



Media	Reach and Exposure	Monthly Cost	Annual Cost	Notes and Exclusivity
Newsletter Sponsorship	4000 La Jolla Village Merchants/Visitors <ul style="list-style-type: none"> <li>Open Rate – 21%</li> <li>Click Rate – 5%</li> </ul>	\$300/month	\$3000/annually	Maximum of three advertisers per issue
<a href="http://www.lajollbythesea.com">www.lajollbythesea.com</a> Banner Ad (Header)	60,000 total page views/month Choose category: Events	\$300/monthly appears on all event pages	\$3000/annually	LJVMA/Partner Events Only
Event Calendar Banner Ad (Footer)	60,000 total page views/month	\$300/monthly appears on all event pages	\$3000/annually	Limited to Community/Public Events
Merchant Association Webpages	60,000 total page views/month	\$300/monthly per page	\$3000/annually	Category Exclusivity
“Enjoya La Jolla” Sponsorship Second Saturday Sip, Shop and Stroll	2,000 Attendees monthly   12,000 Email Contacts   60,000 Website Pageviews/month   On-site signage/recognition   Recognition in Publicity and Press Releases   6500 Print Pieces (posters, postcards, event programs, etc.) <i>Other opportunities available including vehicle wraps, promotional items, outdoor display and more.</i>			
	Signature Sponsor Entertainment Sponsor Parking Sponsor Promotional Sponsor Stage Sponsor Prize Sponsor VIP/Volunteer Hospitality	\$5000/month \$1500/month In kind or \$1250 \$1000/month \$500/month In kind donation In kind food/beverage or \$500	\$50,000 annually \$15,000 annually \$12,500 annually \$10,000 annually \$5000/annually Varies	Exclusive Exclusive
Business4Breakfast Sponsorship	In kind: Venue and Breakfast for 30 – 75 attendees (6000 member contacts monthly)	In kind or \$600	\$6000/annually	Category Exclusivity
Street Banner Display Program	36,000 Cars Daily along Torrey Pines Road and throughout the Village	100 Poles Available <ul style="list-style-type: none"> <li>20 Poles – \$500 LJVMA Members. \$550 NM</li> <li>50 Poles - \$1000/\$1100</li> <li>75 Poles - \$1250/\$1400</li> <li>100 Poles - \$1500/\$1650</li> </ul>	Multi-month/year discounts available	<ul style="list-style-type: none"> <li>Prices do not include installation (\$36/pole) or two-sided banner production fee (\$70).</li> <li>Banners can be stored at no additional charge for multi-month/year programs</li> <li>Street banners must meet City of San Diego guidelines.</li> </ul>
Custom	Contact us to explore your ideas and budget.			

All advertising and sponsorship partnerships are subject to Board of Directors approval.