|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Listing Type | 1 Ad | 2 Ads | 3 Ads | 4 Ads | 5+ Ads |
| **Free**   * Business Name * Business Type * Phone Number | N/A | N/A | N/A | N/A | N/A |
| **Non-Profits**   * Business Name * Business Type * Phone Number * Address * Website * 1 image | N/A | N/A | N/A | N/A | N/A |
| **Featured Listing - $120/year**   * Business Name * Business Type * Description – 900 characters * Phone Number * Address * Website * Features * Suitability * Rates per Night * Sleeps * Units * Number of Bedrooms * Google Maps * 7 Images | $30 per month | $50 per month | $65 per month | $75 per month | +$5 per/mo additional add |

Notes:

\*Images for directory listings must be 500px wide by 300px tall (we will crop). All submitted images must be in progressive JPEG format.

\*\*\*Images for Banner Ads are displayed at 225px wide by 150px tall with a 3:2 aspect ratio in JPEG format.

Banner ads are for 3 months ending each calendar quarter. HSTA pays the cost of creating the first ad. If you want a 2nd, 3rd or more different banner ads, they are $25 per creation (1 time).

## Ad locations and information:

There are a variety of locations for ads on the HSTA website depending on your offerings. Each slot listed counts as one slot, though some slots result in ads being displayed on groups of pages.

**You may notice that some more specific pages get less traffic, but that’s not always bad, because the people who are looking for specific things are more likely to want those specific offerings and may have a higher conversation rate.**

|  |  |  |
| --- | --- | --- |
| Add Location/Page | slug(s) | % of visits over the last 365 days |
| Footer Ad- Included for all Ad Purchases | all pages | 100% of visits (338k) |
| Lodging Directory Ads (sidebar) | /lodging/\* pages | 15.8% of visits (53k) |
| Hot Mineral Springs Page | /hot-mineral-springs/ pages | 14.4% of visits (48k) |
| Blog & Information Pages (sidebar) | All blog posts & most articles on a variety of topics | over 6.2% of visits (20k+) |
| Things to Do Page | /things-to-do-in-hot-springs-nc/ | 4.7% of visits (16k) |
| Restaurants Page | /restaurants-in-hot-springs-nc/ | 3.9% of visits (13k) |
| Events Pages (including **Weddings** page) | /events/ & /events-calendar/ | 2.8% of visits (9.5k) |
| Hiking Page | /hiking/ | 2.4% of visits (8k) |
| About Page (including the **Move to Hot Springs** page) | /about/ | 1.7% of visits (6k) |
| Appalachian Trail page | /the-appalachian-trail-in-hot-springs/ | .66% of visits (2.2k) |
| Romance Page | /romance/ | .6% of visits (2k) |
| Shopping and Artwork | /things-to-do-in-hot-springs-nc/shopping-and-artwork/ | .6% of visits (2k) |

## **Why get ads and listings on hotspringsnc.org?**

The Hot Springs Tourism Association website (hotspringsnc.org) is a collaborative local asset to support a healthy tourism industry. Through ads and listings we pool resources to improve the findability of Hot Springs, NC and attract visitors who enjoy the outdoors and the unique shopping and dining that a small town has to offer. We can do more together!

The hotspringsnc.org website had a total of **122,000 new visitors** between March 2020 and Feb 2021 and **333,000 total page views**. That’s quite a bit of website traffic for a small town! Fortunately, not all of those visitors come to town at the same time.

64% of those were people who found the HSTA website through Organic Search, 20% through direct referral (links), as well as a growing social media contingency.

65% of Hot Springs website visitors are **out of state visitors** looking into a visit to Hot Springs (40% of those from neighboring states + Georgia and Florida).

The HSTA website has **759** **pages listing on the first page** (top 10) of a google search and **265 pages in the top 3** of a google search. The site received **2.46 Million** Google Search impressions over the last year.

Aside from the benefit of simply being able to be found through the Hot Springs website, HSTA’s high domain authority means that being listed, and linked on hotspringsnc.org helps your website show up on google searches.