

2022 OFFICIAL NORTH CAROLINA TRAVEL GUIDE



BROUGHT TO YOU BY:



REACH CONSUMERS AS THEY PLAN NORTH CAROLINA VACATIONS

The Official North Carolina Travel Guide is the primary consumer fulfillment publication for the state in its international and national marketing efforts to promote North Carolina as a premier travel destination. Representing all 100 counties of the state, the guide serves as the best source for information on where to go, where to stay and what to do while visiting North Carolina.

OFFICIAL
2022
NORTH CAROLINA
TRAVEL GUIDE

INSIDE THE GUIDE

- + EXCLUSIVE EXPERIENCES
- + WELLNESS ESCAPES
- + URBAN GETAWAYS
- + UNIQUE OVERNIGHTS
- + OUTDOOR ADVENTURES
- + CULINARY GEMS
- + PET-FRIENDLY TRAVEL
- + *AND MUCH MORE!*

Editorial subject to change.

2022 EDITORIAL HIGHLIGHTS:



VISIBILITY + DISTRIBUTION

As a partner in the guide, your message will be seen by consumers who have expressed interest in visiting North Carolina.

- ▶ Official fulfillment piece for Visit North Carolina's (Visit NC) marketing campaign, VisitNC.com requests and 1-800 Visit NC call center
- ▶ Distributed at North Carolina's Welcome Centers who see more than 7 million visitors a year
- ▶ Bonus 60,000 print copies polybagged to Meredith's magazine subscribers in titles such as *Parents*, *Midwest Living* and *Martha Stewart Living* in North Carolina's top markets
- ▶ Lives digitally on VisitNC.com with live links so consumers can be inspired and access information on the state 24/7



As an advertiser, your brand will be intrinsically part of a strategic promotional campaign across Meredith properties, including vignettes on Meredith-owned TV stations, in-magazine promotions and more.

The Future of Family Travel

- + **67%** of families plan to take a family road trip
- + **75%** of families say it's important to choose destinations within driving distance of their home
- + **92%** say they'll choose destinations with outdoor activities or where they can practice social distancing

Source: Meredith Family Travel Survey, November 2020

NORTH CAROLINA TOURISM BY THE NUMBERS

6TH MOST VISITED STATE
IN THE NATION

\$25 BILLION SPENT ON TRAVEL
TO NORTH CAROLINA
IN 2019

Source: Visit NC Research of Visit North Carolina



2022 OFFICIAL NORTH CAROLINA TRAVEL GUIDE

2022 RATES+ DEADLINES

Ad Space + Materials Due: October 1, 2021

Early Bird Discount: July 31, 2021

Published: December 10, 2021

Digital Edition Opportunities*

VIDEO ENGAGEMENT WITH CONSUMERS

Capture the attention of readers with dynamic use of video. Your supplied video will be embedded into the digital edition of the 2022 North Carolina Travel Guide and showcase the unique and exciting experiences that await visitors in your destination.

PARTICIPATION REQUIREMENTS:

- ▶ **Video:** Supply YouTube link to your existing creative
- ▶ **Rate:** \$150

DIGITAL EDITION POP-UP ADS ADDED VALUE

Advertisers have the option to include a pop-up ad to encourage readers to discover more about your brand at no additional cost.

LARGE POP-UP AD SPECS:

Available for $\frac{2}{3}$ page and larger.

- ▶ **Text:** Maximum of 525 characters, including spaces.
- ▶ **Graphic:** .jpg or .tiff format with minimum dimensions of 600x800 pixels



SMALL POP-UP AD SPECS:

Available for $\frac{1}{2}$ page and smaller.

- ▶ **Text:** Maximum of 200 characters, including spaces.

DIGITAL MATERIALS DUE: September 10, 2021

Stacey Rosseter
stacey.rosseter@meredith.com

*Available only to advertisers in Guide.

AD UNIT SIZE

| | Net Rate | Early Bird 5% Discount |
|------------------|----------|------------------------|
| TWO-PAGE SPREAD | \$52,744 | \$50,232 |
| FULL PAGE | \$28,403 | \$27,050 |
| 2/3 PAGE | \$23,153 | \$22,050 |
| 1/2 PAGE | \$16,695 | \$15,900 |
| 1/3 PAGE | \$10,206 | \$9,696 |
| 1/6 PAGE | \$5,623 | \$5,342 |
| BOLD UNIT | \$525 | \$500 |
| LOGO + BOLD UNIT | \$961 | \$915 |

PLACES TO EXPLORE | PLACES TO LIVE* | PLACES TO STAY**

| | | |
|--------------------------------|---------|---------|
| SINGLE LISTING—2.125" X 2.375" | \$1,575 | \$1,500 |
| DOUBLE LISTING—2.125" X 4.875" | \$3,150 | \$3,000 |

* Only available for Local Information Services.

** Open to CRC communities and their developments.

** Open to all accommodations.

PREMIUM POSITIONS

| | Net Rate | Early Bird 5% Discount |
|--------------------------|----------|------------------------|
| OPENING TWO-PAGE SPREAD | \$64,454 | \$61,385 |
| INSIDE FRONT COVER | \$38,010 | \$36,200 |
| PAGE ONE | \$35,123 | \$33,450 |
| FACING TABLE OF CONTENTS | \$33,748 | \$32,141 |
| BACK COVER MAP GATEFOLD | \$43,620 | \$41,439 |

FOR MORE INFORMATION CONTACT:

Advertising Sales and Insertion Orders

Stacey Rosseter
678-571-7445
stacey.rosseter@meredith.com

Materials

Mario Trejo Acasio
414-622-2891
motrejoacasi@quad.com

PLACES TO LIVE, STAY AND EXPLORE

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The Official North Carolina Travel Guide takes readers on a visual tour of the state with inspiring stories and beautiful imagery and provides the perfect environment to reach consumers who have an active interest in not only visiting, but living in North Carolina.

Three sections within the guide—*Places to Live*, *Places to Stay* and *Places to Explore*—connect specific audience segments with targeted travel inspiration.

Places to Live

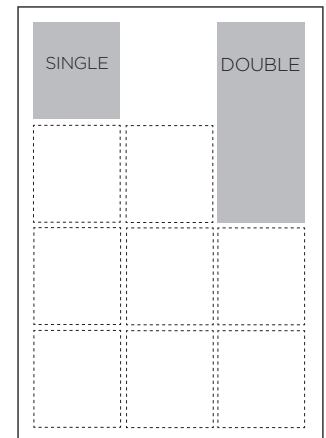
Open to Certified Retirement Community (CRC) and developments within the communities.

Places to Stay

From top hotels to charming bed and breakfasts, this section is where readers turn to find additional recommendations for lodging across the state.

Places to Explore

The guide's newest section, Places to Explore, will feature the state's best places to visit—from its most popular attractions to its hidden gems.



Ad Unit Illustration

DETAILS

CIRCULATION

All sections will be included in the Official 2022 North Carolina Travel Guide, with full circulation.

SPECS

► **Single:** 2.125" X 2.375" ► **Double:** 2.125" X 4.875"

NET RATE:

\$1,575 (Single)

\$3,150 (Double)

EARLY BIRD, COMMITMENT BY 7/31:

\$1,500 (5% Discount)

\$3,000 (5% Discount)

MATERIAL REQUIREMENTS

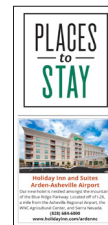
- **Image** (2.1" x 1.2"; 300 dpi, CMYK)
- **Headline** (two line maximum)
- **Body copy** (4 lines of copy maximum; approximately 30 words)

AD CLOSE: October 1, 2021

FOR MORE INFORMATION CONTACT:

STACEY ROSSETER

678-571-7445 | stacey.rosseter@meredith.com



Ad Example

UPLOAD INSTRUCTIONS

UPLOAD FILES TO
QUAD AD SHUTTLE
<https://www.adshuttle.com/Meredith>

Select Publication:
Meredith Travel 7.875 x 10.5

Select Issue:
North Carolina 22

*If building your Places to Stay, Live or Explore ad in Ad Shuttle, choose Places to Stay Single or Double ad size and check the Create an Ad box



OFFICIAL NORTH CAROLINA TRAVEL GUIDE

2022 ADVERTISING INSERTION ORDER FORM



TO PLACE AN AD, PLEASE COMPLETE THIS FORM AND EMAIL TO:

Stacey Rosseter | stacey.rosseter@meredith.com

Name of Advertiser _____

Address _____

City _____ State _____ Zip _____

Contact Person _____

Email _____

Phone _____

Name of Agency _____

Address _____

City _____ State _____ Zip _____

Contact Person _____

Email _____

Phone _____

Sales Representative STACEY ROSSETER

BILL TO: Advertiser Agency

Party being invoiced must sign the document.

▶ Signature _____

▶ Date _____

FOR MATERIAL QUESTIONS CONTACT:

Mario Trejo Acasio | 414-622-2891 | motrejoacasi@quad.com

UPLOAD FILES TO QUAD AD SHUTTLE

<https://www.adshuttle.com/Meredith>

Select a Publication: Meredith Travel 7.875" x 10.5"
Select an Issue: North Carolina 22

*If building your Places to Stay, Live or Explore ad in Ad Shuttle, choose Places to Stay Single or Double ad size and check the Create an Ad box

ADVERTISING INFORMATION

Insertion order and materials due: October 1, 2021

- Two-Page Spread
- Full Page
- 2/3 Page
- 1/2 Page
- 1/3 Page
- 1/6 Page
- Bold Unit (Only available for Local Information Services)
- Logo + Bold Unit (Only available for Local Information Services)

Places to Live

- Single Double (Open to CRC communities and their developments)

Places to Stay

- Single Double (Open to all accommodations)

Places to Explore

- Single Double

- Embedded video

PREMIUM POSITIONS:

- Opening Two-Page Spread
- Inside Front Cover
- Page One
- Facing Table of Contents
- Back Cover Map Gatefold

DIGITAL EDITION ADDED VALUE:

- Large pop-up ad (available for 2/3 page ad and larger)
- Small pop-up ad (available for 1/2 page ad and smaller)

RATE: \$ _____

DISCOUNT: _____ % (Deadline: July 31, 2021)

NET: \$ _____

PAYMENT METHOD:

- Payment in advance now via credit card, ach wire or check.
- Net 30 payment terms—apply for credit.

CHECKS PAYABLE TO: Meredith Corporation

MAIL TO: P.O. Box 730148, Dallas, TX 75373-0148

TERMS: NET 30 DAYS. AGENCY AND ADVERTISER WILL BE HELD JOINTLY AND SEVERALLY LIABLE TO PUBLISHER. In the event of non-payment, Agency and Advertiser shall also be liable for all collection expenses (including attorney's fees). If Meredith Corporation refers Agency/Advertiser invoice(s) to a collection agency or attorney, any discounts, including agency commission, shall not apply and shall be deemed revoked. **Agency will be billed unless otherwise specified.** All terms and conditions of the above-referenced magazine's rate card apply and are incorporated herein by reference. These terms may not be altered in any way without the written consent of Meredith Corporation. By signing above, the Authorized Representative represents and warrants that s/he has full authority to bind the above-identified company to the terms and conditions set forth above and incorporated herein.

OFFICIAL NORTH CAROLINA TRAVEL GUIDE

Meredith Corporation Print Advertising Terms and Conditions

The following are certain terms and conditions governing advertising published by Meredith Corporation ("Publisher") in the U.S. print edition of Official North Carolina Travel Guide magazine (the "Magazine"), as may be revised by Publisher from time to time. For the latest version, go to meredith.com. For Publisher's Digital Editions Advertising Terms and Conditions, go to <http://meredithtabletmag.com/sfp/terms-conditions.php>. Submission of insertion order for placement of advertising in the Magazine constitutes acceptance of the following terms and conditions. No terms or conditions in any insertion orders, reservation orders, blanket contracts, instructions or documents that conflict with or alter these terms and conditions will be binding on Publisher, unless authorized in writing by a senior executive of Publisher.

AGENCY COMMISSION AND PAYMENT

1. Publisher may require payment for advertising upon terms determined by Publisher prior to publication of any advertisement.
2. Agency and advertiser are jointly and severally liable for the payment of all invoices arising from placement of advertising in the Magazine and for all costs of collection of late payment.
3. If an account is placed with a collection agency or attorney for collection, all commissions and discounts will be rescinded or become null and void and the full advertising rate shall apply.
4. Agency commission (or equivalent): fifteen percent (15%) of gross advertising space charges, payable only to recognized agents.
5. Invoices are rendered on or about the on-sale date of the Magazine. Payments are due within thirty (30) days after the billing date, with the following exceptions. For all advertising not placed through a recognized agent, payments at rate card rates must be received no later than the issue closing date. Prepayment is required if credit is not established prior to ten (10) business days prior to the issue closing date. All payments must be in United States currency.
6. No agency commission is payable, and Publisher will not grant any discounts, on production charges. Any discounts received by advertiser on ad space charges may not be applied to production charges.
7. Advertiser shall pay all international, federal, state and local taxes on the printing of advertising materials and on the sale of ad space.

CANCELLATION AND CHANGES

1. Publisher expressly reserves the right to reject or cancel for any reason at any time any insertion order or advertisement without liability, even if previously acknowledged or accepted. In the event of cancellation for default in the payment of bills, charges for all advertising published as of the cancellation date shall become immediately due and payable.
2. Advertisers may not cancel orders for, or make changes in, advertising after the issue closing date. Cancellation of orders or changes in advertising to be placed on covers, in positions opposite content pages, and for card inserts will not be accepted after the date thirty (30) days prior to the issue closing date. Cancellation of orders for special advertising units printed in the Magazine, such as booklets and gatefolds, will not be accepted after the date sixty (60) days prior to the issue closing date. In the event Publisher accepts cancellation after any of the foregoing deadlines, such acceptance must be in writing, and such cancellation may be subject to additional charges at Publisher's discretion.
3. The conditions of advertising in the Magazine are subject to change without notice. Publisher will announce ad rate changes thirty (30) days prior to the closing date of the issue in which the new rates take effect. Orders for subsequent issues will be accepted at the then-prevailing rates.

CIRCULATION GUARANTEE

The Magazine is a member of the Alliance for Audited Media (AAM). The following rate base guarantee is based on the AAM's reported circulation for the Magazine averaged over each six month AAM period, during the calendar year, in which advertising is placed. Publisher guarantees circulation to national advertisers by brand of advertised product or service. In the event the audited six (6)-month average circulation does not meet the guaranteed rate base, Publisher shall grant rebates to the advertiser in ad space credit only, which must be used within six (6) months following the issuance of audited AAM statements for the period of shortfall. Rebates will be calculated based on the difference between the stated rate base at time of publication and the AAM audited 6-month average. Publisher does not guarantee circulation to regional advertisers, and regional circulations reported by the AAM are used by Publisher only as a basis for determining the Magazine's advertising rates.

PUBLISHER'S LIABILITY

1. Publisher is not liable for any failure or delay in printing, publishing, or circulating any copies of the issue of the Magazine in which advertising is placed that is caused by, or arising from, an act of God, accident, fire, strike, terrorism or other occurrence beyond Publisher's control.
2. Publisher is not liable for any failure or delay in publishing in the Magazine any advertisement submitted to it. Publisher does not guarantee positioning of advertisements in the Magazine, is not liable for failure to meet positioning

requirements, and is not liable for any error in key numbers.

PUBLISHER WILL TREAT ALL POSITION STIPULATIONS ON INSERTION ORDERS AS REQUESTS. Publisher will not consider any objections to positioning of an advertisement later than six (6) months after the on-sale date of the issue in which the advertisement appears.

3. The liability of Publisher for any act, error or omission for which it may be held legally responsible shall not exceed the cost of the ad space affected by the error. In no event shall Publisher be liable for any indirect, consequential, special or incidental damages, including, but not limited to, lost income or profits.

MISCELLANEOUS

1. Agency and advertiser jointly and severally represent and warrant that each advertisement submitted by it for publication in the Magazine including, but not limited to, those for which Publisher has provided creative services, contains no copy, illustrations, photographs, text or other content or subject matter that violate any law or infringe any right of any party. As part of the consideration and to induce Publisher to publish such advertisement, agency and advertiser jointly and severally shall indemnify and hold harmless Publisher from and against any loss, liability damages and related expenses (including attorneys' fees) (collectively, "Losses") arising from publication of such advertisements in all applicable editions, formats or derivations of the Magazine, including, but not limited to, (a) claims of invasion of privacy, violation of rights of privacy or publicity, trademark infringement, copyright infringement, libel, misrepresentation, false advertising, or any other claims against Publisher (collectively, "Claims", or (b) the failure of such advertisement to be in compliance and conformity with any and all laws, orders, ordinances and statutes of the United States or any of the states or subdivisions thereof.
2. In the event the Publisher provides contest or sweepstakes management services, email design or distribution or other promotional services in connection with advertisements placed in the Magazine, agency and advertiser jointly and severally represent and warrant that any materials, products (including, but not limited to, prizes) or services provided by or on behalf of agency or advertiser will not result in any claim against Publisher. As part of the consideration and to induce Publisher to provide such services, agency and advertiser jointly and severally shall indemnify and hold harmless Publisher from and against any Losses arising from such materials, products or services, including, but not limited to, those arising from any Claims.
3. Publisher's acceptance of an advertisement for publication in the Magazine does not constitute an endorsement of the product or service advertised. No advertiser or agency may use the Magazine's name or logo without Publisher's prior written permission for each such use.
4. The word "advertisement" will be placed above all advertisements that, in Publisher's opinion, resemble editorial matter.
5. All pricing information shall be the confidential information of Publisher, and neither agency nor advertiser may disclose any such information without obtaining Publisher's prior written consent.
6. This agreement shall be governed by and construed in accordance with the laws of the State of New York without regard to its conflicts of laws provisions. Any civil action or proceeding arising out of or related to this agreement shall be brought in the courts of record of the State of New York in New York County or the U.S. District Court for the Southern District of New York. Each advertiser and its agency consents to the jurisdiction of such courts and waives any objection to the laying of venue of any such civil action or proceeding in such courts.

ADDITIONAL COPY AND CONTRACT REGULATIONS

1. For advertising units less than full-page size, insertion orders must specify if advertisement is digest, vertical, square, or horizontal configuration. Insertion orders for all advertising units must state if advertisement carries a coupon.
2. Advertising units of less than 1/3 page size are accepted based on issue availability as determined by Publisher.
3. Requested schedule of issues of ad insertions and size of ad space must accompany all insertion orders. Orders and schedules are accepted for the advertising by brand of product or service only and may not be re-assigned to other products or services or to affiliated companies without the consent of Publisher.
4. Insert lineage contributes to corporate page levels based on the ratio of the open rate of the insert to the open national P4C rate.
5. If a third party either acquires or is acquired by advertiser during the term of an insertion order, any advertising placed by such third party in an issue of the Magazine that closed prior to the date of the acquisition will not contribute to advertiser's earning discounts.

REBATES AND SHORTRATES

Publisher shall rebate advertiser if advertiser achieves a higher spending level, resulting in the retroactive lowering of advertising rates, in comparison to the billed advertising rates. Rebate shall be in the form of a media credit to be applied against not-yet-paid media invoices. In the event that advertiser fails to achieve a spending level for which it has been billed, advertiser will be short-rated and owe Publisher an additional sum based on the difference between the billed rates and higher rates.



Magazine Trim Size: 7 7/8" x 10 1/2"
Materials due: 10/1/2021 **Binding:** Perfect Bound

Upload files to Quad Ad Shuttle <https://www.adshuttle.com/Meredith>
 Select Publication: Meredith Travel 7.875" x 10.5"
 Select Issue: North Carolina 22
 *If building your Places to Stay, Live or Explore ad in Ad Shuttle, choose Places to Stay Single or Double ad size and check the Create an Ad box

2022 Official North Carolina Travel Guide

FILE TYPES AND DELIVERY:

- Submit PDF-X1a FILES via Ad Shuttle:
<https://www.adshuttle.com/meredith>
- For instructions on how to create a PDF-X1a go to:
http://www.meredith.com/sites/default/files/PDFx1a_Guide2015_D2D.pdf
- Prepare files to Meredith's specs in accordance with SWOP specifications. If the below guidelines are not met, the color and quality of print reproduction may vary.

FILE SPECIFICATIONS/GENERAL GUIDELINES:

- Include/embed all fonts and artwork.
- Max density (total area coverage) is 300%
- Image resolution is 300 dpi, Line illustration is 2400 dpi.
- Convert any spot colors not intended to print into CMYK. RGB elements must be converted to CMYK.
- 5/c ads: Use the Pantone Library.
- Files must be properly trapped.
- Limit file name to 24 characters including the extensions.
- Files must be single pages or spreads, no multipage files.
- Do not nest PDF files in other PDFs, EPS files in other EPSs.
- Do not use illegal characters such as ("()*&^%\$#@!'{}|\\',;: in file names.
- 5% minimum dot required to print highlight areas and square-up on edges with fade-off dot of 3% of each color.

DOCUMENT SETTINGS:

- Ads should be built at 100% trim size.
- Bleed ads, extend bleed to 1/8" beyond trim on all sides.
- Keep live matter 1/4" inside trim dimensions on all sides.
- Borders must be a minimum of 1/4" wide within trim, plus 1/8" bleed. Press and bind allowed variance is up to 1/8" in either direction from trim and will result in varying border thickness.
- Registration and crop marks not required. If provided, registration black (100,100,100,100) should be limited to these marks only and must not exist inside the document trim or bleed. Offset marks .167" so not to touch live image or bleed areas. See PDF Guide link above.
- Spread Ads: Keep live matter 1/4" away from either side of center or 1/2" total across the gutter.
- Alert Designers: For spread ads with a headline/creative crossing the gutter, contact the production department if the visual spacing between words or letters is critical.

FONTS:

- 4-color black type is not allowed.
- To create rich black use 100% K and 60% C.
- Free fonts or system fonts should not be used. If used, they must be outlined.
- Do not apply styles to basic fonts, use the actual font.
- 4-color type should not exceed 300% density.
- To avoid low-res (soft type) or 4-color black type, type should be set in InDesign or Illustrator and not in Photoshop.
- Reverse type should use a dominant color (usually 70% or more) for the shape of the letters and should be trapped when practical and not detrimental to the appearance of the job.
- Color or reverse type with colored background, and line art should not be less than .5 pts (.007") at the thinnest area. Single color type and line art should not be less than .3 pts (.004") at the thinnest area.

PROOFS:

- Meredith does not accept color proofs. SWOP proofing standards are used Press side for publication printing. Advertisers should calibrate their proofing devices to Industry SWOP Standards for Publication Printing. Refer to www.swop.org for additional information.

NOTES:

- Meredith does not make any changes to ads or files.
- Retention of materials is 13 months.

Production questions contact:
 Michaela Lester 515-284-3847
michaela.lester@meredith.com

Material extensions, file specs, ad portal
 contact: Mario Trejo Acasio
MOTREJOACASI@quad.com
 414-622-2891

| AD SIZE | TRIM SIZE | NON-BLEED | BLEED SIZE | BLEED SAFETY |
|---|-------------------|-----------------|------------------|---------------|
| Spread | 15 3/4" x 10 1/2" | 15 1/4" x 10" | 16" x 10 3/4" | 15 1/4" x 10" |
| Full Page | 7 7/8" x 10 1/2" | 7 3/8" x 10" | 8 1/8" x 10 3/4" | 7 3/8" x 10" |
| 2/3 Vertical | | 4 3/4" x 10" | Not Available | |
| 1/2 Horizontal | | 7 1/4" x 4 7/8" | Not Available | |
| 1/2 Vertical | | 3 1/2" x 10" | Not Available | |
| 1/3 Square | | 4 3/4" x 4 7/8" | Not Available | |
| 1/6 Vertical | | 2 1/4" x 4 7/8" | Not Available | |
| 1/6 Horizontal | | 4 5/8" x 2 3/8" | Not Available | |
| *Places to Stay, Places to Live, Places to Explore Single | | 2 1/8" x 2 3/8" | Not Available | |
| *Places to Stay, Places to Live, Places to Explore Double | | 2 1/8" x 4 7/8" | Not Available | |