

advertise with gotostcroix.com

Celebrating 17years! Since 1999, GoToStCroix.com has been the showing the world the way to St. Croix. GoTo delivers a large target audience to advertisers, resulting in great value and exposure for your business. GoToStCroix.com is a VI business, produced by St. Croix residents. **Locally grown, globally known!**

GOTOSTCROIX.COM

Strong search engine visibility combined with a clean, fresh design make GOTO's stunning photography and original content stand out. The result is a site that is easy to find, easy to use, and easy to recommend. By the time a visitor arrives on St. Croix, they've been all over GOTO and have read all about you.



top ranked
great search engine visibility



4.05 million
page views



409,553
unique visitors



55% return
45% new



7.8 pages
viewed per visit



3.5 clicks
per visit

Analytics based on calendar year 2015

WEBCAM

GOTO has the only streaming, hi-def webcam in the VI and the only one with Earthcam status. Live coverage of events and the daily St. Croix scene attract a global audience and loyal following.



a top 10
earthcam



1.3 million
pageviews annually

SOCIAL MEDIA

GOTO engages its fans and inspires travel to St. Croix using rich photos, videos and video playlists across multiple social media channels. Plus, every page on GOTO is shareable!



13,500
fans



21,000
single post reach

POCKET MAP

Visitors and residents agree that the Pocket Map is the most detailed and useful map available. Widely distributed to airports, cruise ship pier, hotels & car-rental agencies.



200,000
printed



150+
locations

PRINT

We drive traffic to GOTO with postcards, posters, stickers and signage. Plus, we provide a service that puts your brochures directly in the hands of visitors before they arrive!



1,200
scans



275
mailings

E-NEWSLETTERS

Our extensive mailing list has been nurtured for 10+ years and is comprised of residents, vacationers, travel partners, journalists, publishers, and tourism professionals.



10,000
subscribers



2X
open rate*

*compared to industry standards

**Sign up online today at gotostcroix.com/advertise
for more info: (340) 773-4466 or info@gotostcroix.com**

gotostcroix.com

advertising packages

WHAT YOU GET WHEN YOU ADVERTISE WITH GOTO

- Contact information
- Your photo or logo
- 100 word description
- Direct link to your website
- Events on calendar
- Materials in info packs
- Social media mentions
- Performance statistics
- New Free listing page**
- New Presence within related regional guides**
- New Presence throughout your category**

SELECT A PACKAGE FOR EACH AD CATEGORY

Choose multiple ad categories to reach your customers. (i.e. 1. dining, 2. nightlife, 3. catering)

1. PICK A LISTING SIZE

Standard	\$475 (yearly)	Small photo and 1 link off site
Large	\$650 (yearly)	Large photo and up to 6 links off site

2. ENHANCE YOUR LISTING PAGE

Image	\$150 (yearly)	Add a fixed spotlight photo
Content	\$600 (yearly)	Add up to 4 blocks of information (text, video, photo, pdf, audio file, etc.)
Ad-Free	\$1,200 (yearly)	Remove other category ads

3. BOOST YOUR EXPOSURE

Spotlight	\$300 (quarterly)	Rotate through several targeted advertising or interest (blog) pages, with photo, caption, and link to your website (limit 4 per category)
Webcam	\$500 (quarterly)	Add your listing to the webcam page
Search	\$250 (quarterly)	Add your listing to the search results page

4. TEAM UP WITH US

E-News	\$100 (each)	Advertise on our newsletter (limited space)
Partner	quoted	Many strategic opportunities are available

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SAMPLE LISTING PAGE

The screenshot shows a sample listing page for 'Fork and Knife' restaurant. At the top, there's a navigation bar with categories: STAY, PLAY, DINE, SHOP, MEET, PLAN, and WEBCAM. Below the navigation is a large 'Spotlight photo' of sushi, with a tagline 'Spotlight tag line goes here'. The main listing is for 'Fork and Knife' and includes a 'standard' photo (150x150px) and a 'large' photo (590x150px). The listing text is a 100-word example. Below the listing, there's an 'enhanced content' block (280x300px) with a photo of a man and a 'Menu' image. The page also features a 'St. Croix Blog' section with 'Interests' and 'St. Croix Posters'.

spotlight photo
(980 x 360px)

standard
(150 x 150px)
large
(590x150px)

listing
(100 words)

enhanced content
(280 x 300px)
per block

category ads