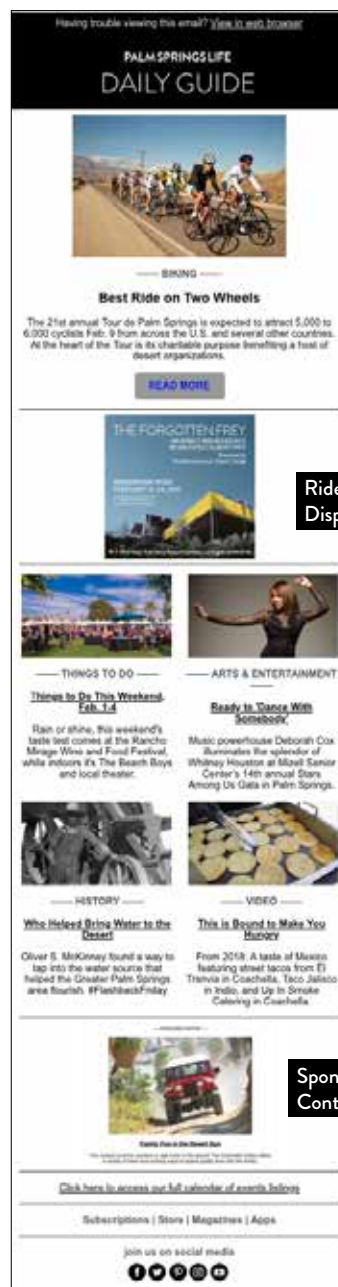
Two ad positions are available for Ride Along ads, one is placed in the middle and one is placed at the bottom of the newsletter.

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 Instagram, Facebook, X, Pinterest, and YouTube with more than **150,000+** engaged followers.



Engagement Opportunities include:

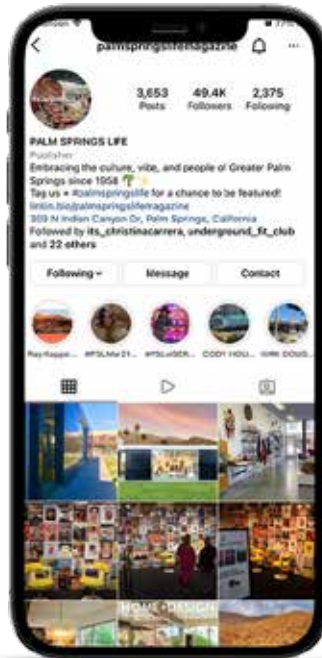
- Image inclusion in all/or select social media channels
- Video inclusion in all/or select social media channels
- Production of assets featuring advertisers

Palm Springs Life's social media channels can be activated to support a comprehensive and integrated relationship.

Facebook



Instagram



X



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 of copy
- 4 times minimum

***CAFÉ SERRANO**

Morongo Casino, Resort & Spa,
49500 Seminole Dr., CA 888-
667-6646 Serving up daily specials
and classic American cuisine. Open
24 hours. morongo.com (E/6)

\$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

***JUNE HILL'S TABLE**

51750 Polo Club Dr., IN
760-797-7229 June Hill's Table
features a variety of seasonal unique
hand-crafted dishes using fresh
and local ingredients served in a
contemporary modern atmosphere
with breathtaking views of the Santa
Rosa Mountains. junehillstable.com
(G/24)

\$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.



***VICKY'S OF SANTA FE**
45100 Club Dr., IW
760-345-9770
vickysofsantafe.com



Known for its exceptional food,
generous portions, friendly service,
and high-energy live music, Vicky's
is one of the desert's favorite dining
and live entertainment destinations.
Happy hour 4:30-6:30 p.m.;
Dining room reservations
5:30-9:30 p.m. Live music nightly.
Visit website for live music calendar.
Re-open for season on Sept. 28th.
(G/20)

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CONTACTS

President/Publisher

Franklin W. Jones

Palm Springs Sales Representatives

For more information about advertising, please contact
your sales representative.

760-325-2333

Christina Carrera
ext 422

Jennifer Douheret
ext 276

Paulina Larson
ext 286

Michael Mathews
ext 236

Debbi Melman
ext 253

Sarah Tomlinson
ext 204

Gary Westby
ext 225

Graphic Services

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

National Sales Representatives

NEW YORK/EASTERN REGION

Karen Couture
917-821-4429

WESTERN REGION

Dorie Leo
310-822-4938

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

