



NC<sup>®</sup>

north carolina

2023/24

Visit NC Partner Programs

📍 The Omni Grove Park Inn, Asheville

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Visit NC maintains the right to adjust and add programs as needed based on budget fluctuations, new initiatives and partner interest.

To view the most current program opportunities, scan here:



## THANK YOU TO OUR PARTNERS

We're incredibly grateful for the continued collaboration and support we enjoy from partners across all 100 counties of this beautiful state we call home. Together with you we have positioned North Carolina as a preferred destination for leisure travel, ranking as the nation's fifth most visited state. Maximizing our collective talents and investments remains key in reaching and sustaining these heights, and we want to again express our deepest appreciation for your partnership.

Our program of work is crafted to provide value and benefit to partners of all sizes, budgets and resources, and we've worked hard to deliver on that goal again with our 2023-2024 Partner Programs. We encourage you to review the increasingly broad range of cost-effective opportunities available including research, public relations, co-op advertising, the Official North Carolina Travel Guide, VisitNC.com, the Outdoor NC initiative, consumer shows and more.

Among the many proven and new offerings this year are added incentives and benefits for Tier 1 and Tier 2 county participants. We're also excited to be introducing a digital tool streamlining and easing co-op advertising program administration for our partners this spring.

We look forward to partnering with you in the coming year, and please let us know if there is anything we may do to help you, your organization and community be more successful. Thank you again for all you do to responsibly grow our tourism economy and opportunities for all North Carolinians.



## NEW Content Strategy Webinar Series

Each quarter a webinar will be held to inform partners about marketing trends and topics, offer content-related training/tips, and discuss strategic opportunities and implications for marketing on key owned channels.

**Partner Benefits:**

Partners will take away one-sheets with proprietary materials from each session.

**Price:**

\$15 per session  
\$50 bundled for all four (4)  
\$20,000 value annually

Free add-on as part of the bundle packages programs

**Inventory:**

Four (4) sessions per year with unlimited partner spots

## NEW Social Media Audit

Partners will have the opportunity to have their social media platforms reviewed and audited. Partners will receive suggestions about imagery, content, community management and more. This program will allow partners to learn best social practices, understand relevant measurements, and uncover new opportunities for their channels.

**Partner Benefits:**

Partners will be able to utilize recommendations provided for their own channels, apply engagement and performance tactics, and learn how to improve their social channels moving forward.

**Price:**

Tier 1 (20% discount)	\$1,200
Tier 2 (10% discount)	\$1,350
Tier 3	\$1,500 per partner

\$12,000 value per partner

**Inventory:**

Five (5) partners per year, with two (2) reserved for T1 partners (T1 may choose from either a 1-2 channel or 3-5 channel audit)

## SOCIAL PROGRAMS



## NEW Joint Posting

This added value program allows partners to opt in to have their posts live on both their Instagram feed and Visit NC's. When partners purchase a Social Spotlight or Instagram UGC Promotion program, they have the option to take advantage of Joint Posts.

### Partner Benefits:

Joint Posts amplify engagement with the content posted as followers from both users' platforms will have the post on their feed.

### Price:

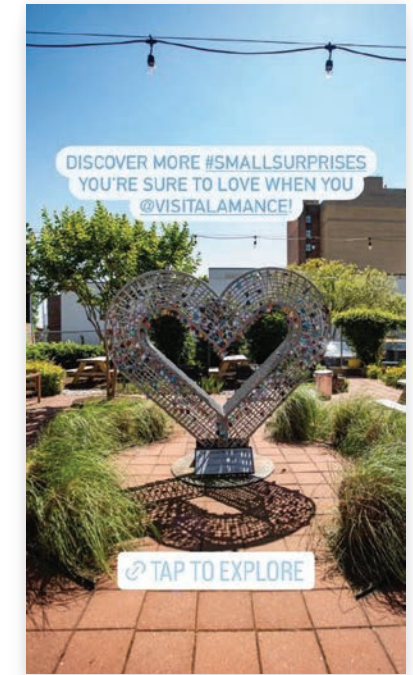
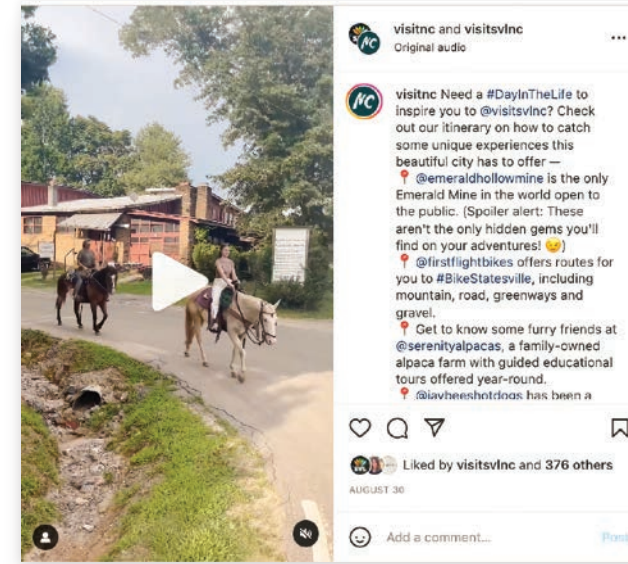
Free

### Inventory:

Available to all partners participating in either of these programs:

- Instagram UGC Promotion
- Social Media Spotlight

\*Joint Posting added value program available



## Social Media Spotlight

After working with partners to determine content to feature, our team will travel to partner locations to gather spotlight content for social media use and feature the partner's destination across Visit NC's five (5) social media channels\*\* within a month of the trip being completed.

### Partner Benefits:

Partners will receive social-quality pictures, a robust presence on Visit NC's social media channels of 465,000+ followers and a detailed recap report.

### Price:

Tier 1 (20% discount)	\$2,000 each
Tier 2 (10% discount)	\$2,250 each
Tier 3	\$2,500 each

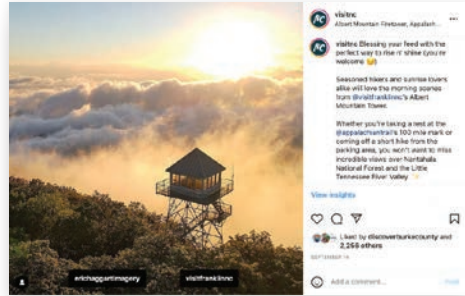
\*Partners are also responsible for lodging, dining and activity expenses and will be invoiced following the Spotlight for these expenses, if incurred.

\*\*Additional fees for Instagram Reel/TikTok creation

### Inventory:

One (1) partner spot per month





## Instagram UGC Promotion

Visit NC's social media team will utilize user-generated content featuring a partner's destination to create one (1) organic feed post during the month that their program runs. The social team will search for UGC among the four (4) locations partner provides and select the final image to be featured on Instagram. The program also includes community management by the Visit NC team on the posts, including responding to any destination-specific questions and comments on behalf of the partner.

### Partner Benefits:

Provides partners with permanent real estate on Visit NC's feed that has a highly engaged Instagram audience of 178,000 followers.

This program had 20,000 Post Impressions and 1,000 Total Engagements on average in the 2021-22 program year.

### Price:

Tier 1 (20% discount)	\$800 each
Tier 2 (10% discount)	\$900 each
Tier 3	\$1,000 each

### Inventory:

Twelve (12) partner spots (one (1) per month)



## Instagram Story Feature

Partners will have the ability to provide content for our social media team to develop an Instagram Story that will be featured from Visit NC's account. Once the content is received, our team will develop the assets into a story, adding text, captions and other fun features to make it social media-friendly. Stories will go live on an agreed-upon date between Visit NC and the partner and will last for 24 hours.

### Partner Benefits:

In 2021-22, Visit NC's Instagram Stories yielded more than 2,000,000 impressions and over 135,000 engagements across brand and partner program content.

### Price:

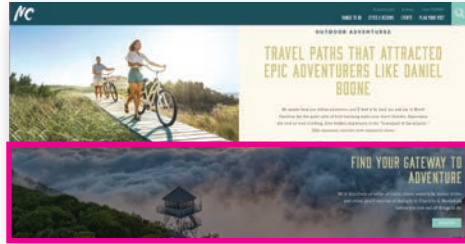
Tier 1 (20% discount)	\$560 each
Tier 2 (10% discount)	\$630 each
Tier 3	\$700 each

### Inventory:

Twenty-four (24) partner spots (two (2) per month)

VISITNC.COM

📍 Bodie Island Lighthouse



## Interest Overview Page Feature

Partners will have the opportunity to be highlighted on one of VisitNC.com’s interest overview pages under Spas & Wellness, Kids & Family, Eat & Drink > Wine, Outdoor Adventures, Natural Attractions or Romantic Getaways pages. These pages are discoverable all year long and hold content that is specific to the highlighted interest, including a photo gallery, overview paragraph and a grid of relevant listings, events and stories.

### Partner Benefits:

These interest overview pages receive approximately 31,000 average page views per calendar year.

### Price:

Tier 1 (20% discount)	\$1,200 each
Tier 2 (10% discount)	\$1,350 each
Tier 3	\$1,500 each

### Inventory:

Two (2) partner features per year, per page (each partner will receive a six-month flight: either July – December or January – June)



## Seasonal Overview Page Feature

Partners will have the opportunity to be highlighted on one of VisitNC.com’s seasonal overview pages that is linked directly off the VisitNC.com homepage for several months at a time and is discoverable all year long. It holds all season-specific content, including a photo gallery, overview paragraph with links to seasonal stories, trip tips and a grid of relevant listings, events and stories.

### Partner Benefits:

The average seasonal overview page receives approximately 27,000 page views per calendar year.

### Price:

Tier 1 (20% discount)	\$1,600 each
Tier 2 (10% discount)	\$1,800 each
Tier 3	\$2,000 each

### Inventory:

Five (5) partner features per year (one (1) partner per season and one (1) holiday partner)

## Native Advertising

Description: Partners have the opportunity to buy into pages of the VisitNC.com site where their short-form native ad can appear within the site’s existing content grid for three months. Native ads are designed to fit in with the overall look and feel of the site and will only appear within content relevant to the ad, making for a seamless user experience.

### Partner Benefits:

These native ads guarantee placement on some of VisitNC.com’s most-trafficked pages, including the most-trafficked page (Things to Do)

### Price:

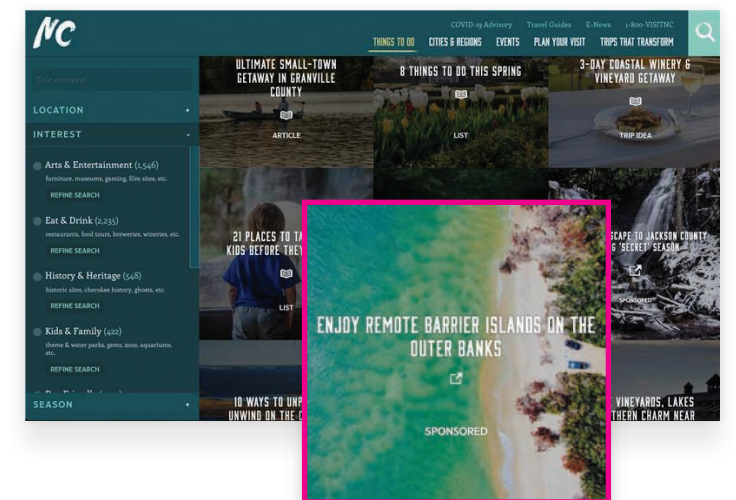
Tier 1 (20% discount)	\$400 each
Tier 2 (10% discount)	\$450 each
Tier 3	\$500 each

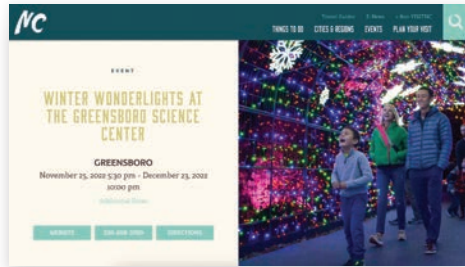
### Inventory:

Five (5) partners per content page and opportunity to purchase added-value placements if space is available.

Interest Overviews
Things To Do
Eat & Drink Eat & Drink > Wine
History & Heritage
Kids & Family Kids & Family > Zoos & Aquariums
Natural Attractions Natural Attractions > Beaches, Rivers & Lakes Attractions > State & National Parks Natural Attractions > Waterfalls
Outdoor Adventures Outdoor Adventures > Camping Outdoor Adventures > Hiking
Romantic Getaways Romantic Getaways > Spas & Wellness

Location Overviews
Mountains > Asheville & the Foothills Mountains > High Country Mountains > Smoky Mountains & Cherokee
Piedmont > Charlotte Region Piedmont > Greensboro & Winston-Salem Piedmont > Pinehurst & the Sandhills Piedmont > Raleigh, Durham & the Triangle
Coast > Albemarle & Pamlico Sounds Coast > Brunswick Islands Coast > Crystal Coast Coast > Inner Coastal Plain Coast > Outer Banks & Currituck Coast > Topsail Area Coast > Wilmington Area





## Featured Event

Participating partners have the opportunity to call more attention to their events and festivals via VisitNC.com's Featured Event listings for 60 days.

**Partner Benefits:**

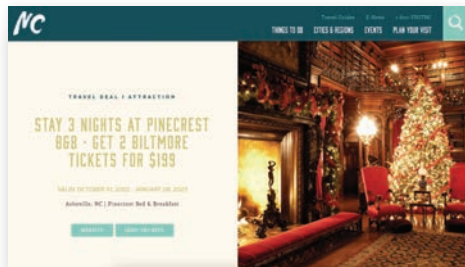
Cost-effective way to provide timely event information to attendees and visitors.

**Price:**

Tier 1 (20% discount)	\$120 each
Tier 2 (10% discount)	\$135 each
Tier 3	\$150 each

**Inventory:**

Available in 60-day increments



## Travel Deals

Travel Deals are featured on a dedicated VisitNC.com page and promote special North Carolina travel offers and packages to interested visitors.

**Partner Benefits:**

In the 2021-22 program years, the Travel Deals page received approximately 19,000 page views.

**Price:**

Tier 1 (20% discount)	\$200
Tier 2 (10% discount)	\$225
Tier 3	\$250

**Inventory:**

Available in 60-day increments

## E-NEWS PROGRAMS



Downtown Asheville

**NEW** For Real Content Series

This new content series will feature partners monthly and will be highlighted in the body of the Visit NC e-newsletter. Partners have the opportunity to be featured as a part of the email content where they can showcase an authentic highlight of their destination.

**Partner Benefits:**

These e-newsletters are sent to 120,000+ opt in subscribers, increasing traffic to destination sites and allowing for real-time insights into clicks/content interaction.

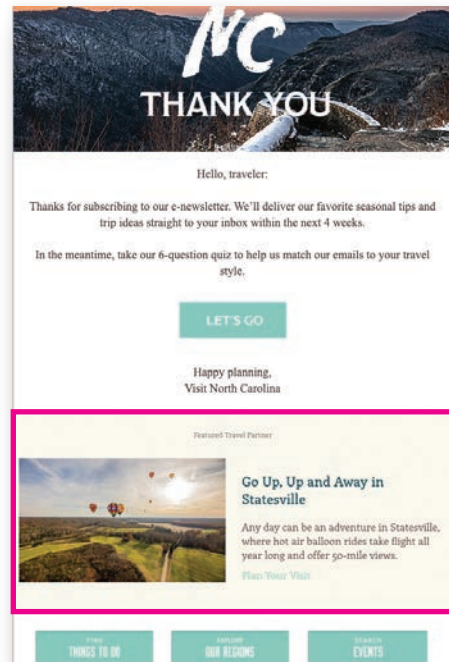
**Price:**

Tier 1 (20% discount)	\$800
Tier 2 (10% discount)	\$900
Tier 3	\$1,000 per partner

\$2,000 value

**Inventory:**

- Limit to four (4) spots per year
- Two (2) spots will be full-pay, single placements
- The remaining two (2) spots can be bundled



Thank You Email Sponsorships

This opportunity allows partners to be included in a Visit NC autotrigger thank you email that is received by people who have just ordered a North Carolina Travel Guide or signed up for a Visit NC e-newsletter on VisitNC.com. This native-style ad will allow partners to generate brand awareness alongside Visit NC content and messaging to an already-engaged audience.

**Partner Benefits:**

The partner ad includes a click-through URL so users can learn more about the partner destination.

**Price:**

Tier 1 (20% discount)	\$280
Tier 2 (10% discount)	\$315
Tier 3	\$350

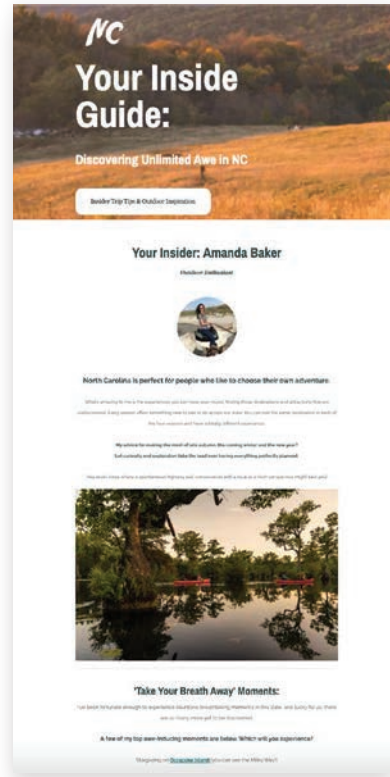
**Inventory:**

Four (4) partner spots (one (1) per quarter)

MULTICHANNEL PROGRAMS

Lower Cascade Falls, Hanging Rock State Park





**NEW** E-news Insider Authorship

Partners will have the opportunity to be a lead voice for Visit NC's Monthly e-newsletter. This program allows partners to be featured in the email header, a chance to write their own intro, a landing page to share insider recommendations and more.

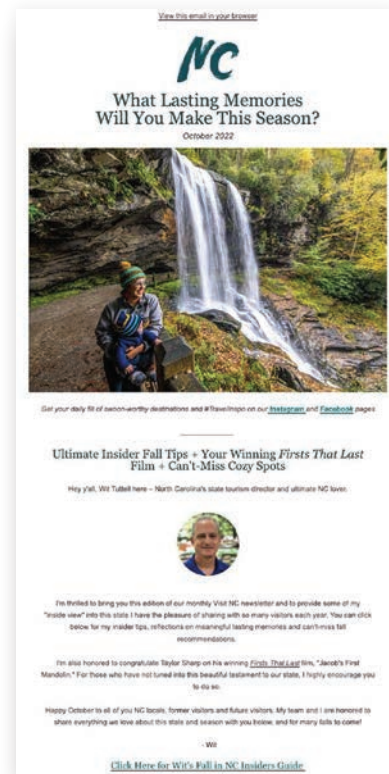
**Partner Benefits:**  
Partners will highlight their destinations to 120,000+ opt-in subscribers.

**Price:**

Tier 1 (20% discount)	\$840
Tier 2 (10% discount)	\$945
Tier 3	\$1,050 per partner \$3,500 value per partner

**Inventory:**  
6 total deployments

- Three (3) Solo Authorships
- Three (3) Trio Authorships (one (1) lead voice and two (2) supporting voices)



**NEW** E-news Seasonal Roundups: Events & Travel Deals

Partner events and travel deals will be highlighted in Visit NC's quarterly, seasonally focused e-newsletter. This gives partners the chance to display their events and travel deals for more travelers to take advantage of these opportunities across NC.

**Partner Benefits:**  
Seasonal quarterly emails perform well resulting in more people viewing content.

**Inventory:**  
One (1) email per quarter with round-up of events and travel deals

**Price:**

Tier 1 (20% discount)	\$320
Tier 2 (10% discount)	\$360
Tier 3	\$400

Custom Content Refresh Program

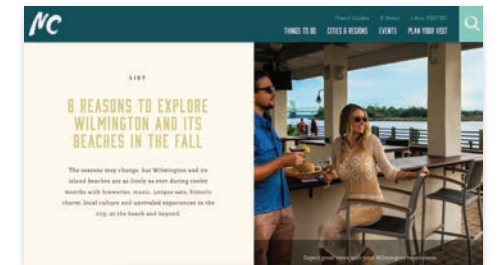
Visit NC is offering partners the opportunity to refresh existing content without changing the overall structure or theme of the story. Partners will work with the Visit NC editorial team to provide requested content updates as well as any new links or images. Partners will maintain joint ownership of the content with Visit NC, and the refreshed content will be promoted in the monthly Inside NC e-newsletter.

**Price:**

Tier 1 (20% discount)	\$1,000 each
Tier 2 (10% discount)	\$1,125 each
Tier 3	\$1,250 each

**Inventory:**  
One (1) partner per month

**Partner Benefits:**  
This program invites partners to promote their new, exciting locations in their destination; links, images and the date at the bottom will all be updated, which helps the story's SEO; and the story will be included in the Visit NC e-newsletter (120,000+ subscribers).





## Custom Content

Custom content will be written by the Visit NC team based on input and collaboration with the partner on desired content and key messages to cover. Your custom content piece will be published on VisitNC.com, placed and promoted through three (3) social media posts, and will also be included within the monthly Inside NC e-newsletter.

### Partner Benefits:

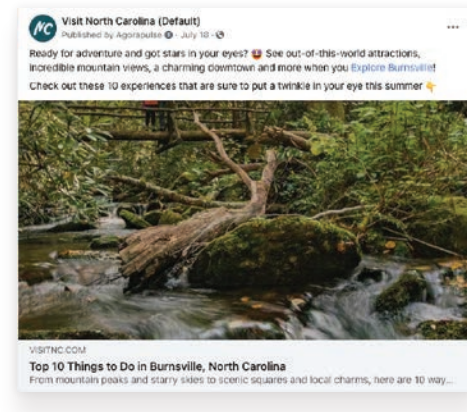
Custom content pieces will live in perpetuity on VisitNC.com, be included in the monthly Inside NC eNews (120,000+ subscribers) and be eligible for the Custom Content Refresh program moving forward.

### Price:

Tier 1 (20% discount)	\$2,400 each
Tier 2 (10% discount)	\$2,700 each
Tier 3	\$3,000 each

### Inventory:

One (1) partner per month



## Featured Event: Instagram Story Roundup

Leveraging the partner's Featured Event listing on VisitNC.com, Visit NC's Social Media Team will develop one (1) slide per partner in an Instagram Story roundup of upcoming events throughout the state.

### Price:

Tier 1 (20% discount)	\$280 each
Tier 2 (10% discount)	\$315 each
Tier 3	\$350 each

### Inventory:

Five (5) partner spots available per month  
January – October  
Ten (10) partner spots available per month  
November – December

### Partner Benefits:

Price includes a 60-day Featured Event listing on VisitNC.com, valued at \$150.



## Featured Event: Facebook Promotion

Leveraging the partner's Featured Event listing on VisitNC.com, Visit NC's Social Media team will create an organic Facebook Event on Visit NC's Facebook page. The event will then be promoted to a target audience through a Facebook Event Response Campaign with a \$500 ad spend. Partners will be required to co-host the Facebook Event along with Visit NC to assist with any community management needs.

### Partner Benefits:

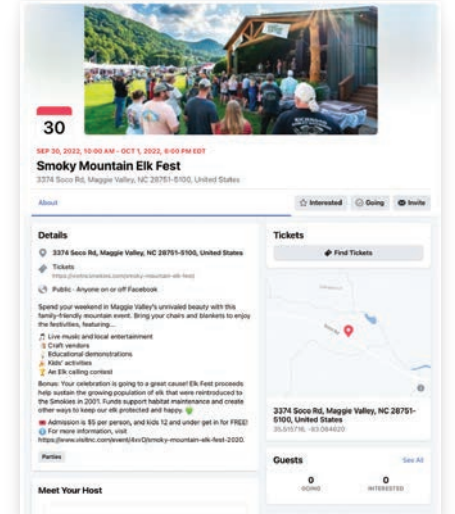
Price includes a 60-day Featured Event listing on VisitNC.com, valued at \$150.

### Price:

Tier 1 (20% discount)	\$700 each
Tier 2 (10% discount)	\$788 each
Tier 3	\$875 each

### Inventory:

Two (2) partners per month



### Recommended Platform for Event Types and Demographics

Featured Event: Instagram Story	Featured Event: Facebook Promotion
18 – 44 years	35 – 64 years
Concerts and Performances	Arts and Literature
Food and Drink	Home and Garden
Health and Wellness	Shopping/Markets
Crafts/DIY	Causes
Festivals/Fairs	



## Travel Deal: Social Promotion

Visit NC's Social Media team will create an organic Facebook post about the deal that links back to the Travel Deal listing on VisitNC.com. This post will then be activated as a Facebook campaign with a spend of \$1,000 for increased awareness and exposure.

### Partner Benefits:

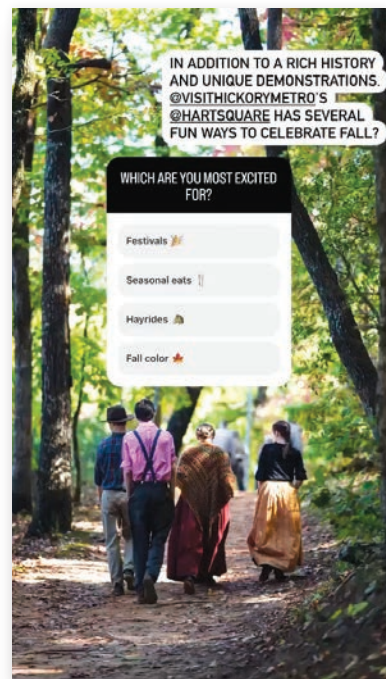
In the 2021-22 program years, promotion of Visit NC's travel deals garnered over 730,000 impressions and over 7,000 link clicks.

### Price:

Tier 1 (20% discount)	\$1,100 each
Tier 2 (10% discount)	\$1,238 each
Tier 3	\$1,375 each

### Inventory:

One (1) partner per month



## Featured Content Sponsorship

Partners have the opportunity to sponsor a portion of content specific to their destination within a seasonal or thematic story on VisitNC.com. The partner's featured content will also be promoted on Visit NC's Instagram account in a two-slide Instagram Story that includes a swipe-up link to the featured content story during the season in which the story is published.

### Partner Benefits:

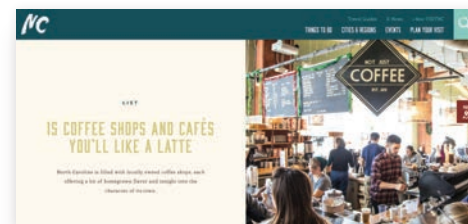
These stories have historically performed well, and partners often benefit from added value placement in the Visit NC newsletter (120,000+ subscribers).

### Price:

Tier 1 (20% discount)	\$800 each
Tier 2 (10% discount)	\$900 each
Tier 3	\$1,000 each

### Inventory:

One (1) 12-month increment for each content category



Fall 2023	Winter 2023-2024	Spring 2024	Summer 2024
Fall Trips You Might Have Overlooked Adaptive Outdoor Activities	Places for Comfort & Soul Food Cold-Weather Sipping Creative Craft Beers	Memorial Day Weekend Getaways Scenic Spots for Romance	Places to Take Your Kids Before They Grow Up

VIDEO/PHOTOGRAPHY PRODUCTION



📍 Dock at the Inn, Pamlico Sound

**NEW** Content Shoot

Our team will travel to a partner’s destination to gather both video and photography assets for partners to use on their social channels, websites, etc.

**Partner Benefits:**

Partners will receive high-quality assets and will learn tips on how to capture content.

**Price:**

Ten (10) Retouched Photos and three (3) video clips:	
Tier 1 (20% Discount)	\$800
Tier 2 (10% Discount)	\$900
Tier 3	\$1,000 per partner \$4,000 value

Fifteen (15) Retouched Photos and five (5) video clips:

Tier 1 (20% Discount)	\$1,200
Tier 2 (10% Discount)	\$1,350
Tier 3	\$1,500 per partner \$4,500 value

Twenty (20) Retouched Photos and seven (7) video clips:

Tier 1 (20% Discount)	\$1,600
Tier 2 (10% Discount)	\$1,800
Tier 3	\$2,000 per partner \$5,000 value

**Inventory:**

Ten (10) partner spots, with three (3) being reserved for T1

**NEW** Photo/Video Editing

Partners will have the chance to provide up to twelve (12) photos and/or up to two (2) minutes of video assets to be edited. Partners will then receive high-quality assets for use across their platforms.

**Partner Benefits:**

Partner has full rights to images without additional fees.

**Price:**

Photo Editing:

Tier 1 (20% discount)	\$720
Tier 2 (10% discount)	\$810
Tier 3	\$900

Video Editing:

Tier 1 (20% discount)	\$1,200
Tier 2 (10% discount)	\$1,350
Tier 3	\$1,500

Both:

Tier 1 (20% discount)	\$1,920
Tier 2 (10% discount)	\$2,160
Tier 3	\$2,400

**Inventory:**

Five (5) partners per year, with one (1) spot reserved for T1

Video Production

This turnkey service from pre-production to final delivery of video files, covers script writing, one (1) 10-hour shoot day, post-production, VO and music licensing which will provide partners with a two-to-three-minute promotional video that can be used for all marketing purposes.

**Partner Benefits:**

Partners can create commercial-level visuals through Visit NC’s experienced, tourism-driven production team.

**Price:**

Tier 1 (20% discount)	\$8,000 each
Tier 2 (10% discount)	\$9,000 each
Tier 3	\$10,000 each

\*60- or 30-second spots can be produced from the same footage for \$500

\*The completed video will also be posted on the partner’s listing on VisitNC.com at no charge (a \$200 value)

**Inventory:**

Four (4) partner spots (One (1) per quarter)



## Creative Production Program

This à la carte creative offering will help partners put together their own customized campaign creative while leveraging the look and feel of the new Visit NC For Real campaign messaging. In addition to development of a suite of standard-size display banners, a quarter-page print ad for any print co-op buys a partner may sign up for can be developed. For both programs, partners will be able to provide brand guidelines, descriptive ad copy, logo and imagery.

### Partner Benefits:

This program is great for partners who may not have creative production capabilities but are in need of creative materials for upcoming co-op programs.

### Price:

Static Banners:	
Tier 1 (20% Discount)	\$2,880
Tier 2 (10% Discount)	\$3,240
Tier 3	\$3,600

### Print Ad:

Tier 1 (20% Discount)	\$2,240
Tier 2 (10% Discount)	\$2,520
Tier 3	\$2,800

### Inventory:

Ten (10) partner spaces for the July '23 – June '24 fiscal year

Deliverable	Description/Specs	Assets Required	Cost
Static Banners	<p>Standard suite of six (6) static banner ads for desktop and mobile use.</p> <p>Sizes include:                      Desktop: 160 x 600, 300 x 250, 300 x 600, 728 x 90                      Mobile: 300 x 50 and 320 x 50.</p> <p>Includes banner ad layout with inspiration campaign headline copy, partner visual and custom descriptive copy. Partner will receive one (1) round of revisions.</p> <p><i>Additional static banner ad sizes based on same creative concept are available at a cost of \$150/each size.</i></p>	<ul style="list-style-type: none"> <li>Completed spec sheet</li> <li>Brand guidelines</li> <li>Brand logo (in Illustrator, PNG and ESP formats)</li> <li>2-4 hi-res brand images</li> </ul>	\$3,600
Print Ad	<p>One (1) 3.375 x 4.75 four-color ¼-page print advertisement.</p> <p>Includes print ad layout with inspiration campaign headline copy, custom descriptive ad copy and partner visual. Partner will receive one (1) round of revisions.</p>	<ul style="list-style-type: none"> <li>Completed spec sheet</li> <li>Brand guidelines</li> <li>Brand logo (in Illustrator, PNG and ESP formats)</li> <li>2-4 hi-res brand images</li> </ul>	\$2,800

**Disclaimer:** Luquire and Visit NC retain all intellectual property rights to the For Real, Visit NC campaign and related creative assets. Partner assets created as part of the Creative Production Program can be used exclusively for 2023-2024 Visit NC Partner Programs and are not available for use in any other advertising or marketing efforts. By submitting a photo for use for this program, partners are certifying they have the full rights to use that image. If partners would like to submit stock photography for these programs, they must be able to confirm that they have purchased the rights/licensing to use for marketing purposes. Luquire and Visit NC are not responsible for any misuse of partner-provided imagery.

**Program Details:** Creative offerings will be reflective of the Visit NC campaign messaging and look and feel, and include partner brand logo and visuals. Partners are to **complete the program spec sheet and provide required assets at least 60 days prior** to deliverable completion.

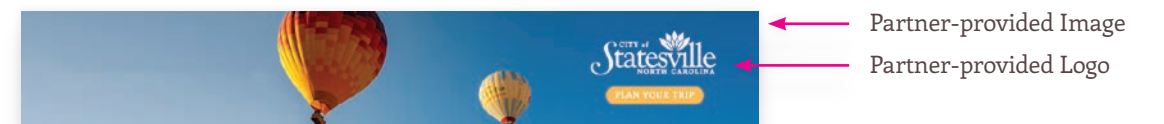
### Quarter-Page Print Ad



### Desktop Display Banner Ad



### Mobile Display Banner Ad





## Zartico Visitor Insights

The annual cost of this program is based on the NC Department of Commerce County Distress Rankings:  
Tier 1 – \$5,000; Tier 2 – \$5,500; Tier 3 – \$6,000

Visit NC has partnered with Zartico Insights to combine all of North Carolina's visitor and resident data into one Destination Operating System. We now have insights into North Carolina's visitor economy that we've never seen before. These learnings are giving us the intelligence we need to better connect with our visitors and fellow North Carolina residents. Our mutual goal is to improve the experience of visiting and living in our beautiful State.

Each region\*\* and most counties\* throughout NC will be able to take advantage of the system and insights on a monthly basis. The following visitor reports will be sent to partners monthly to help their teams better understand opportunities and craft a narrative over the best possible North Carolina experience.

Zartico Visitor Insights will be provided as follows:

### 1. Key Visitor Insights Compared to State Averages

Using device counts for your county\*/region\*\* and the state by month, you'll be able to see how your destination compares to the state in terms of visitor to resident ratio, average visitor spend and percent of out-of-state visitation.

This data will help you answer questions like:

- What months are slowest for visitors entering the county\*/region\*\* compared to the state?
- What do my visitation and spending trends look like compared to the state?

### 2. County\* & Regional\*\* Visitation by Origin Market

The visitation and spending by your top origin markets reported monthly and compared to the same month last year.

This data will help you answer questions like:

- Is my top market for visitation also the top market for visitor spending?
- What market that we don't advertise in is visiting my destination?
- What is the proportion of in-state versus out-of-state visitors to my destination?
- How does visitation to my destination change by market by month?
- What types of locations do visitors to my destination visit and how does that compare to residents' activities?

### 3. Visitor Spending by Category

The segmentation of spending by visitors to the county\*/region\*\*.

This data will help you answer questions like:

- What segments do visitors spend the most in within my destination and how is that spending allocated by trip?
- How is in-state spending different from out-of-state visitor spending?
- How is visitor spending generated by season?

*\* Not all counties in North Carolina have the minimum visitation levels at the monthly level to provide valid data. In the case that your county does not, it is possible to aggregate two or more counties to provide data. Fewer than 10 counties are affected.*

*\*\* Regional reports will be offered at the Visit NC Marketing Region*

If you have questions or would like to participate in the Zartico Visitor Insights program, please reach out to **Marlise Taylor**, [marlise.taylor@visitnc.com](mailto:marlise.taylor@visitnc.com), 919.447.7748.

RESEARCH

# Arrivalist Analytics 2023-2024



Arrivalist's co-op offerings have gone through a rapid evolution in the past few years, reflecting the changing needs of DMOs during crisis and recovery. Destinations need to know their new customer, discover actionable data in easy dashboard formats, and be able to share the value with stakeholders. At the same time, states are unlocking the value chain by creating efficient opportunities for their individual county and city DMOs. Given successful partnerships thus far, Visit NC is rolling out the Arrivalist Horizon co-op. Arrivalist once again offers Visit NC the opportunity to endorse the first overnight segmentation co-op of its kind: Arrivalist Lodging. New this year insights from Arrivalist are presented within the Horizon platform.

In Q4 2022 Arrivalist released Horizon. A visual-first decision engine for travel and tourism. A new, ground-up platform where

charts, graphs, maps, rankings and natural language summary text combine to tell data stories specific to *who, when, where (and where else), how long, how much (\$)*. Single click analysis built for decision making. The layout, and the data presentation are all new for 2023. Available modules include:

- Arrivalist Trip – Visitation, Origin Markets
- Arrivalist Lodging – Hotels and Vacation Rental Metrics
- Arrivalist Local – Local vs. Non-Local Destination Data
- Time Frames (Year over Year Visualizations)
- Arrivalist Media Attribution
- Arrivalist POIs, Cross Visitation and Event Measurement

## HORIZON BY ARRIVALIST – NEW VISUAL-FIRST DECISION ENGINE

The New Horizon platform includes high resolution (PNG, PDF) downloadable graphics. Colorful maps, charts, graphs, matrices, and rankings – ready to export and use in stakeholder meetings, global filters for dates, POI and POI categories. An all-in-one web application for making big decisions about travelers.

### INVESTMENT:

Location data from smartphone panel reveals visitor origins, length of stay, seasonality, and in-market behavior through lens of proprietary “Trip Model.” Presents key performance indicators using data from our most advanced models, scrollable web dashboard with views of visitation, Year-over-Year insights, POI activity, Cross Visitation, Locals vs. Travelers, and more. **\$19,000/Year.**

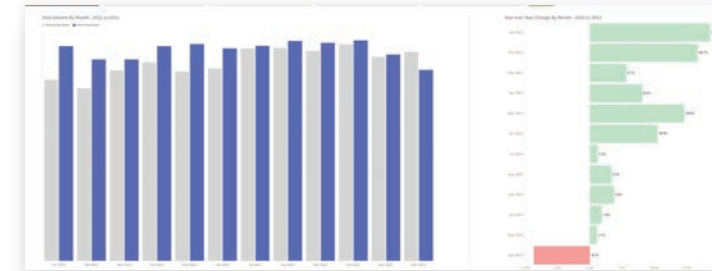
### FEATURED: ARRIVALIST TRIP

The visitation module provides an overview of visitor estimates, seasonality, and origin markets. Meanwhile, the Points of Interest Dashboard includes both POI, POI Categories and Events with cross visitation.

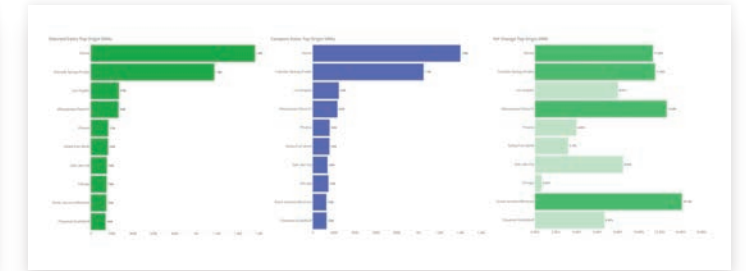
### FEATURED: POI, POI SHARE, AND POI CATEGORY CROSS VISITATION



## ARRIVALIST TIME FRAMES – NEW YEAR-OVER-YEAR INSIGHT MODULE



## ARRIVALIST VISITATION – UNDERSTAND LOCALS VS. NONLOCALS



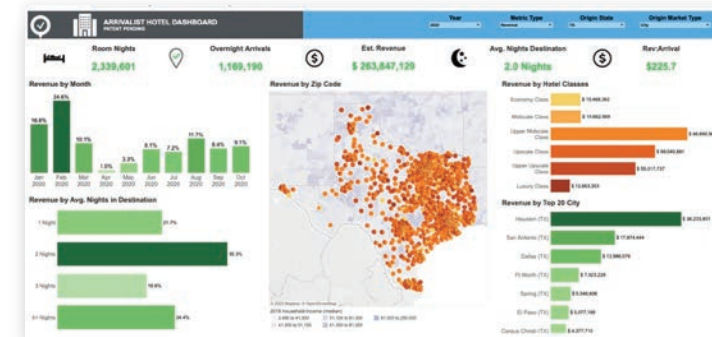
## ARRIVALIST LODGING

Arrivalist Lodging Module is the industry's first total overnight demand market view. Integrating data from best-in-class hotel booking metrics and vacation rental metric providers, Arrivalist employs location data to understand where visitors spend the night, how that varies by hotel class, origin market, time of year and more. LED users report back a spectrum of use cases from improved ZIP code targeting to increase ROI to optimized content marketing to heightened advocacy. Lodging will be integrated into the web-based Horizon platform in Q123.

### INVESTMENT:

Segments destination overnight trips by lodging type (hotel, vacation rental), hotel class, origin market and more. Integrates best-in-class hotel and vacation rental metrics for a comprehensive view of the overnight market. **\$19,000/Year +\$5,000 one time set up fee for new Lodging clients.**

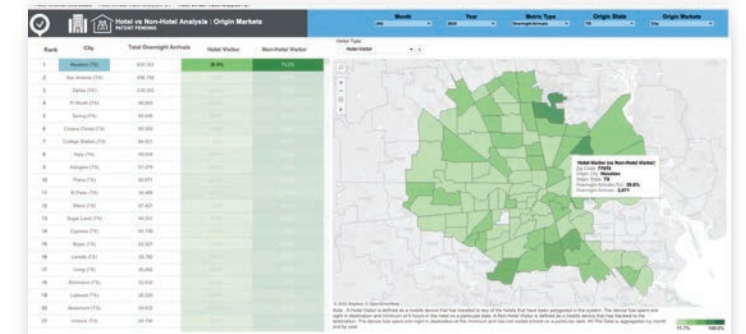
### FEATURED: SPENDING BY AVG NIGHTS / DMA / CLASS / ZIP CODE / DAY OF WEEK



### FEATURED: HOTEL VS. VACATION RENTALS



### FEATURED: LODGING ORIGIN MARKETS



## MMGY Custom Traveler Segment Profile

Attendees of the Visit NC Tourism Conference can take advantage of this program for just \$10,000 – a 33% savings compared to MMGY’s standard report pricing. This limited time offer expires June 30, 2023.

MMGY Travel Intelligence will prepare and deliver four (4) seasonal editions of its 2023 Portrait of American Travelers® research study. Each report will be accompanied by a survey response data file with up to five (5) custom banners (ex. “A Profile of NC Visitor Prospects who self-identify

as ‘Environmentally-conscious’”). Partners can work in collaboration with MMGY to define the specific data filters to ensure a highly-relevant set of reports that will help guide strategic planning decisions, prioritize messaging opportunities, and identify key factors that affect traveler prospects’ planning decisions overall.

Interested partners may reach out to **Chelsea Bachman**, [cbachman@mmgyintel.com](mailto:cbachman@mmgyintel.com) and mention **Promotional Code: NC365**.



## NEW Visit NC Research Co-op Brand and Image Position Study

A key challenge for destinations is to understand their competitive image and position in the marketplace. Visitors seldom choose not to visit an area – instead, they simply choose what they perceive as a better destination. The key barriers are often either a lack of a defined benefit/image or that other destinations have a stronger and better image. In addition, past experience is important in assessing what motivates people to visit and whether the same activities motivate repeat travel. It is also critical to understand differences between markets and how this impacts strategic and tactical decisions.

This North Carolina research co-op will provide each destination partner with an analysis of their brand image and position in the context of competing destinations in key market areas. Results will include:

A competitive analysis comparing partner destinations:

- Past visitation
- Awareness
- Likelihood to visit in the future
- Destination ratings
- Perceptual map to visualize destination perceptions

Destination position specific to each destination:

- Destination attribute ratings
- Destination image ratings
- Driver analysis that identifies strengths and opportunities
- Visitor and/or potential visitor demographics

The study will be reported in four key geographic market areas: Northeast, Southeast, Midwest and North Carolina. The sample size will be a minimum of 1,200 with at least 600 completed surveys per partner.

**\$8,000 per partner. Minimum of four destination partners are needed to field this research.**

If you have questions or would like to participate in the Brand and Image Position Study, please reach out to **Marlise Taylor**, [marlise.taylor@visitnc.com](mailto:marlise.taylor@visitnc.com), 919.447.7748.





## Key Data: Vacation Rental Data



Key Data's Dashboard is available to partners through Visit NC's co-op program at annual rates starting at \$8,500 depending on the size of your DMO's annual budget. Key Data is offering a 25% discount on the annual subscription fee for Visit NC partners.

Visit NC is partnering with Key Data, the industry leader for vacation rental data in your market and surrounding markets. They've created the industry's first direct-source access to vacation rental data in an interactive, real-time DMO dashboard. Through direct integrations with vacation rental companies' reservation systems, Key Data provides DMO partners with a robust online platform that makes visualizing your destination's data easier.

Key Data can help you answer questions like:

- How is 2023 pacing in overall bookings?
- Are we on track to exceed last summer's occupancy and ADR?
- Which of my towns are performing the best, and which need some attention?
- Where are our fastest growing feeder markets for peak season?
- How are we looking compared to competitive destinations?

Key Data's DMO Dashboard answers these questions with up-to-date, real data that presents your destination's metrics visually with easy-to-grasp dashboard views of more than 30 KPIs, including ADR, Nights Sold and Nights Available.

Key Data also provides a real-time view of your market's Airbnb & Vrbo listings giving DMOs a total view on number of properties, occupancy and bedroom count by market. Key Data also provides a DMO marketing platform for tracking visitation patterns by mapping visitors to your destination back to their home addresses. This allows DMOs to advertise to the most frequent and highest paying visitors.

If you have questions or would like to participate in the Key Data program, please reach out to **Chris Christmas**, [chris.christmas@keydatadashboard.com](mailto:chris.christmas@keydatadashboard.com).



## INDUSTRY RELATIONS

Badin Lake, Uwharrie National Forest

# RetireNC



Visit NC’s RetireNC program works to bring potential retirees to the state by promoting RetireNC.com and North Carolina Certified Retirement Communities program. The program emphasizes North Carolina’s assets that make it a top retirement destination. Visit NC maintains the Certified Retirement Communities Program and helps those communities reach out to potential retirees and assist them in visiting the state to learn more about retirement opportunities.

### The Certified Retirement Community Program

In July of 2008, the Legislature passed SB 1627, which created the North Carolina Certified Retirement Community program, to be administered by the North Carolina Department of Commerce. In July 2018, revisions were made by the General Assembly to enhance and continue the program in order to reach the program’s goals of promoting North Carolina as a preferred retirement destination and encouraging the mature market to travel to our great state.

Communities interested in becoming a Certified Retirement Community must complete an application and all prerequisite work, which can be found at [Partners.VisitNC.com/Retire-1](https://Partners.VisitNC.com/Retire-1). Below are some of the criteria communities must meet to apply:

- Be an incorporated town, city, municipality or county
- Be within 50 miles of hospital or emergency medical services
- Establish a retiree attraction committee
- Develop or have a marketing and public relations plan
- Develop or have a long-term community plan
- Pay annual fee of \$3,000 (five (5) year commitment)
- Complete an application and submit by January 31 and July 31 of each calendar year



### DOMESTIC OPPORTUNITIES

**AAA Travel Show – Pittsburgh, PA**  
\$850 per partner

January 2024

Open to six (6) partners  
New show for Visit NC and brings approx. 15,000 attendees

**Travel & Adventure Show – New York, NY**  
\$850 per partner

January 2024

Open to six (6) partners

**Travel & Adventure Show – Washington, D.C.**  
\$850 per partner

February 2024

Open to six (6) partners

**Travel & Adventure Show – Atlanta, GA**  
\$850 per partner

March 2024

Open to six (6) partners

### RetireNC

**ideal-LIVING Expos**  
Each expo is open to five (4) partners for \$350 each.



ideal-LIVING Expo – Stamford, CT January 2024

January 2024

ideal-LIVING Expo – Greater D.C. Area (Tysons Corner, VA)

February 2024

ideal-LIVING Online Listing & Summer, Fall '23 – Winter, Spring '24 Publications  
The year-long (July '23 - June '24) investment is (\$0) for Certified Retirement Communities and (\$0) for Non-Certified Retirement Communities.

If you would like more information about RetireNC, please reach out to **André Nabors** at [andre.nabors@visitnc.com](mailto:andre.nabors@visitnc.com).

## Outdoor NC

With 322 miles of ocean shoreline, vast mountain landscapes, hundreds of waterfalls, 41 State Parks and 14 National Park Service units, North Carolina has endless opportunities for recreation and adventure.

Recently Visit NC, along with the NC Outdoor Recreation Industry Association and Leave No Trace Center for Outdoor Ethics, partnered to create an initiative to ensure our treasured outdoor resources continue to thrive for the 51 million people who visit these spaces annually. We know that our outdoor spaces bring visitors from around the world, but also 63% of residents that



recreate outdoors, do so within 10 miles of where they live. It's important to all forms of economic development.

Interested partners can take the pledge and become a member of the Partner Alliance. With membership, comes assets to help your business or community spread the word to visitors and residents.

If you would like to learn more about Outdoor NC or want to take the pledge and become a member of the Partner Alliance, please reach out to **Heidi Walters**, [heidi.walters@visitnc.com](mailto:heidi.walters@visitnc.com).



MARKETING



📍 Ocracoke Island

# NorthCarolinaBOUND



Join this first-of-its-kind collaborative to drive measurable, real-time impact for your destination and lodging partners



## Why collaborate

Raise awareness among travelers and accelerate tourism profitably and sustainably. **Regional destinations unlock incredible value**, while helping lodging providers. **And together, we're building a long-term, competitive advantage for all of North Carolina.**

## How it works

1. The industry works together to market and win travelers **on a single collaborative platform.**
2. Regions and lodging industry partners **get access to the Flip.to marketing stack.**
3. Regions help bring the collaborative to their destination and lodging partners.
4. Impact is tracked **down to revenue and in real time.**

### HOW TO JOIN

REGIONAL DESTINATIONS  
[join.flip.to/nc](https://join.flip.to/nc)

LODGING INDUSTRY  
[join.flip.to/ncbound](https://join.flip.to/ncbound)

SAY HELLO TO FLIP.TO  
[hello@flip.to](mailto:hello@flip.to)

## SPONSORED BY Visit NC

*Thanks to a full investment by Visit NC, there is no cost to our industry partners to join NorthCarolinaBound – including any regional destination or lodging provider.*

## For regional destination marketing organizations

### Impact

Launch your own platform **plus** enlist the lodging industry to raise awareness for your destination:

- Reach a highly-targeted, right-fit demographic, at a massive scale – with impact tracked in real time.
- Built-in journeys nurture this right-fit demographic, winning them over for the destination.
- **Dedicated account managers from Flip.to do all the heavy lifting** to get your region and lodging industry on board, plus set up your platform.

### BONUS Insights

**Unlock Collaborative Insights** with wider participation:

- + Get a regional understanding of the marketing ecosystem: **real-time, market-level insights.**
- + **Dial in deployment of marketing spend across your region – even beyond the platform.**



## For lodging industry partners

Lodging partners manage their own account, and track their own impact:

- Lodging partners start by winning over travelers in the dreaming phase, **reaching and inspiring a right-fit audience with the help of their guests.**
- In the planning phase, lodging partners spark conversations with travelers deciding where to go next, **and increase conversion.**



# The Official North Carolina Travel Guide



The Official North Carolina Travel Guide is the primary consumer fulfillment publication for the state in its international and national marketing efforts and is a trusted source for selecting where to go, where to stay and what to do while visiting North Carolina.

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 NC’s marketing campaign, VisitNC.com requests and 1-800-VisitNC 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 *Better Homes & Gardens* and *Real Simple* 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

### Travel Guides Inspire Travel

- Consumer feedback found that 95% of respondents who had read the guide said it inspired them to either take or plan a trip to North Carolina
- 68% of respondents read the issue from start to finish
- When asked about the impact the guide had on their travel planning, they said:
  - Inspired me to learn more about North Carolina for a future trip (52%)
  - North Carolina is a more attractive destination to me because of the guide (45%)
  - I am more motivated to travel to North Carolina because of the guide (44%)

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

### Opportunities and Rates

Ad Unit Size	Net Rate	Early Bird 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 Listing†	\$525	\$500
Logo + Bold Listing†	\$961	\$915

Places to Live**   Places to Stay***   Places to Explore	Net Rate	Early Bird Discount
Single Listing – 2.125" x 2.375"	\$1,575	\$1,500
Double Listing – 2.125" x 4.875"	\$3,150	\$3,000

Premium Positions	Net Rate	Early Bird 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

\*Early Bird Discount Deadline: July 31, 2023  
**Ad and Materials Deadlines: September 20, 2023**  
**Delivery Date: December 18, 2023**

† Only available for Local Information Services  
 \*\* Open to CRC Communities and their developments  
 \*\*\* Only open to vacation rentals and B&Bs

## Digital Edition

### Video Engagement with Consumers Added Value for all Display Partners\*

Capture the attention of readers with dynamic use of video. Your supplied video will be embedded into the digital edition of the 2023 North Carolina Travel Guide and showcase the unique and exciting experiences that await visitors in your destination. Partners must supply a YouTube link to existing video creative.

If you have any questions or would like to advertise in the North Carolina Travel Guide, please reach out to **Stacey Rosseter, Stacey.Rosseter@Dotdashmdp.com, 678.571.7445.**

\*Excludes Places to Stay, Explore, or Live

## PUBLIC RELATIONS

Building relationships with key media and influencers is crucial to securing local, regional and national coverage to help tell your story to potential visitors. Visit NC's PR team supports your efforts with opportunities to sharpen your story ideas and connect with media. These co-op programs are contracted and billed separately from other Visit NC partner programs.

## DOMESTIC MEDIA MISSIONS

Media missions are designed to let you network and share your destination's story with top-tier travel and lifestyle media in markets of interest. For 2023-2024, we plan to include the following:

**In-state Media Mission**  
**Fall 2023**  
**\$300 plus travel expenses**

The event will be a traditional reception / trade show-style gathering with up to 25 destination partners and dozens of media representatives and influencers. Registration fee includes event attendance, media contact list, and pitch sheet inclusion in the digital media kit. A pitch sheet-only option is available for \$100.

**Out-of-state Mini Missions**  
**Multiple Opportunities 2023-2024**  
**\$1,000-1,250 plus travel expenses**

These versatile events will involve a small number of destination partners traveling to markets of interest for deskside visits, meals, informal meetings and other activities. Markets will be determined based on partner interest and media travel sentiment. Registration fee includes some meals and other hospitality expenses, media contact list, and assistance with follow-up as needed.





**Media Pitch Projects**  
**Sliding Fee Scale – from \$1,250**

The first step to gaining coverage is targeting the right outlets to tell your story. With this program, Visit NC’s PR staff and agency will work with destinations to pinpoint ideas and develop a customized pitch that will resonate with target media. The PR team will then connect destinations directly to media interested in the subject to see coverage through to fruition.

In an effort to support destinations that have newsworthy stories to tell but lack the economic resources to invest in PR, Visit NC uses a sliding fee scale based on 2023 County Distress Rankings. Fees may be shared among several counties for one regional pitch project if approved by the Visit NC PR team.

**Influencer Pitch Projects**  
**from \$2,500**

As you ride the currents of the digital world, Visit NC will help you identify and vet influencers. You will work with the PR team to brainstorm hosted experiences (culinary events, hotel stays, outdoor adventures) that can be offered to influencers in exchange for social posts. Our PR agency will share a list of targeted influencers, pitch them on your behalf, and connect you directly to those who are interested. You can then arrange visits to deliver the experiences.

**Deskside Media Tours**  
**\$6,000 plus expenses**

Make one-on-one connections with key travel and lifestyle editors in major media markets such as New York, Los Angeles, Atlanta and Washington, D.C. The extended PR team will help determine topics and timing, then set up six to ten media appointments with a comprehensive briefing on each outlet. A PR agency representative can escort you for an additional fee.

If you are interested in the PR offerings for the 2023-2024 fiscal year, please contact [media@visitnc.com](mailto:media@visitnc.com).

PRINT

# Program Calendar

PUBLICATION	SEPTEMBER '23	OCTOBER '23	FEBRUARY '24	MARCH '24	APRIL '24	MAY '24	JUNE '24
<p><b>Garden &amp; Gun</b> Circulation: 364,000 Geography: National (56% in Southeast)</p>			<p><b>Three-Page Section</b> Four (4) Quarter-Page Spots, \$6,000 Per Partner One (1) Full-Page Spots, \$17,000 Per Partner</p>		<p><b>Three-Page Section</b> Four (4) Quarter-Page Spots, \$6,000 Per Partner One (1) Full-Page Spots, \$17,000 Per Partner</p>		
<p><b>Southern Living</b> Circulation: 1,381,000 Geography: DE, FL, GA, MD, NJ, NY, NC, PA, SC, TN, VA, Washington D.C.</p>					<p><b>Brand/Co-Op Spread</b> Four (4) Quarter-Page Spots, \$9,500 Per Partner</p>	<p><b>Three-Page Section</b> Eight (8) Quarter-Page Spots, \$9,500 Per Partner</p>	
<p><b>OUTDOOR NC</b> <b>Outside Magazine</b> Circulation: 225,000 Geography: DE, FL, GA, IL, KY, MD, NJ, NY, OH, PA, SC, TN, VA, Washington D.C., WV</p>				<p><b>Brand/Co-Op Spread</b> Four (4) Quarter-Page Ads, \$3,500 Per Partner</p>		<p><b>Brand/Co-Op Spread</b> Four (4) Quarter-Page Ads, \$3,500 Per Partner</p>	
<p><b>NEW Bridal Guide</b> Circulation: 102,000 Geography: National</p>	<p><b>Brand/Co-Op Spread</b> Four (4) Quarter-Page Ads, \$4,500-\$5,000 Per Partner</p>			<p><b>Brand/Co-Op Spread</b> Four (4) Quarter-Page Ads, \$4,500-\$5,000 Per Partner</p>			
<p><b>Local Market Combo: Large Markets</b> <i>Atlanta Magazine, Philadelphia Magazine and Washingtonian Magazine</i> Total Circulation: 300,000</p>	<p><b>Brand/Co-Op Spread</b> Four (4) Quarter-Page Spots, \$8,000 Per Partner</p>				<p><b>Brand/Co-Op Spread</b> Four (4) Quarter-Page Spots, \$8,000 Per Partner</p>		
<p><b>Local Market Combo: Small Markets</b> <i>Blue Ridge Country, Cleveland Magazine, Columbus Monthly Magazine, Orlando Magazine, Pittsburgh Magazine, South Carolina Living and Tennessee Magazine</i> Total Circulation: 1,323,722</p>	<p><b>Brand/Co-Op Spread</b> Four (4) Quarter-Page Ads, \$7,500 Per Partner</p>				<p><b>Brand/Co-Op Spread</b> Four (4) Quarter-Page Spots, \$7,500 Per Partner</p>		
<p><b>Local Market Combo: In-State</b> <i>Carolina Country and Our State</i> Total Circulation: 896,863</p>	<p><b>Brand/Co-Op Spread</b> Four (4) Quarter-Page Spots, \$3,500 Per Partner</p>				<p><b>Brand/Co-Op Spread</b> Four (4) Quarter-Page Spots, \$3,500 Per Partner</p>		





## Garden & Gun

Quarter-Page Investment: \$6,000 Per Partner (24% savings on standard rates)  
 Full-Page Investment: \$17,000 Per Partner (46% savings on standard rates)

February/March 2024: Four (4) Quarter-Page Partners  
 One (1) Full-Page Partner

April/May 2024: Four (4) Quarter-Page Partners  
 One (1) Full-Page Partner



## Southern Living

Quarter-Page Investment: \$9,500 Per Partner (59% savings on standard rates)

April 2024: Four (4) Quarter-Page Partners

May 2024: Eight (8) Quarter-Page Partners



## Outside Magazine

Quarter-Page Investment: \$3,500 Per Partner  
 \$3,325 Per Outdoor NC Alliance Partner  
 (18% savings on standard rates)

March/April 2024: Four (4) Quarter-Page Partners

May/June 2024: Four (4) Quarter-Page Partners



## NEW Bridal Guide

Quarter-Page Investment: \$5,000 Per Partner (66% savings on standard rates)

September/October 2023: Four (4) quarter page ads

March/April 2024: Four (4) quarter page ads

## Local Market Combo: Large Markets

Atlanta Magazine, Philadelphia Magazine and Washingtonian

Quarter-Page Investment: \$8,000 Per Partner (15% savings on standard rates)

September 2023: Four (4) Quarter-Page Partners

April 2024: Four (4) Quarter-Page Partners



## Local Market Combo: Small Markets

Blue Ridge Country, Cleveland Magazine, Columbus Monthly, Orlando Magazine, Pittsburgh Magazine, South Carolina Living and Tennessee Magazine

Quarter-Page Investment: \$7,500 Per Partner (19% savings on standard rates)

September 2023: Four (4) Quarter-Page Partners

April 2024: Four (4) Quarter-Page Partners



## Local Market Combo: In-State

Carolina Country and Our State

Quarter-Page Investment: \$3,500 Per Partner (21% savings on standard rates)

September 2023: Four (4) Quarter-Page Partners

April 2024: Four (4) Quarter-Page Partners



### MATERIAL REQUIREMENTS

Full-page and quarter-page placements: partners will be required to submit a print-ready ad in hi-res PDF format. Creative development is the responsibility of the partner.

If you need creative support, please see page 22 for more details on our creative production co-op.



## In-Market Traveler Program

The Sojern program is available at a starting investment of \$5,000. Outdoor NC Alliance partners can receive a special discounted rate starting at \$4,500.

Sojern, a leading digital marketing platform made for travel marketers, built this new co-op offering to solve several critical hurdles for Visit NC partners. This starts with using data to reach the right consumers to inspire and influence them to visit your destination, through the right channels, at the right time. Sojern offers scalable plans and best practices to meet the needs of destination stakeholders of all sizes from rural communities, major metros, mountain, beach and leisure destinations. Also offered to all partners are free insights that prove performance and free display ad creative services for participants who need this resource.

Sojern ingests and analyzes billions of live search and purchase signals from over 1,000 travel websites all over the world. This includes major airlines, OTAs, major hotels, metasearch sites, etc. This 100% real-time travel data is used to identify travelers who are showing intent to travel to North Carolina. Sojern’s co-op program offers economic impact reporting for each participating destination for every individual campaign. Each participating partner will have direct access to the Sojern North Carolina co-op portal to track real-time results.

Sojern has been built on over a decade of expertise analyzing the complete traveler path to purchase – driving travelers from dream to destination. Sojern is also a Brand USA Affinity Partner and a Certified Marketing Partner of Google within the travel space.

DIGITAL

Investment Options	Flight & Targeting Options	Available Channels & Media Rates	Required Assets
<p><b>\$5,000</b>  <b>\$4,500 Outdoor NC Alliance</b>                      Per Partner                      Per Month                      Per Audience</p>	<p>Each partner to further customize their campaign based on the following selects:</p> <ul style="list-style-type: none"> <li>• One (1) consecutive month between July 2023 – June 2024</li> <li>• Targeting Options (choose one (1)):                             <ol style="list-style-type: none"> <li>1) Broad in-state in-market travelers (geo: NC)</li> <li>2) Broad out-of-state in-market travelers (geo: FL, GA, TN, VA, SC, OH, PA, NJ, NY, Washington D.C.)</li> <li>3) In-state <b>OR</b> out-of-state markets specific to <b>one (1)</b> of the following interests: Food &amp; Culture, Outdoor Adventure, Sports Enthusiasts</li> </ol> </li> </ul>	<p>Select up to two (2) options:</p> <p>Display                      • \$5 CPM</p> <p>Native                      • \$6 CPM</p> <p>Video                      • \$14 CPM</p>	<p>Display                      • 300 x 600, 160 x 600, 728 x 90, 300 x 250, 320 x 50, 300 x 50</p> <p>Native                      • 1200 x 627 image                      • Headline/title – up to 25 characters                      • Body text (up to 90 characters)</p> <p>Video                      • :15 or :30 video</p> <p>Click-through URL</p>
<p><b>\$10,000</b>  <b>\$9,500 Outdoor NC Alliance</b>                      Per Partner                      Per Month                      Per Audience</p>	<p>Each partner to further customize their campaign based on the following selects:</p> <ul style="list-style-type: none"> <li>• One (1) consecutive month between July 2023 – June 2024</li> <li>• Targeting Options (choose one (1)):                             <ol style="list-style-type: none"> <li>1) Broad in-state in-market travelers (geo: NC)</li> <li>2) Broad out-of-state in-market travelers (geo: FL, GA, TN, VA, SC, OH, PA, NJ, NY, Washington D.C.)</li> <li>3) In-state <b>OR</b> out-of-state markets specific to <b>one (1)</b> of the following interests: Food &amp; Culture, Outdoor Adventure, Sports Enthusiasts</li> </ol> </li> </ul>	<p>Select up to two (2) options:</p> <p>Display                      • \$5 CPM</p> <p>Native                      • \$6 CPM</p> <p>Video                      • \$14 CPM</p>	<p>Display                      • 300 x 600, 160 x 600, 728 x 90, 300 x 250, 320 x 50, 300 x 50</p> <p>Native                      • 1200 x 627 image                      • Headline/title – up to 25 characters                      • Body text (up to 90 characters)</p> <p>Video                      • :15 or :30 video</p> <p>Click-through URL</p>

# AccuWeather



The AccuWeather Program is available at investment levels starting at \$2,500 per partner.

Weather is one of the essential factors when planning vacation travel and AccuWeather users come to the platform daily (on average 3x/day) to plan their last-minute weekend getaways and upcoming vacations.

This program continues to offer three (3) unique packages for partners to tap into AccuWeather’s loyal and engaged audience across its desktop, mobile web and mobile app platforms. Scalable price points and options of display, pre-roll video and high-impact creative allow for flexibility in addressing various goals, budget levels and asset availability. Additionally, participating partners can tailor their geo and audience selections, with

an additional opportunity to target against inclement weather conditions or activity indexes.

- Utilize weather as a trigger for travel inspiration and motivation (cold/inclement weather, Golf index, Beach index, Outdoor Activity index), and an option without the trigger
- Multiple pricing tiers and product availability – display, pre-roll video, custom high-impact unit
- Customizable audience 3P targeting options – food & culture, outdoor adventure, or sports enthusiasts
- Complete and detailed reporting of key performance indicators
- Avoid \$15K-campaign minimums; added-value production with custom high-impact hero unit

Investment Options	Flight & Targeting Options	Available Channels & Media Rates	Required Assets
<p><b>\$2,500</b></p> <p>Per Partner Per Month Per Audience</p>	<p>Each partner to customize their campaign based on the following selects:</p> <ul style="list-style-type: none"> <li>• One (1) consecutive month between July 2023 – June 2024</li> <li>• Targeting Options (choose any combination, minimum of five (5) states or five (5) DMAs):                             <ol style="list-style-type: none"> <li>1) Broad in-state in-market travelers (geo: NC)</li> <li>2) Broad out-of-state in-market travelers (geo: FL, GA, TN, VA, SC, OH, PA, NJ, NY, Washington D.C.)</li> <li>3) In-state <b>OR</b> out-of-state markets specific to <b>one (1)</b> of the following interests: Food &amp; Culture, Outdoor Adventure, Sports Enthusiasts</li> <li>4) One (1) optional weather trigger – inclement weather (e.g., local conditions are “cold”) OR activity index (e.g., local conditions are ideal for “golf”)</li> </ol> </li> </ul>	<p>\$2,500 investment tier is reserved for display only:</p> <p>Display</p> <ul style="list-style-type: none"> <li>• No weather trigger: \$8.25-\$9.75 CPM</li> <li>• With weather trigger: \$8.75-\$10.25 CPM</li> </ul>	<p>Display</p> <ul style="list-style-type: none"> <li>• 300 x 250, 320 x 50, 728 x 90</li> </ul> <p>Click-through URL</p>
<p><b>\$5,000</b></p> <p>Per Partner Per Month Per Audience</p>	<p>Each partner to customize their campaign based on the following selects:</p> <ul style="list-style-type: none"> <li>• One (1) consecutive month between July 2023 – June 2024</li> <li>• Targeting Options (choose any combination, minimum of five (5) states or five (5) DMAs):                             <ol style="list-style-type: none"> <li>1) Broad in-state in-market travelers (geo: NC)</li> <li>2) Broad out-of-state in-market travelers (geo: FL, GA, TN, VA, SC, OH, PA, NJ, NY, Washington D.C.)</li> <li>3) In-state <b>OR</b> out-of-state markets specific to <b>one (1)</b> of the following interests: Food &amp; Culture, Outdoor Adventure, Sports Enthusiasts</li> <li>4) One (1) optional weather trigger – inclement weather (e.g., local conditions are “cold”) OR activity index (e.g., local conditions are ideal for “golf”)</li> </ol> </li> </ul>	<p>\$5,000 investment tier includes display (Cross-Platform) and video (Cross-Platform):</p> <p>Display</p> <ul style="list-style-type: none"> <li>• No weather trigger: \$8.25-\$9.75 CPM</li> <li>• With weather trigger: \$8.75-\$10.25 CPM</li> </ul> <p>Pre-Roll Video</p> <ul style="list-style-type: none"> <li>• No weather trigger: \$18 CPM</li> <li>• With weather trigger: \$19 CPM</li> </ul>	<p>Display</p> <ul style="list-style-type: none"> <li>• 300 x 250, 320 x 50, 728 x 90</li> </ul> <p>Pre-Roll Video</p> <ul style="list-style-type: none"> <li>• :15 and/or :30 video</li> </ul> <p>Click-through URL</p>
<p><b>\$10,000</b></p> <p>Per Partner Per Month Per Audience</p>	<p>Each partner to customize their campaign based on the following selects:</p> <ul style="list-style-type: none"> <li>• One (1) consecutive month between July 2023 – June 2024</li> <li>• Targeting Options (choose any combination, minimum of five (5) states or five (5) DMAs):                             <ol style="list-style-type: none"> <li>1) Broad in-state in-market travelers (geo: NC)</li> <li>2) Broad out-of-state in-market travelers (geo: FL, GA, TN, VA, SC, OH, PA, NJ, NY, Washington D.C.)</li> <li>3) In-state <b>OR</b> out-of-state markets specific to <b>one (1)</b> of the following interests: Food &amp; Culture, Outdoor Adventure, Sports Enthusiasts</li> <li>4) One (1) optional weather trigger – inclement weather (e.g., local conditions are “cold”) OR activity index (e.g., local conditions are ideal for “golf”)</li> </ol> </li> </ul>	<p>\$10,000 investment tier includes display (Cross-Platform) and high-impact unit:</p> <p>Display</p> <ul style="list-style-type: none"> <li>• No weather trigger: \$8.75-\$10.25 CPM</li> <li>• With weather trigger: \$8.75-\$10.25 CPM</li> </ul> <p>Custom High-Impact Unit</p> <ul style="list-style-type: none"> <li>• No weather trigger: \$15 CPM</li> <li>• With weather trigger: \$16 CPM</li> </ul>	<p>Display</p> <ul style="list-style-type: none"> <li>• 300 x 250, 320 x 50, 728 x 90</li> </ul> <p>Custom High-Impact Unit</p> <ul style="list-style-type: none"> <li>• AccuWeather to build</li> <li>• Partner to provide logo, imagery, copy, fonts, brand guidelines, standard display PSDs (directional)</li> </ul> <p>Click-through URL</p>

# Campground & Park Wi-Fi Sponsorship



The Campground & Park Wi-Fi Sponsorship program is available at an investment level of \$2,000 per partner. Outdoor NC Alliance partners can receive a special discounted rate of \$1,500.

This is a unique offering that positions partners at the hands of a highly desired outdoor audience – captive campground and park visitors in the moment. Reach current trip-takers who are enjoying the outdoors now and seed your destination as inspiration for their next trip.

As visitors connect to Wi-Fi networks at select campground and park locations, participating partners have the opportunity to promote sponsored messaging as part of a value-exchange experience – visitors get free Wi-Fi by watching a short video ad. Each partner receives their own spotlight via the 100% SOV (share-of-voice) ad experience – no competing advertisers or

ad clutter. The video offering is cost-efficient and performance-based, where you only pay for completed views (sessions). Following video completion, visitors are presented with additional content resources like park information – here, partners have an extra ability to seed a short CTA (call-to-action) ad that links to the respective partner site and generates supplemental traffic.

- Intersect leisure travelers while they're on site at campground and park locations
- 100% SOV video ad experience with supplemental opportunity to drive traffic to partner site
- Guaranteed price model based on completed video session (CPS; cost per session)
- Complete and detailed reporting of key performance indicators
- Avoid \$40K-campaign minimum; cost savings of 13% compared to standard rates

Investment Options	Flight & Targeting Options	Available Channels & Media Rates	Required Assets
<p><b>\$2,000</b> <b>\$1,500 Outdoor NC Alliance</b></p> <p><b>\$5,000</b> <b>\$4,500 Outdoor NC Alliance</b></p> <p>Per Partner Per Month Per Audience</p> <p><b>Max six partners across the program</b></p>	<p>Each partner to customize their campaign based on the following selects:</p> <ul style="list-style-type: none"> <li>• Three (3) consecutive months between June 2023 – July 2024</li> <li>• Targeting Options (choose one (1)):                             <ol style="list-style-type: none"> <li>1) Broad in-state in-market travelers (geo: NC)</li> <li>2) Broad out-of-state in-market travelers (geo: FL, GA, TN, VA, SC, OH, PA, NJ, NY, Washington D.C.)</li> <li>3) In-state <b>OR</b> out-of-state markets specific to <b>one (1)</b> of the following interests: Food &amp; Culture, Outdoor Adventure, Sports Enthusiasts</li> </ol> </li> </ul>	<p>Video Sponsorship</p> <ul style="list-style-type: none"> <li>• \$0.34 CPS (cost per session)</li> </ul>	<p>Video Ad</p> <ul style="list-style-type: none"> <li>• Video (:15 max length)</li> </ul> <p>Supplemental Assets</p> <ul style="list-style-type: none"> <li>• Logo</li> <li>• Ad copy (max 48 characters across two lines)</li> </ul> <p>Click-through URL</p>
<p><b>\$10,000</b> <b>\$9,500 Outdoor NC Alliance</b></p> <p>Per Partner Per Month Per Audience</p> <p><b>Max six partners across the program</b></p>	<p>Each partner to customize their campaign based on the following selects:</p> <ul style="list-style-type: none"> <li>• Two (2) consecutive months between June 2023 – July 2024</li> <li>• Targeting Options (choose one (1)):                             <ol style="list-style-type: none"> <li>1) Broad in-state in-market travelers (geo: NC)</li> <li>2) Broad out-of-state in-market travelers (geo: FL, GA, TN, VA, SC, OH, PA, NJ, NY, Washington D.C.)</li> <li>3) In-state <b>OR</b> out-of-state markets specific to <b>one (1)</b> of the following interests: Food &amp; Culture, Outdoor Adventure, Sports Enthusiasts</li> </ol> </li> </ul>	<p>Video Sponsorship</p> <ul style="list-style-type: none"> <li>• \$0.32 CPS (cost per session)</li> </ul> <p><b>NEW</b> Chimani App state searches at this tier</p> <ul style="list-style-type: none"> <li>• \$12 CPM (unless committing to 3+ months, then this is a value add)</li> </ul>	<p>Video Ad</p> <ul style="list-style-type: none"> <li>• Video (:15 max length)</li> </ul> <p>Supplemental Assets</p> <ul style="list-style-type: none"> <li>• Logo</li> <li>• Ad copy (max 48 characters across two lines)</li> <li>• Mobile banners for corresponding state searches</li> </ul> <p>Click-through URL</p>

## Curated Display/Pre-Roll Cross-Device Program



The Display / Pre-Roll Cross-Device program is available to partners at a minimum investment level of \$5,000. Outdoor NC Alliance partners can receive a special discounted rate of \$4,500.

This new program replaces the special interest program with a larger emphasis on curated premium website inventory and predictive algorithms.

Display is a scalable format that allows our partners to efficiently optimize for driving site traffic, sign-ups, form fills, and promotes awareness via thousands of carefully curated premium websites.

Native ads are an effective way to capture user attention and build relevance by immersing Visit NC within a publisher's site to provide users with a seamless ad experience.

The Pre-Roll tactic captures user attention via sight and sound, encouraging users to lean in and engage with the message, strengthening recall intent.

Profiles exposed to multiple tactics like display and video in one day yielded a lift in conversion of 56.94%. In addition, advertisers can see an increase of up to 2x the operational efficiency when consolidating native ads with other channels and the engagement lift on personalized omnichannel ads is 4.3 times higher than the industry benchmark.

- Media curated, executed and managed by Visit NC's agency media team at Luquire
- Complete and detailed reporting of key performance indicators
- Avoid multiple vendor buys and associated campaign minimums; cost savings of 10%-12% compared to standard rates

Investment Option & Audience	Flight & Targeting Options	Available Channels & Media Rates	Required Assets
<p><b>\$5,000</b> <b>\$4,500 Outdoor NC Alliance</b></p> <p>Per Partner Per Month Per Tactic Per Audience</p>	<p>Each partner to customize their campaign based on the following selects:</p> <ul style="list-style-type: none"> <li>• One (1) consecutive month between June 2023 – July 2024</li> <li>• Targeting Options (choose one (1)):                             <ol style="list-style-type: none"> <li>1) Broad in-state in-market travelers (geo: NC)</li> <li>2) Broad out-of-state in-market travelers (geo: FL, GA, TN, VA, SC, OH, PA, NJ, NY, Washington D.C.)</li> <li>3) In-state <b>OR</b> out-of-state markets specific to <b>one (1)</b> of the following interests: Food &amp; Culture, Outdoor Adventure, Sports Enthusiasts</li> </ol> </li> </ul>	<p>Partners to choose one (1) tactic:</p> <p>Display</p> <ul style="list-style-type: none"> <li>• \$4.50 CPM</li> </ul> <p>Native</p> <ul style="list-style-type: none"> <li>• \$4.50 CPM</li> </ul> <p>Video</p> <ul style="list-style-type: none"> <li>• \$16.00 CPM</li> </ul>	<p>Display</p> <ul style="list-style-type: none"> <li>• 160 x 600, 300 x 250, 300 x 50, 300 x 600, 320 x 50, 728 x 90</li> </ul> <p>Native</p> <ul style="list-style-type: none"> <li>• Custom image and copy</li> </ul> <p>Video</p> <ul style="list-style-type: none"> <li>• :06, :15 or :30 video</li> </ul> <p>Click-through URL</p>
<p><b>\$10,000</b> <b>\$9,500 Outdoor NC Alliance</b></p> <p>Per Partner Per Month Per Tactic Per Audience</p>	<p>Each partner to customize their campaign based on the following selects:</p> <ul style="list-style-type: none"> <li>• One (1) consecutive month between June 2023 – July 2024</li> <li>• Targeting Options (choose one (1)):                             <ol style="list-style-type: none"> <li>1) Broad in-state in-market travelers (geo: NC)</li> <li>2) Broad out-of-state in-market travelers (geo: FL, GA, TN, VA, SC, OH, PA, NJ, NY, Washington D.C.)</li> <li>3) In-state <b>OR</b> out-of-state markets specific to <b>one (1)</b> of the following interests: Food &amp; Culture, Outdoor Adventure, Sports Enthusiasts</li> </ol> </li> </ul>	<p>Partners to choose one (1) tactic:</p> <p>Display</p> <ul style="list-style-type: none"> <li>• \$4.50 CPM</li> </ul> <p>Native</p> <ul style="list-style-type: none"> <li>• \$4.50 CPM</li> </ul> <p>Video</p> <ul style="list-style-type: none"> <li>• \$16.00 CPM</li> </ul>	<p>Display</p> <ul style="list-style-type: none"> <li>• 160 x 600, 300 x 250, 300 x 50, 300 x 600, 320 x 50, 728 x 90</li> </ul> <p>Native</p> <ul style="list-style-type: none"> <li>• Custom image and copy</li> </ul> <p>Video</p> <ul style="list-style-type: none"> <li>• :06, :15 or :30 video</li> </ul> <p>Click-through URL</p>

## OTT/CTV Program



The OTT / CTV program is available to partners at a minimum investment level of \$5,000. Outdoor NC Alliance partners can receive a special discounted rate of \$4,500.

With increasing fragmentation among TV audiences, OTT (over-the-top) and CTV (connected TV) inventory augments traditional programming viewership – reaching cord-cutters and / or households with multiple subscriptions. By 2023, there are more than 2 billion households across the world that can be reached by a connected TV with 75% of individuals are now looking to cut costs with their video content consumption – leading to an increase in ad-supported streaming.

This program allows partners to find the right person, at the right time, on the right device. In OTT environments, in-stream video ads are played full-screen with 100% share of brand voice. High co-viewing activity extends audience reach and engagement.

Additionally, an average of 98% of OTT video ads are viewed to completion. In short, CTV/OTT/FEP strengthens recall, favorability, and drives awareness among prospective travelers.

The buy will reach desired viewers where they're consuming premium content across highly coveted OTT (internet-connected device, like an Apple TV or Roku) and CTV (internet-enabled TV, like a Smart TV). Inventory relationships are within Hulu, Peacock, and HBO Max to name a few.

- Awareness-building video viewership that's highly targeted, cost-efficient and measurable
- Media curated, executed and managed by Visit NC's agency media team at Luquire
- Complete and detailed reporting of key performance indicators
- Cost savings of 10% compared to standard rates

Investment Option & Audience	Flight & Targeting Options	Available Channels & Media Rates	Required Assets
<p><b>\$5,000</b> <b>\$4,500 Outdoor NC Alliance</b></p> <p>Per Partner Per Month Per Audience</p>	<p>Each partner to customize their campaign based on the following selects:</p> <ul style="list-style-type: none"> <li>• One (1) consecutive month between June 2023 – July 2024</li> <li>• Targeting Options (choose one (1)):                             <ol style="list-style-type: none"> <li>1) Broad in-state in-market travelers (geo: NC)</li> <li>2) Broad out-of-state in-market travelers (geo: FL, GA, TN, VA, SC, OH, PA, NJ, NY, Washington D.C.)</li> <li>3) In-state <b>OR</b> out-of-state markets specific to <b>one (1)</b> of the following interests: Food &amp; Culture, Outdoor Adventure, Sports Enthusiasts</li> </ol> </li> </ul>	<p>OTT / CTV</p> <ul style="list-style-type: none"> <li>• \$30 CPM</li> </ul>	<p>OTT / CTV</p> <ul style="list-style-type: none"> <li>• :15 and / or :30 video</li> </ul>
<p><b>\$10,000</b> <b>\$9,500 Outdoor NC Alliance</b></p> <p>Per Partner Per Month Per Audience</p>	<p>Each partner to customize their campaign based on the following selects:</p> <ul style="list-style-type: none"> <li>• One (1) consecutive month between June 2023 – July 2024</li> <li>• Targeting Options (choose one (1)):                             <ol style="list-style-type: none"> <li>1) Broad in-state in-market travelers (geo: NC)</li> <li>2) Broad out-of-state in-market travelers (geo: FL, GA, TN, VA, SC, OH, PA, NJ, NY, Washington D.C.)</li> <li>3) In-state <b>OR</b> out-of-state markets specific to <b>one (1)</b> of the following interests: Food &amp; Culture, Outdoor Adventure, Sports Enthusiasts</li> </ol> </li> </ul>	<p>OTT / CTV</p> <ul style="list-style-type: none"> <li>• \$30 CPM</li> </ul>	<p>OTT / CTV</p> <ul style="list-style-type: none"> <li>• :15 and / or :30 video</li> </ul>

## In-Market Spending ROI Measurement Program

The AdTheorent In-Market Spending ROI Measurement Program is available at a starting investment of \$5,000.

The AdTheorent ROI Measurement program enables partners to leverage niche audience targeting to reach transaction-based consumers through display ads. AdTheorent leverages advanced machine learning and artificial intelligence inputs to reach consumer with the highest propensity to engage with your brand. With driving economic impact as the goal outcome of this program, it allows partners to deploy their ads in a hyper-targeted

and impactful way to reach those most likely to visit and spend in North Carolina.

In addition, investment in this program unlocks access to AdTheorent’s Destination Lift measurement solution. This report quantifies the economic lift impact of media campaigns within the NC market. The report will include total transactions, lift transactions, category transactions and much more to help showcase the efficacy of AdTheorent media.

Investment Options	Flight & Targeting Options	Available Channels & Media Rates	Required Assets
<b>\$5,000</b>  Per Partner Per Month Per Audience	Each partner to further customize their campaign based on the following selects: • One (1) consecutive month between July 2023 – June 2024 • Targeting Options (choose one (1)): 1) Broad in-state in-market travelers (geo: NC) 2) Broad out-of-state in-market travelers (geo: FL, GA, TN, VA, SC, OH, PA, NJ, NY, Washington D.C.) 3) In-state <b>OR</b> out-of-state markets specific to <b>one (1)</b> of the following interests: Food & Culture, Outdoor Adventure, Sports Enthusiasts	Display • \$9 CPM	Display • 300 x 600, 160 x 600, 728 x 90, 300 x 250, 320 x 50  Click-through URL
<b>\$10,000</b>  Per Partner Per Month Per Audience	Each partner to further customize their campaign based on the following selects: • One (1) consecutive month between July 2023 – June 2024 • Targeting Options (choose one (1)): 1) Broad in-state in-market travelers (geo: NC) 2) Broad out-of-state in-market travelers (geo: FL, GA, TN, VA, SC, OH, PA, NJ, NY, Washington D.C.) 3) In-state <b>OR</b> out-of-state markets specific to <b>one (1)</b> of the following interests: Food & Culture, Outdoor Adventure, Sports Enthusiasts	Display • \$9 CPM	Display • 300 x 600, 160 x 600, 728 x 90, 300 x 250, 320 x 50  Click-through URL

## Endemic Display and Native

The Travel Spike program is available at a starting investment of \$5,000.

With this program, Visit NC partners have the opportunity to leverage Travel Spike’s media platform consisting of over 270 premium travel publishers and offering a reach of over 207 million travel intenders each month. Travel Spike reaches those travel intenders from the decision to travel to the moment they book.

Travel Spike is proficient across the travel & tourism sphere. Partners can use the platform to promote a variety of interests (golf, arts & culture, culinary, history, etc.). By reaching millions of in-market travelers, Travel Spike is able to guarantee interest – no matter the message. This Contextual Content Ad program supports overall engagement, where partners have the confidence in knowing they’re only paying for the consumer who’s genuinely interested in the message.

Investment Options	Flight & Targeting Options	Available Channels & Media Rates	Required Assets
<b>\$5,000</b>  Per Partner Per Month Per Audience	Each partner to further customize their campaign based on the following selects: • One (1) consecutive month between July 2023 – June 2024 • Targeting Options (choose one (1)): 1) Broad in-state in-market travelers (geo: NC) 2) Broad out-of-state in-market travelers (geo: FL, GA, TN, VA, SC, OH, PA, NJ, NY, Washington D.C.) 3) In-state <b>OR</b> out-of-state markets specific to <b>one (1)</b> of the following interests: Food & Culture, Outdoor Adventure, Sports Enthusiasts	Display • \$9 CPM	Display • 300 x 600, 160 x 600, 728 x 90, 300 x 250, 320 x 50  Click-through URL
<b>\$10,000</b>  Per Partner Per Month Per Audience	Each partner to further customize their campaign based on the following selects: • One (1) consecutive month between July 2023 – June 2024 • Targeting Options (choose one (1)): 1) Broad in-state in-market travelers (geo: NC) 2) Broad out-of-state in-market travelers (geo: FL, GA, TN, VA, SC, OH, PA, NJ, NY, Washington D.C.) 3) In-state <b>OR</b> out-of-state markets specific to <b>one (1)</b> of the following interests: Food & Culture, Outdoor Adventure, Sports Enthusiasts	Display • \$9 CPM  Contextual Context Ads • \$0.90 CPC	Contextual Content Ads • 5-7 Horizontal Images (JPG / PNG) • 4MB maximum file weight • 1000 x 650 minimum size
<b>Required Assets (continued)</b>			
Please provide multiple options of copy for optimizations: <b>Headline Copy:</b> 5-7 Headline options (25 characters maximum, including spaces) <b>Subcopy:</b> 1-2 Options (35 characters maximum, including spaces) <b>Long form subcopy:</b> 2-3 options (50 characters maximum, including spaces) <b>Longer form subcopy:</b> 2-3 options (60 characters maximum, including spaces)		<b>Longest form subcopy:</b> 1-2 options (120 characters maximum, including spaces) <b>Transparent Background Logo (JPG / PNG)</b> in square or stacked orientation. Used in some (not all) shared newsletter/ on-site placement layouts <b>Display</b> 300 x 250, 728 x 90, 160 x 600, 320 x 50, 300 x 50 Click-through URL	

# Paid Social Amplification – Unified Partnerships


This program allows partners to leverage Unified Social (US) for Strategic Paid Social Campaigns at Scale. Paid Social guarantees your message will be seen and will also increase your social following allowing more you to further leverage your organic posts. This affordable practice will be delivered at scale, but still within the audience segments needed for targeting. You are in good hands with Unified Social as your campaigns will receive the expertise and technology to deliver a successful campaign. These are experts who live and breathe the paid social ecosystem to provide strategic planning and flawless execution. Unified Social are experts who live and breathe the paid social ecosystem to provide strategic planning and flawless execution. US will use third-party data partnerships to reach any audience.

Each partner will enjoy a specialized focus on each phase of the campaign:

- 1) **Strategy Planning** – Align objectives, targeting strategy and measurement opportunities to maximize investments
- 2) **Setup & Deployment** – Campaign creation and deployment, inclusive of bid and budget implementation
- 3) **Performance & Optimization** – Advanced campaign management techniques such as bid adjustments, pacing and delivery
- 4) **Reporting & Insights** – Data analysis and aggregation to inform optimization and future recommendations

Investment Option & Audience	Flight & Targeting Options	Available Channels & Media Rates
<b>\$5,000</b> Per Partner Per 30-days Per Tactic Per Audience	Each partner to further customize their campaign based on the following selects: <ul style="list-style-type: none"> <li>• One (1) consecutive month between July 2023 – June 2024</li> <li>• Targeting Options (choose one (1)):                             <ol style="list-style-type: none"> <li>1) Broad in-state in-market travelers (geo: NC)</li> <li>2) Broad out-of-state in-market travelers (geo: FL, GA, TN, VA, SC, OH, PA, NJ, NY, Washington D.C.)</li> <li>3) In-state <b>OR</b> out-of-state markets specific to <b>one (1)</b> of the following interests: Food &amp; Culture, Outdoor Adventure, Sports Enthusiasts</li> </ol> </li> </ul>	Partner to choose one tactic: Static Post: \$12 CPM Video Post: \$22 CPM Story Ad: \$12 CPM
Required Assets		
<b>Static Post</b> <ul style="list-style-type: none"> <li>• Minimum Aspect Ratio: 400 x 500</li> <li>• File Type: JPG or PNG</li> <li>• Image Ratio: 1.91:1 to 4:5</li> <li>• Recommended resolution: Upload the highest resolution image available. Images that consist of more than 20% text may experience reduced delivery.</li> <li>• Headline: 25 characters</li> <li>• Link Description: 30 characters</li> </ul>	<b>Video Post</b> <ul style="list-style-type: none"> <li>• :06, :15 or :30 video</li> <li>• File Type: MP4, MOV or GIF</li> <li>• Ratio: 1:1</li> <li>• Video Settings: H.264 compression, square pixels, fixed frame rate, progressive scan and stereo AAC audio compression at 128kbps+</li> <li>• Resolution: At least 1080 x 1080 pixels</li> <li>• Maximum File Size: 4GB</li> <li>• Minimum Width: 120 pixels</li> <li>• Minimum Height: 120 pixels</li> <li>• Headline: 25 characters</li> <li>• Link Description: 30 characters</li> </ul>	<b>Story Ad</b> <ul style="list-style-type: none"> <li>• :06 or :10 video</li> <li>• File Type: MP4, MOV or GIF</li> <li>• Ratio: 9:16</li> <li>• Video Settings: H.264 compression, square pixels, fixed frame rate, progressive scan and stereo AAC audio compression at 128kbps+</li> <li>• Resolution: At least 1080 x 1080 pixels</li> <li>• Maximum File Size: 250MB</li> <li>• Minimum Width: 500 pixels</li> </ul> Click-through URL

Investment Option & Audience	Flight & Targeting Options	Available Channels & Media Rates
<b>\$10,000</b> Per Partner Per Month Per Audience	Each partner to further customize their campaign based on the following selects: <ul style="list-style-type: none"> <li>• One (1) consecutive month between July 2023 – June 2024</li> <li>• Targeting Options (choose one (1)):                             <ol style="list-style-type: none"> <li>1) Broad in-state in-market travelers (geo: NC)</li> <li>2) Broad out-of-state in-market travelers (geo: FL, GA, TN, VA, SC, OH, PA, NJ, NY, Washington D.C.)</li> <li>3) In-state <b>OR</b> out-of-state markets specific to <b>one (1)</b> of the following interests: Food &amp; Culture, Outdoor Adventure, Sports Enthusiasts</li> </ol> </li> </ul>	Partner to choose up to two (2) tactics: Static Post: \$12 CPM Video Post: \$22 CPM Story Ad: \$12 CPM
Required Assets		
<b>Static Post</b> <ul style="list-style-type: none"> <li>• Minimum Aspect Ratio: 400 x 500</li> <li>• File Type: JPG or PNG</li> <li>• Image Ratio: 1.91:1 to 4:5</li> <li>• Recommended resolution: Upload the highest resolution image available. Images that consist of more than 20% text may experience reduced delivery.</li> <li>• Headline: 25 characters</li> <li>• Link Description: 30 characters</li> </ul>	<b>Video Post</b> <ul style="list-style-type: none"> <li>• :06, :15 or :30 video</li> <li>• File Type: MP4, MOV or GIF</li> <li>• Ratio: 1:1</li> <li>• Video Settings: H.264 compression, square pixels, fixed frame rate, progressive scan and stereo AAC audio compression at 128kbps+</li> <li>• Resolution: At least 1080 x 1080 pixels</li> <li>• Maximum File Size: 4GB</li> <li>• Minimum Width: 120 pixels</li> <li>• Minimum Height: 120 pixels</li> <li>• Headline: 25 characters</li> <li>• Link Description: 30 characters</li> </ul>	<b>Story Ad</b> <ul style="list-style-type: none"> <li>• :06 or :10 video</li> <li>• File Type: MP4, MOV or GIF</li> <li>• Ratio: 9:16</li> <li>• Video Settings: H.264 compression, square pixels, fixed frame rate, progressive scan and stereo AAC audio compression at 128kbps+</li> <li>• Resolution: At least 1080 x 1080 pixels</li> <li>• Maximum File Size: 250MB</li> <li>• Minimum Width: 500 pixels</li> </ul> Click-through URL

**NEW** Streaming & Podcast Audio – Unified Partnerships 

Streaming Audio & Podcast Advertising to partners starting at \$5,000.

This program allows partners to leverage Streaming Audio with Unified Partnerships for Strategic Streaming Campaigns. Powered by the iHeartAudience Network, this Streaming Audio delivery is “Simplified Audio Advertising.” This offering will achieve one place to reach addressable audiences in premium audio inventory at scale. The iHeartAudience network distributes brand-safe podcast and streaming inventory, advanced targeting options and comprehensive measurement options. In addition, you will experience updated reporting features which are available on a dashboard accessible by you at any time. **\*Digital audio is the fastest growing medium – faster than video, mobile or social in regard to time spent with the method.** The iHeartAudience Network consists of most streaming audio platforms including iHeartRadio, iHeartPodcasts, Beasley Media Group, Minute Media,

\*Source eMarketer April 2021

ESPN, Voxnest, Sonoro, Audioboom, Spreaker, Deezer and many other, which allows you a simplified way to place and benefit from Simplified Audio Advertising.

Each partner will enjoy a specialized focus on each phase of the campaign:

- 1) **Strategy Planning** – Align objectives, targeting strategy and measurement opportunities to maximize investments
- 2) **Setup & Deployment** – Campaign creation and deployment, inclusive of bid and budget implementation
- 3) **Performance & Optimization** – Advanced campaign management techniques such as bid adjustments, pacing and delivery
- 4) **Reporting & Insights** – Data analysis and aggregation to inform optimization and future recommendations

Investment Options	Flight & Targeting Options	Available Channels & Media Rates	Required Assets
<b>\$5,000</b>  Per Partner Per Month Per Tactic Per Audience	Each partner to further customize their campaign based on the following selects: <ul style="list-style-type: none"> <li>• One (1) consecutive month between July 2023 – June 2024</li> <li>• Targeting Options (choose one (1)):                              1) Broad in-state in-market travelers (geo: NC)                              2) Broad out-of-state in-market travelers (geo: FL, GA, TN, VA, SC, OH, PA, NJ, NY, Washington D.C.)                              3) In-state <b>OR</b> out-of-state markets specific to <b>one (1)</b> of the following interests: Food &amp; Culture, Outdoor Adventure, Sports Enthusiasts</li> </ul>	Partner to choose one (1) tactic: <ul style="list-style-type: none"> <li>• Standard Audio Network \$12 CPM</li> <li>• Podcast Network \$18 CPM</li> </ul>	Audio :15, :30 and/or :60 MP3 Audio OR Scripts :15, :30 and/or :60 scripts – no additional cost for production
<b>\$10,000</b>  Per Partner Per Month Per Audience	Each partner to further customize their campaign based on the following selects: <ul style="list-style-type: none"> <li>• One (1) consecutive month between July 2023 – June 2024</li> <li>• Targeting Options (choose one (1)):                              1) Broad in-state in-market travelers (geo: NC)                              2) Broad out-of-state in-market travelers (geo: FL, GA, TN, VA, SC, OH, PA, NJ, NY, Washington D.C.)                              3) In-state <b>OR</b> out-of-state markets specific to <b>one (1)</b> of the following interests: Food &amp; Culture, Outdoor Adventure, Sports Enthusiasts</li> </ul>	Partner to choose two (2) tactics: <ul style="list-style-type: none"> <li>• Standard Audio Network \$12 CPM</li> <li>• Podcast Network \$18 CPM</li> </ul>	Audio :15, :30 and/or :60 MP3 Audio OR Scripts :15, :30 and/or :60 scripts – no additional cost for production

**Garden & Gun Digital Program**



The *Garden & Gun* Digital Program is available at investment tiers of \$5,000 or \$10,000 per two-month flight.

This exciting opportunity allows partners to reach *Garden & Gun's* digital audience (885,000+ monthly visitors) via a cross-device (desktop, tablet and mobile) display campaign.

*Garden & Gun* is the only brand that moves from the sporting life to lush land and gardens, from architectural pursuits to adventurous travel, from food and drink to visual splendor. GardenandGun.com is a resourceful destination to reach those looking for the charm of the South. Whether visitors are

searching for great travel destinations, events and more, *Garden & Gun* hosts it all.

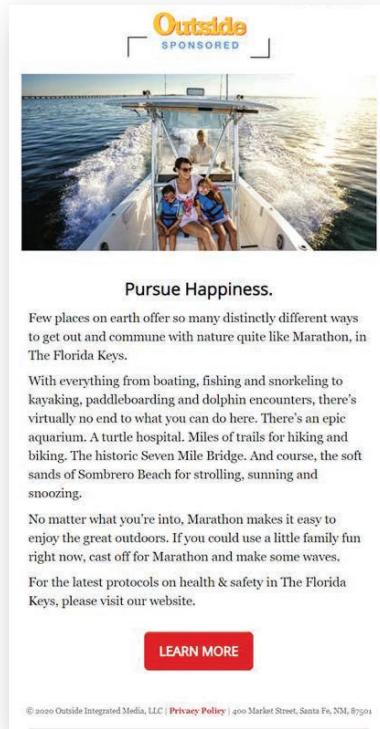
Partner display units will be served across the site with the opportunity to hold a homepage takeover for one week, leveraging exclusive positioning at 100% share-of-voice.

- By partnering with G&G through the Visit NC program, partners receive priority with dates and special partner pricing.
- Individualized reporting to be delivered at campaign end including impressions, clicks and CTR – 40% rate savings

Investment Options	Flight & Targeting Options	Available Channels & Media Rates	Required Assets
<b>\$5,000</b>  Per Partner Per Month	Flighting options: September – October 31, 2023 OR March 1 – April 30, 2024  Targeting: GardenandGun.com site visitors cross-channel: <ul style="list-style-type: none"> <li>• Food &amp; Drink</li> <li>• Home &amp; Garden</li> <li>• Arts &amp; Culture</li> <li>• Travel, Music, Sporting</li> </ul>	Display <ul style="list-style-type: none"> <li>• \$8 CPM</li> </ul>	Display <ul style="list-style-type: none"> <li>• 300 x 250, 320 x 50, 728 x 90, 970 x 250, 300 x 600</li> </ul> Click-through URL
<b>\$10,000</b>  Per Partner Per Month	Flighting options: September – October 31, 2023 OR March 1 – April 30, 2024  Targeting: GardenandGun.com site visitors cross-channel: <ul style="list-style-type: none"> <li>• Food &amp; Drink</li> <li>• Home &amp; Garden</li> <li>• Arts &amp; Culture</li> <li>• Travel, Music, Sporting</li> </ul> *Inquire about available Homepage Takeover dates	Display + Homepage Takeover <ul style="list-style-type: none"> <li>• \$10.52 CPM</li> </ul>	Display <ul style="list-style-type: none"> <li>• 300 x 250, 320 x 50, 728 x 90, 970 x 250, 300 x 600</li> </ul> Display/HPTO <ul style="list-style-type: none"> <li>• 300 x 250, 320 x 50, 728 x 90, 970 x 250, 300 x 600</li> </ul> *Homepage takeover at 100% share-of-voice, partners to reserve one week from five total options within flight based on a first-come, first-served basis Click-through URL



## Outside Dedicated E-newsletter Program



The *Outside* Dedicated E-newsletter Program is available at a starting investment level of \$3,000 per deployment. Outdoor NC Alliance partners can receive a special discounted rate of \$2,500.

Visit NC is excited to leverage Outside's first-party email data list to tap into a highly engaged Outdoor Enthusiast audience. Through this program, partners can send their personal message (100% SOV) straight to the inbox of 50K+ opt-in subscribers. With geotargeting capabilities, partners have the flexibility to build out a scalable send list within specified core markets relevant to their target audience.

Outside is a reliable source for many who enjoy being outdoors and consuming outdoor-related travel ideas, tips and news. Partners can use this program to spotlight their local outdoor destinations and attractions.

- \* Customizable geotargeting
- \* 100% SOV
- \* Vendor-provided creative service for HTML build
- \* Detailed reporting with sends, opens, open rate, clicks and CTR to follow deployment
- \* 33% rate savings and avoids \$5K minimum

Investment Options	Flight & Targeting Options	Available Channels & Media Rates	Required Assets
<p><b>\$3,000, \$2,500 Outdoor NC Alliance</b></p> <p>Per Partner Per Deployment</p> <p>Six (6) deployments available for Fall</p> <p>Six (6) deployments available for Spring</p>	<p>Each partner to customize their campaign based on the following selects:</p> <ul style="list-style-type: none"> <li>• One (1) send per e-blast date</li> <li>• Select minimum of three (3) states to target</li> </ul> <p>*Inquire about available deployment dates</p>	<p>E-newsletter</p> <ul style="list-style-type: none"> <li>• \$0.075 per send (total of 40K sends)</li> </ul>	<p>E-newsletter</p> <ul style="list-style-type: none"> <li>• 600 x 300 image with logo</li> <li>• Subject line</li> <li>• Promotional copy (600-800 characters max)</li> <li>• Click-through URL</li> </ul>

## Our State Custom Article Opportunity

Each *Our State* Paid Content Article Co-op is available to up to three (3) partners per article at an investment of \$2,335 per partner. Recommended themes include birding trails, artisan meccas, coastal gems, etc.

*Our State* Paid Content Article Co-ops give Visit NC Partners the opportunity to be a part of an article written for Visit NC partners following the *Our State* brand standards. The content is hosted on ourstate.com for one year as a sponsored piece. Partners will share the display ads on the article page. Partners are able to collaborate with the *Our State* digital team to guide the direction of the content of the article that features their destination.

Articles will feature highlights of the destination that fit the theme of the article and remain on ourstate.com as a sponsored piece for one year.

The article will be included in one relevant *Our State* email newsletter (i.e., an article on Birding Trails might appear in an *Our State's Outdoors* email newsletter).

Article will receive both paid and organic promotion on *Our State's* Facebook and Twitter social media channels.

Partner will be on one of the three banner ad positions on the article page. This banner ad will link out to the partner's URL of choice.



## Our State



Investment Options	Flight & Targeting Options	Available Channels & Media Rates	Required Assets
<p><b>\$2,335</b></p> <p>Per Partner Per Spot</p> <p>Three (3) spots for Fall</p> <p>Three (3) spots for Spring</p>	<p>Article will be supported across Ourstate.com, social channels and email newsletter</p> <p>*Inquire about available deployment dates</p>	<p>\$2,335 Per Partner, per seasonal article</p>	<ul style="list-style-type: none"> <li>• Hi-res imagery to accompany article (3-4 to choose from)</li> <li>• 600 x 500 pixel display ad</li> <li>• Click-through URL</li> </ul>





📍 Spa at Omni Grove Park Inn, Asheville



For more information, visit:  
[Partners.VisitNC.com](https://Partners.VisitNC.com)

**CONTACT US**

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704.552.6565

