



In-Market Advertising

Discover Ocean Beach

The Ocean Beach San Diego website boasts nearly one million pageviews each year.

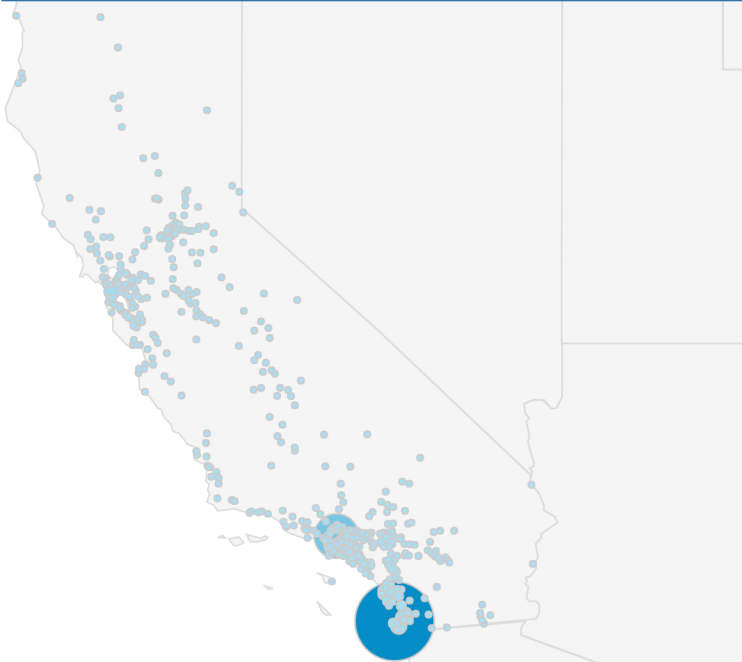
Visitors come to our website to discover what Ocean Beach has to offer.

You have the opportunity to leverage our website's traffic to get in front of these pre-qualified users.

Top 5 States

	Pageviews
California	497,978
Washington	41,999
Oregon	25,519
Arizona	36,679
Nevada	18,096

#1 Region: California 421,847 pageviews



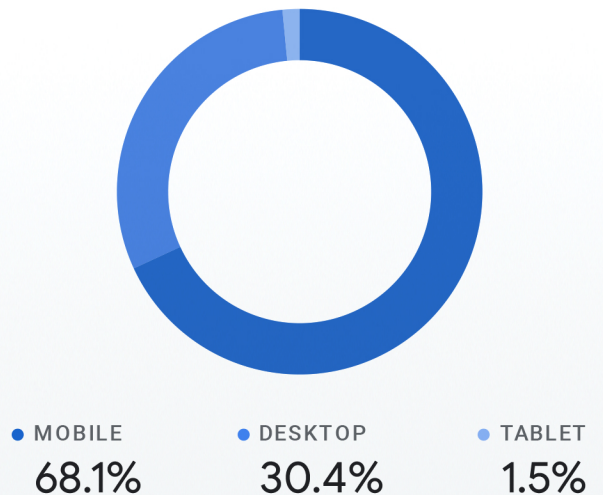
Website Insights

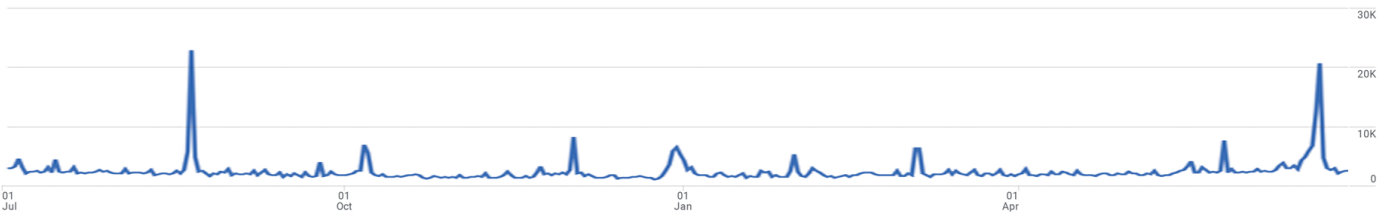
Views	857K
Engaged Sessions	555K

Top 10 Nearest Cities

	Pageviews
San Diego	208,047
Los Angeles	135,650
Phoenix	15,504
San Jose	8,771
El Cajon	6,945
Las Vegas	6,822
Seattle	6,470
Chula Vista	6,470
Escondido	4,148
Oceanside	3,374

Users by Device Category

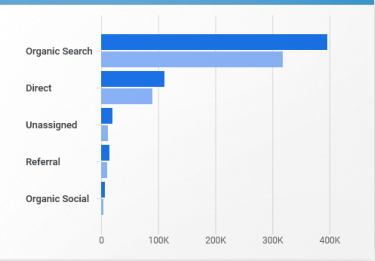




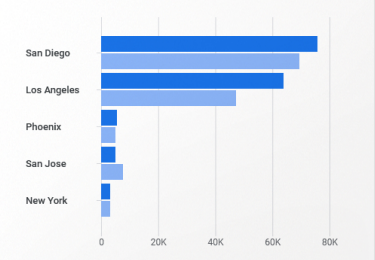
OBMA Website Insights

July 1, 2023 - June 30, 2024

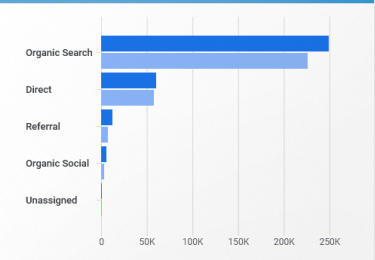
Channels (by session)



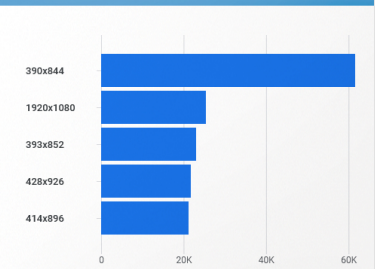
Users by City



User Acquisition



Screen resolution



Views (total pages viewed)

856,672 (+23%)

Sessions

554,550 (+26%)

Users

327,227 (+10%)



Attractions & Annual Events

Top pages ranked by number of views. #1 Farmers Market, #2 Sunset Cliffs, #3 OB Street Fair & Chili Cook-Off, #4 OB Pier, #5 Dog Beach, #6 Oktoberfest, #7 Kiwanis Kite Festival, #7 Lighthouse, #9 Beaches, #10 Sunset Cliffs Auto Show, #11 Dusty Rhodes Park, and #11 Taste of OB

277,144 VIEWS
▲ 9%
⌚ 0:36



Beach Cam, Photos, & Videos

The second streaming camera with a view of up Newport Ave has added significant value to the "Beach Cam". Six new photo albums were added along with four new videos. Eight creative slide were designed and added.

281,874 VIEWS
▲ 116%
⌚ 1:39



Local Business Directory

Accessed from the OBMA website using the search field or main menu navigation as well as directly through search engine results. Available categories: Dining, Shopping, Visit, Services, and Community Resources.

63,972 VIEWS
▼ 1%
⌚ 0:43



News, Parking, Maps, & Groups

The OBMA website offers many resources. Within the last twelve months the following content was added to the website; 103 local news posts, 22 blog posts, 12 newsletters. This content is also distributed through social media.

67,454 VIEWS
▲ 25%
⌚ 0:29



Home Screen

2023 Saw the first large increase in traffic to the home page. This combined with an unknown event in August of 2022 accounted for roughly an addition 200K in views. Eight new pages and three webforms were added to the site.

90,822 VIEWS
▲ 84%
⌚ 0:26



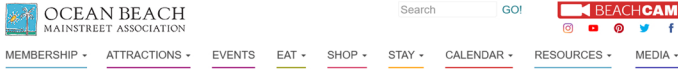
Online Shop

Holiday shopping and annual events are the Online shop's most active times of year with visitors purchasing gifts, event goers buying tickets, and vendors paying booth fees. 20 new products were added to promote Ocean Beach.

33,211 VIEWS
▲ 22%
⌚ 1:00



Web Ad Placement



Get better exposure for your business!

Advertising on OceanBeachSanDiego.com is available only to OBMA members.

Ads will also be posted to OBMA social media channels (Instagram, and X).

Please submit images at a minimum of 1080p x 1080p

AD RATES

Ad	Price
Large Square	\$600 for 6 months

All ads rotate on all sub-pages. Large Square ads appear on all sub-pages. Click through rates and impression statistics available on request.

Formats

FILE REQUIREMENTS

.GIF, .JPEG, .PNG, or .PSD,
Max File Size ≤ 30 kilobytes

Link

When submitting ads, please specify where your banner ad should link.

Additional Info

We will work with your artist or with you to design ads for your business. You may provide us with photos, text, and contact info for the ad. Contact us if you have questions.

Questions?

Contact us any time.

Phn (619) 224-4906

info@oceanbeachsandiego.com

1868 Bacon St., #A
San Diego, CA 92107

Open: M-F 10am-4pm

OB Calendar

LOCAL NEWS

- OB GIFT GUIDE
- Happy Holidays From OBMA & Holiday Gift Ideas!
- Main Street Small Business Tax Credit II
- Chickenheadz Special
- Taste Of Ocean Beach - Nov 9th
- OB Learn Self Defense
- Volunteers Needed For The OB Oktoberfest
- OBMA Main Street Clean Up
- Join Rock & Roll San Diego For Sounds By The Sea At Saratoga Park

[READ MORE](#)

Subscribe RSS Feed

UPCOMING EVENT NOTIFICATIONS

Enter Your Email

SUBSCRIBE