



## Frequently Asked Questions

### What is the cost to add a Business Listing to SantaFe.org?

There is no cost. Business Listings are free.

### Who can sign up for a Business Listing on SantaFe.org?

Any *tourism-related* business with a business license and a website may sign up. You may use a Facebook page as your business website.

### What information do I need to set up a Business Listing on SantaFe.org?

You will need contact information, business description, a website address, your Santa Fe business license number and expiration date, and a photo.

### How do I sign up for a Business Listing on SantaFe.org?

At the top of the homepage on <http://santafe.org>, select **Login** from the **Industry** menu. If you need to create an account, click **create account**, fill out the form, and click **SIGN UP**. After signing up, you will receive a confirmation email from [business@santafe.org](mailto:business@santafe.org). **You will need to click the link in the confirmation email to complete your account setup.**

If you already have an account, sign in with your username and password.

Once you sign in, you will see your Business Partner Dashboard. Click **ADD A NEW BUSINESS LISTING**, fill out the form, and click **ADD LISTING**.

After submitting your Business Listing it will be reviewed, and if approved, posted to the site the next business day. If it is not approved, you will receive an email explaining why it was not approved, and how to fix your submission

### How do I get a link to a map on my Business Listing?

On the Business Listing form in the section labeled, *Map Your Location / Geo Mapping*, be sure the correct address, city, state, and zip are filled out in the Geo Mapping section. Click **Plot** and submit the form.

## How do I add social media buttons to my Business Listing?

You have the option to add your Facebook, Instagram, and OpenTable accounts to your Business Listing. Add the URLs in the spaces provided on the Business Listing Form. Once they have been added and approved, the appropriate icons will appear on your Business Listing.

## Who can add events to the SantaFe.org calendar?

Anyone can sign up for an account and submit events to the calendar. You do not need a Business Listing to submit events to the calendar.

## How do I add an event to the SantaFe.org calendar?

Sign in to your account. From the Business Partner Dashboard, click the **MANAGE MY EVENTS** button. Click **ADD A NEW EVENT** and fill out the form, then click **ADD EVENT** to submit your event to the calendar.

## What are Meeting Planner Services and how do I add them to my Business Listing?

If your business supports services for meeting planners (e.g. group lodging, meeting space, catering, a unique venue, destination management, decorating services), you may add that information to your Business Listing.

Add Meeting Planner Services by signing in to your account. From the Business Partner Dashboard, click **MEETING PLANNER SERVICES** on the appropriate Business Listing. Choose a category, fill out the form, and select **CLICK HERE to Submit Your Information Now** to add the services to your listing.

## How do I advertise on santafe.org?

TOURISM Santa Fe offers businesses several advertising opportunities. For more information, visit <https://santafe.org/advertise/>.

- **Header Banner Ads**
  - Large, colorful Banner Ads on santafe.org that click directly to your website and have very high click-through responses
- **TOURISM Santa Fe E-Newsletter Advertising**
  - In line banner ads in *Santa Fe Happenings* and *Santa Fe Deals & Specials* e-newsletters
- **Santa Fe Gift Guide**
  - Feature spot in a special e-newsletter sent to more than 60,000 subscribers

**For detailed instructions on managing your account and Business Listing on santafe.org, please see the “Working with TOURISM Santa Fe” document located [here](#).**

## Troubleshooting

### Why can't I find my Business Listing on the site after submitting the form?

Business Listings go through an approval and validation process prior to publishing to the site. This can take up to three business days. If you have not received an email stating that your Business Listing has been validated, it has not been

published to the site. If there was an issue with your submission, you will be notified via email that there was a problem, and how to correct it.

## **Why did I receive an email stating that my Business Listing was not approved?**

There are several reasons that a listing may be rejected:

- No photo or inappropriate photo
- No business license number or expired business license
- No website or inappropriate website
- Business is not a tourism-related business

## **Why is my photo cropped/stretched/strange-looking?**

All photos for Business Listings must be pre-sized to 300 pixels wide by 200 pixels tall. If they do not match those requirements, they will be automatically cropped and/or scaled to fit the available space, compromising the integrity of your photo.

## **Why am I unable to add my location to an event listing?**

Only Business Listings which have plotted their location on the map in the Business Listing form can be selected as a location for events. If you cannot find your location on the *Add Event* form, make sure that you have plotted your location on the map in the Business Listing form.

## **Questions?**

Contact us at [business@santafe.org](mailto:business@santafe.org).