

# NC

Visit NC Partner Programs 2019-2020



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# OVERVIEW

Dear Visit North Carolina Partner,

Thank you very much for your partnership in marketing North Carolina as a premier travel destination. Through collaboration with you and partners within all 100 counties of our beautiful and inviting state, we smartly leverage our collective investments and grow tourism’s economic impact in communities throughout North Carolina.

As we look ahead to the coming year, our research-driven Firsts That Last campaign, which launched in 2018, has already proven effective in inspiring and attracting travelers in our key domestic and international markets. We’re pleased and proud the campaign has also garnered recognition from its peers, including a prestigious Gold Adrian Award for integrated marketing from the Hospitality Sales and Marketing Association International (HSMIAI).


We will build on this success with an expanded range of 2019-2020 co-op programs which are detailed in this brochure. You will find numerous proven performers, including print, digital and the Official North Carolina Travel Guide, combined with new offerings such as connected TV, Google DMO Partnership Program Support Services, and international opportunities where Visit North Carolina’s partnerships with Brand USA and Travel South USA also benefit you.

Among those opportunities is our most important marketing tool, VisitNC.com. In tandem with the Firsts That Last campaign, we introduced a refreshed, “mobile first” VisitNC.com melding emerging technologies, best practices and traveler desires to give users what other search engines and travel planning tools can’t – a unique and inspirational guide to all North Carolina has to offer.

As a North Carolina travel industry partner, you may purchase programs individually or bundle multiple opportunities into a more comprehensive plan customized to your needs and objectives. You’ll find appropriate contact information for each program noted within the brochure, and Michelle Murdoch or Hailey Weddington with our marketing agency Luquire George Andrews will work with you to help identify affordable programs that best complement your own efforts.

We are grateful for your partnership in helping keep North Carolina competitive, and we look forward to continued collaboration and success in the coming year.

Best regards,



Wit Tuttell  
Executive Director  
Visit North Carolina

PROGRAM CALENDAR

PUBLICATION		JULY '19	AUGUST '19	SEPTEMBER '19	O	N	D	J	FEBRUARY '20	MARCH '20	APRIL '20	MAY '20	JUNE '20	JULY '20
CONSUMER PRINT	<b>Garden &amp; Gun</b> Circulation: 400,000 Geography: National (56% in Southeast)		<b>Four-Page Section</b> Six (6) Directory Spots, \$2,750 Per Partner Four (4) Quarter-Page Spots, \$5,250 Per Partner One (1) Full-Page Spot, \$15,000 Per Partner Materials Due: April 22, 2019						<b>Three-Page Section</b> Six (6) Directory Spots, \$2,750 Per Partner One (1) Full-Page Spot, \$15,000 Per Partner Materials Due: October 14, 2019		<b>Three-Page Section</b> Four (4) Quarter-Page Spots, \$5,250 Per Partner One (1) Full-Page Spot, \$15,000 Per Partner Materials Due: December 17, 2019		<b>Four-Page Section</b> Six (6) Directory Spots, \$2,750 Per Partner Four (4) Quarter-Page Spots, \$5,250 Per Partner One (1) Full-Page Spot, \$15,000 Per Partner Materials Due: February 21, 2020	
	<b>Southern Living</b> Circulation: 1,442,000 Geography: FL, GA, NC, SC, DE, D.C., MD, PA, NJ, NY, VA, TN			<b>Brand / Co-Op Spread</b> Four (4) Quarter-Page Spots, \$8,600 Per Partner Materials Due: May 24, 2019							<b>Three-Page Section</b> Six (6) Directory Spots, \$5,800 Per Partner Two (2) Half-Page Spots, \$14,500 Per Partner Materials Due: December 17, 2019			
	<b>Hearst Travel Group</b> <i>Country Living, Good Housekeeping, Woman's Day</i> Circulation: 1,341,304 Geography: FL, GA, NC, SC, TN, VA, D.C.										<b>Brand / Co-Op Spread</b> Six (6) Directory Spots, \$5,600 Per Partner Materials Due: December 9, 2019			
	<b>Local Market Combo: Large Markets</b> <i>Atlanta Magazine, Our State, Philadelphia Magazine, The Washington Post Magazine</i> Total Circulation: 840,353			<b>Brand / Co-Op Spread</b> Four (4) Quarter-Page Spots, \$8,200 Per Partner Materials Due: May 17, 2019							<b>Brand / Co-Op Spread</b> Four (4) Quarter-Page Spots, \$8,200 Per Partner Materials Due: December 17, 2019			
	<b>Local Market Combo: Northern Markets</b> <i>Richmond Magazine, The Roanoker, Pittsburgh Magazine, Cleveland Magazine, Columbus Monthly, Coastal Virginia Magazine, Nashville Lifestyles, Blue Ridge Country</i> Total Circulation: 325,294			<b>Brand / Co-Op Spread</b> Four (4) Quarter-Page Spots, \$5,600 Per Partner Materials Due: June 21, 2019							<b>Brand / Co-Op Spread</b> Four (4) Quarter-Page Spots, \$5,600 Per Partner Materials Due: December 20, 2019			
	<b>Local Market Combo: Florida</b> <i>Jacksonville Magazine, Orlando Magazine, Tampa Magazine, Fort Lauderdale Magazine</i> Total Circulation: 114,000										<b>Brand / Co-Op Spread</b> Four (4) Quarter-Page Spots, \$1,750 Per Partner Materials Due: January 6, 2020			
	<b>Local Market Combo: Carolinas</b> <i>Columbia Metropolitan Magazine, South Carolina Living, The Town Magazine (Greenville, SC), Charlotte Magazine, Walter Magazine (Raleigh), Charleston Magazine</i> Total Circulation: 719,350			<b>Brand / Co-Op Spread</b> Four (4) Quarter-Page Spots, \$5,600 Per Partner Materials Due: June 3, 2019							<b>Brand / Co-Op Spread</b> Four (4) Quarter-Page Spots, \$5,600 Per Partner Materials Due: January 3, 2020			



GARDEN & GUN

Directory Investment: \$2,750 Per Partner  
Quarter-Page Investment: \$5,250 Per Partner  
Full-Page Investment: \$15,000 Per Partner (70% savings on standard rates)

August / September 2019 Availability: Six (6) Directory Partners  
Four (4) Quarter-Page Partners  
One (1) Full-Page Partner

February / March 2020 Availability: Six (6) Directory Partners  
One (1) Full-Page Partner

April / May 2020 Availability: Four (4) Quarter-Page Partners  
One (1) Full-Page Partner

June / July 2020 Availability: Six (6) Directory Partners  
Four (4) Quarter-Page Partners  
One (1) Full-Page Partner



SOUTHERN LIVING

Directory Investment: \$5,800 Per Partner  
Quarter-Page Investment: \$8,600 Per Partner  
Half-Page Investment: \$14,500 (84% savings on standard rates)

September 2019 Availability: Four (4) Quarter-Page Partners

April 2020 Availability: Six (6) Directory Partners  
Two (2) Half-Page Partners



HEARST TRAVEL GROUP

Country Living, Woman's Day and Good Housekeeping

Directory Investment: \$5,600 Per Partner

April 2020 Availability: Six (6) Directory Partners



LOCAL MARKET COMBO: LARGE MARKETS

Atlanta Magazine, Our State, Philadelphia Magazine and The Washington Post Magazine

Quarter-Page Investment: \$8,200 Per Partner (51% savings on standard rates)

September 2019 Availability: Four (4) Quarter-Page Partners

April 2020 Availability: Four (4) Quarter-Page Partners



LOCAL MARKET COMBO: NORTHERN MARKETS

Richmond Magazine, The Roanoker Magazine, Pittsburgh Magazine, Cleveland Magazine, Columbus Monthly, Coastal Virginia Magazine, Nashville Lifestyles and Blue Ridge Country

Quarter-Page Investment: \$5,600 Per Partner (58% savings on standard rates)

September 2019 Availability: Four (4) Quarter-Page Partners

April 2020 Availability: Four (4) Quarter-Page Partners





NEW LOCAL MARKET COMBO: FLORIDA

Jacksonville Magazine, Orlando Magazine, Tampa Magazine and Fort Lauderdale Magazine

Quarter-Page Investment: \$1,750 Per Partner (62% savings on standard rates)

April 2020 Availability: Four (4) Quarter-Page Partners



NEW LOCAL MARKET COMBO: CAROLINAS

Columbia Metropolitan Magazine, South Carolina Living, The Town (Greenville, SC), Charlotte Magazine, Walter Magazine (Raleigh) and Charleston Magazine

Quarter-Page Investment: \$5,600 Per Partner (36% savings on standard rates)

September 2019 Availability: Four (4) Quarter-Page Partners

April 2020 Availability: Four (4) Quarter-Page Partners



MATERIAL REQUIREMENTS

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

**Directory placements:** you will be required to submit a hi-res destination image and approximately 50 words of copy. Visit NC will combine these materials into the final print ad.

NEW CONNECTED TV PROGRAM

The Connected TV program is available to partners at a minimum investment level of \$10,000.

Introducing an inaugural program for partners to drive brand awareness and generate targeted and cost-efficient video ad exposure through connected TV. Connected TV is the serving of ads through either an internet connected TV such as a Smart TV or an internet connected device like an Apple TV, Roku, Google Chromecast, Amazon Firestick or Xbox 360. Reach connected TV viewers utilizing 15 second or 30 second ads in major broadcast and cable connected TV apps such as CBS, ABC, NBC, Fox, BBC, ESPN, Travel Channel, National Geographic, Vudu, Freeform, CNN and more. Commercials air just like in linear television in either pre-, mid- or post-programming. This program reaches households that are cord-cutters or have multiple subscriptions while still getting targeted eyeballs on premium episode digital video content.

- Awareness-building video viewership that’s highly targeted, cost-efficient and measurable
- Complete and detailed reporting of key performance indicators

Investment	Flight Options	Targeting	Rate	Required Assets
\$10,000 Per Partner, Per Flight*	September 1-30, 2019 March 15-April 15, 2020  Must have at least two (2) partners to execute each flight.	Included is Visit NC’s standard demo of adults 25+ within either Atlanta or Washington, D.C. (partners can choose <b>one</b> of these DMAs per flight) that have shown the propensity to travel and are interested in North Carolina**	\$29 Est. CPM**	:15 and / or :30 video

\*This is the campaign minimum. Partners may choose to increase their investment to make their buy more effective.

\*\*Pricing and CPM is based on this demographic targeting and the selection of one DMA. Partners may choose a more customized targeting approach, however, the CPM and overall program price may change.

NEW WASHINGTONIAN.COM | SPONSORED CONTENT

The Washingtonian.com program is available to partners at an investment level of \$4,500 per partner.

Visit North Carolina is excited to introduce a local digital program offering through Washingtonian.com to promote partner destinations in the D.C. market and surrounding Maryland and Virginia suburbs. *Washingtonian* is the savvy, sophisticated lifestyle magazine and digital publisher that explores travel, food, culture, wellness, parenting, politics and more. Founded in 1965, *Washingtonian* has set the pace for anyone who wants to be a local – or just navigate the city like one – in a region that draws many newcomers.

This partnership allows for custom content development by the Washingtonian.com editorial team with article support and promotional exposure via organic and paid social media amplification.

- Hyper-affluent audience (average household income of \$230,000) with high propensity and means to travel - seeks travel info from *Washingtonian* (print and digital)
  - 72.6% of readers like to read about travel in *Washingtonian*
  - 49.8% of readers have used travel information for vacations, weekend or day trips as a result of reading *Washingtonian*
- Market-specific activation, with integrated content for natural brand discovery and engagement
- Fully customizable content program, catered to individual partner needs and goals
- Quality control throughout the campaign life, including content approval stage
- Complete and detailed reporting of key performance indicators



Promotional Flight	Content Source	Required Assets	Content Deliverables & Promotional Support
One Week (exact timing up to partner)	Curated by Washingtonian.com's editorial team, in collaboration with and approved by partner	<div><ul style="list-style-type: none"><li>• Ideation for content</li><li>• Up to four images or YouTube / Vimeo link</li></ul></div>	<div><ul style="list-style-type: none"><li>• One (1) custom-curated article</li><li>• Organic social media via <i>Washingtonian's</i> owned Facebook and Twitter channels</li><li>• Dedicated spend (\$500) toward paid social media amplification</li><li>• Estimated 77,000 total promotional impressions</li><li>• Content lives on site forever</li></ul></div>

NEW AJC.COM | SPONSORED CONTENT

The AJC.com program is available to partners at an investment level of \$5,500 per partner.

Visit North Carolina is excited to introduce a partnership with AJC.com as an outlet for partners seeking exposure in the Atlanta market. As the digital arm of *Atlanta Journal-Constitution*, the only major daily newspaper in the Atlanta metro, AJC.com is the dominant resource for local breaking news, sports, entertainment, things to do and much more.

Promote your destination through a sponsored article developed by AJC.com's editorial team and supported by organic social media and on-site distribution.

- Affluent audience (average household income of \$102,000) seeking local news and happenings in the moment
- Market-specific activation, with integrated content for natural brand discovery and engagement
- Fully customizable content program, catered to individual partner needs and goals
- Quality control throughout the campaign life, including content approval stage
- Complete and detailed reporting of key performance indicators
- Through the Visit NC co-op, partners avoid program cost-of-entry of \$10,000



Promotional Flight	Content Source	Required Assets	Content Deliverables & Promotional Support
Four Weeks (exact timing up to partner)	Curated by AJC.com's editorial team, in collaboration with and approved by partner	<div><ul style="list-style-type: none"><li>• Ideation for content</li><li>• Display creative for promotional and branding purposes (300 x 250, 320 x 50, 816 x 300 banners provided by partner OR imagery and copy for AJC.com to build)</li></ul></div>	<div><ul style="list-style-type: none"><li>• One (1) custom-curated article</li><li>• On-site promotion across AJC.com</li><li>• Organic social media via AJC.com's owned Facebook channel</li><li>• Estimated 566,000 total promotional impressions</li><li>• 100% SOV branding display on article page</li><li>• Content lives on site forever</li></ul></div>





# NEW 6AM CITY | MULTIMARKET SPONSORED CONTENT

The 6AM City program is available to partners at an investment level of \$1,750 per partner.

New this year, Visit NC is teaming up with 6AM City to offer the first multimarket digital opportunity, allowing participating partners to create custom article content and distribute it in your choice of one of six Southeastern cities; plus, an incremental yet convenient option to cross-promote the sponsored content in multiple markets.

As a rapidly growing local digital media network in the Southeast, 6AM City is built to serve and engage communities through a conversational tone — ultimately becoming the go-to source for everything local. With a multiplatform approach, content is crafted for and distributed where their audiences are through signature email, social media and website. Partners can choose from the following 6AM City publications / markets:

- CHStoday | Charleston, SC
- NOOGAtoday | Chattanooga, TN
- COLAtoday | Columbia, SC
- LALtoday | Lakeland, FL
- GVLtoday | Greenville, SC
- AVLtoday| Asheville, NC

- Market-specific activation, with integrated content for natural brand discovery and engagement
- Fully customizable content program, catered to individual partner needs and goals
- Quality control throughout the campaign life, including content approval stage
- Complete and detailed reporting of key performance indicators
- Cost savings of 25% compared to standard rates
- Option to cross-promote sponsored content for \$1,000 per additional 6AM City market



Promotional Flight	Content Source	Required Assets	Content Deliverables & Promotional Support
Estimated Two Weeks (exact timing up to partner; flight length may vary depending on market and rate of paid social boosting)	Curated by 6AM City's editorial team, in collaboration with and approved by partner	<ul style="list-style-type: none"><li>• Ideation for content</li><li>• High-res horizontal image</li></ul>	<ul style="list-style-type: none"><li>• One (1) custom-curated article to run in one 6AM City market of choice</li><li>• One-time promotion in selected market's daily email</li><li>• Organic social media via selected market's owned Facebook and Twitter channels</li><li>• Dedicated spend (\$250) toward paid social media amplification</li><li>• Estimated 90,000 total promotional impressions; varies by market selection</li><li>• Content lives on site forever</li></ul>



# NEW NCBEERGUY.COM | DISPLAY ADVERTISING

NCBeerGuys.com Display Advertising is available in 3-month flights for \$375 per flight.

Inventory: Five (5) partner spots available

For the first time, partners will have the opportunity to place beer-related display ad banners on NCBeerGuys.com. Participating partners will have their ads featured on the Events page of the site as an awareness driver to help promote your local beer scene. NCBeerGuys.com is a top result in many searches for North Carolina beer events, festivals and information. The site's Events page lists several hundred beer events throughout the state and is also used as the events database for NCBeerMonth.com.

**Material Requirements:** you will be required to submit fully furnished beer-related display ads of multiple sizes as well as a downstream URL.



Example ad unit

# TAKE 5 MEDIA GROUP | TARGETED EMAIL

Take 5 Media Group sources, owns and operates an organic, proprietary U.S. domestic consumer database that provides a unique mix of prospecting and retention solutions across various online channels (e.g., email, display, social media) and offline channels (e.g., direct mail). Strict data-sourcing guidelines ensure clean, compliant data that drives intelligent and effective multitouch campaigns.

Take 5’s expertise in data and email marketing lets you reach highly targeted, qualified consumers with in-market travel intent. Other audience selects will be overlaid based on partner needs to further refine campaign reach (e.g., family vacationers, history buffs, golf enthusiasts, retirees). Each program option is performance-driven and designed with frequency in mind in order to re-engage audiences and build on messaging.

- Fully customizable dedicated email programs, catered to individual partner needs and goals
  - Guaranteed results of at least a 1.5% CTR
- Complete and detailed reporting of key performance indicators
  - Cost savings of 55-60% compared to standard rates, depending on selected offering



Offering	Investment	Required Assets	Deliverables
Email (Two Deployments)	\$2,200 Per Partner	HTML email creative	<ul style="list-style-type: none"><li>• Two (2) targeted emails (same 50,000 recipients per deployment)</li><li>• Choice of a two-week flight</li><li>• Choice of targeting selects (e.g., geo, demo, behavior, lifestyle trigger)</li><li>• Estimated 100,000 total impressions</li><li>• Cost savings of 56% compared to standard rates</li></ul>
Email (Three Deployments)	\$3,000 Per Partner	HTML email creative	<ul style="list-style-type: none"><li>• Three (3) targeted emails (same 50,000 recipients per deployment)</li><li>• Choice of a four-week flight</li><li>• Choice of targeting selects (e.g., geo, demo, behavior, lifestyle trigger)</li><li>• Estimated 150,000 total impressions</li><li>• Cost savings of 60% compared to standard rates</li></ul>
Email (Two Deployments) + Display Retargeting	\$2,500 Per Partner	<ul style="list-style-type: none"><li>• HTML email creative</li><li>• Retargeting display creative (160 x 600, 300 x 250, 728 x 90)</li></ul>	<ul style="list-style-type: none"><li>• Two (2) targeted emails (same 25,000 recipients per deployment)</li><li>• Display retargeting to email openers, starting after first email drop</li><li>• Choice of a three-week flight</li><li>• Choice of targeting selects (e.g., geo, demo, behavior, lifestyle trigger)</li><li>• Estimated 135,000 total impressions</li><li>• Cost savings of 55% compared to standard rates</li></ul>
Optional Add-On: Creative Development	\$500 Per Partner	Assets not needed if this option is selected	<ul style="list-style-type: none"><li>• Take 5’s creative team will work with you to build one HTML email for the campaign</li><li>• Minor changes (one image, URLs) can be updated between distributions</li><li>• Development of retargeting ads is also included if that program option is selected</li></ul>

Custom packages available upon partner request.



# ATLASOBSCURA.COM | PLACE / GASTRO PAGE SPONSORSHIP

The AtlasObscura.com program is available to partners at an investment level of \$2,500 per partner.

Atlas Obscura is the definitive travel guide to the world’s hidden places. With a mission to help people escape the ordinary and experience a sense of wonder and curiosity, Atlas Obscura believes there is something new to discover every day – whether it’s halfway around the globe or just around the corner.

This co-op offers the opportunity to work with Atlas Obscura’s editorial team to curate and add a new Atlas Obscura Place or Gastro Obscura Food page entry to their growing database of more than 13,000 unique and extraordinary things to see and do (e.g., historical site, natural wonder). Highlight and promote your hidden gem(s) among a passionate, socially engaged community of adventurous explorers looking for their next travel destination.

- Seed your destination to users with a growing interest in NC destinations on Atlas Obscura:
  - 14% growth year-over-year in users actively selecting “Been There” across NC destinations
  - 27% growth year-over-year in users actively selecting “Want to Go” across NC destinations
  - 27 new NC Place pages added in 2018
- Quality control throughout the campaign life, including content approval stage
- Complete and detailed reporting of key performance indicators
- Cost savings of 17% compared to standard rates



Promotional Flight	Content Source	Required Assets	Content Deliverables & Promotional Support
Three Months (exact timing up to partner)	Curated by Atlas Obscura’s editorial team, in collaboration with and approved by partner	<ul style="list-style-type: none"><li>• Ideation for Place OR Food page</li><li>• Display creative (300 x 250, 300 x 600, 728 x 90 / 970 x 250)</li></ul>	<ul style="list-style-type: none"><li>• One (1) custom-curated database addition of a new Place OR Food page</li><li>• Organic social media via Atlas Obscura’s owned Facebook and Twitter channels</li><li>• 100% SOV display on newly created Place / Food page</li><li>• Estimated 150,000 total promotional impressions</li><li>• Content lives on site forever</li></ul>





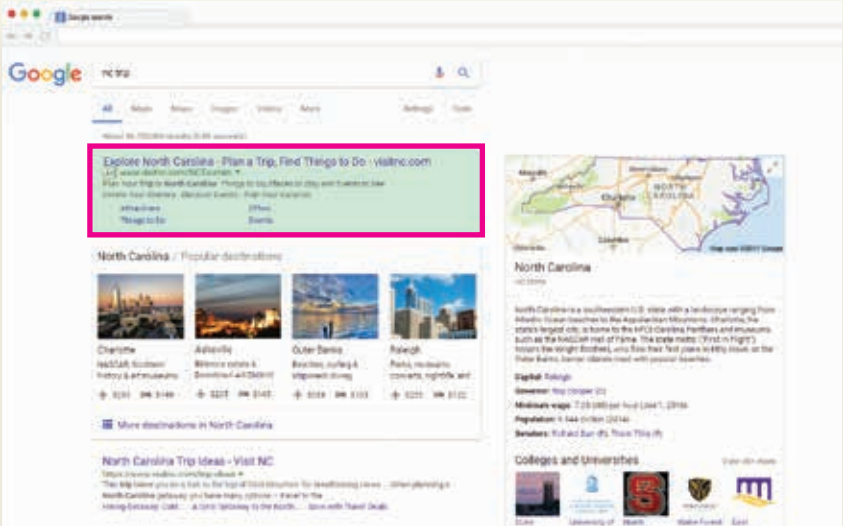
MADDEN MEDIA | PAID SEARCH

Visit North Carolina is excited to continue its partnership with Madden Media to offer the paid search co-op program, increasing exposure and driving traffic to partner sites by serving text ads on Google Search. With this co-op offering, each individual partner program will be managed by Google-certified experts who use geo-qualified keywords unique to the destination to promote paid search ads to relevant users. Tailored with specific calls-to-action, users will be driven directly to the most appropriate content on the partner’s website.

- Centralized Google Ads account creation and management by Google-certified experts
- Custom keyword selection based on thorough research and opportunity assessment
- Ad group assignments and custom ad copy development with actionable text
- Hands-on optimization, A / B testing and Google Ads conversion tracking to maximize ROI
- Complete and detailed reporting of key performance indicators

Investment	Flight	Rate	Clicks
\$2,000 Per Partner	4 Months	\$1.25 Est. CPC	1,600 Guaranteed Minimum
\$4,000 Per Partner	4 Months	\$0.83 Est. CPC	4,800 Guaranteed Minimum
\$5,000 Per Partner	4 Months	\$0.79 Est. CPC	6,300 Guaranteed Minimum
\$6,000 Per Partner	4 Months	\$0.76 Est. CPC	7,900 Guaranteed Minimum

Custom packages available upon partner request.



MADDEN MEDIA | SITE RETARGETING PROGRAM

Visit North Carolina and Madden Media will again be offering this exclusive retargeting program based on VisitNC.com’s audience data. This is a truly unique offering that is not available through any other property.

With this program, partners can take advantage of VisitNC.com’s vast site traffic and reach prospective travelers who have expressed interest in North Carolina. After users visit VisitNC.com, they will be served and targeted across the web with partner-specific display ads that include strong calls-to-action and drive to the respective partner site.

- Extended scale by targeting desired VisitNC.com audiences and following them across the web
- New History / Military audience segment available
- Ongoing optimization in order to deliver maximum ROI
- Complete and detailed reporting of key performance indicators



Consumers visit VisitNC.com; retargeting pixel gathers information



While continuing to browse the internet, consumers are served partner ads



Consumers are driven to the partner’s site to further explore / convert

Investment	Flight	Targeting	Rate	Impressions	Creative Assets
\$2,500 Per Partner	45 Days	1 Audience Segment & General Pool	\$13.16 Est. CPM	190,000 Guaranteed Minimum	Display Banners: 300 x 250, 300 x 600, 336 x 280, 728 x 90
\$5,000 Per Partner	3 Months	2 Audience Segments & General Pool	\$7.81 Est. CPM	640,000 Guaranteed Minimum	
\$10,000 Per Partner	6 Months	3 Audience Segments & General Pool	\$7.41 Est. CPM	1,350,000 Guaranteed Minimum	
\$20,000 Per Partner	6-12 Months	3 Audience Segments & General Pool	\$6.94 Est. CPM	2,880,000 Guaranteed Minimum	

Custom packages available upon partner request.

# NEW SEASONAL OVERVIEW PAGE FEATURE

Seasonal Overview Page Features are available in 12-month increments for \$3,500 per feature.

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

New this year, DMO and CVB partners will have the opportunity to be highlighted for the year on one of VisitNC.com’s seasonal overview pages. The feature will include a hero photo, headline, description and call-to-action to visit your website for more information. The seasonal overview page is linked directly off the Visit North Carolina 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. The average overview page receives approximately 25,000 page views per calendar year.

Partners can purchase one (1) Seasonal Overview Page Feature per year max.

**Material Requirements:** you will be required to submit a high-quality hero image, headline, placement copy and a downstream URL.



# NATIVE ADVERTISING

Native Advertising opportunities are available in three-month increments for \$500 per placement.

Inventory: Five (5) partners per content page (see below for available pages)

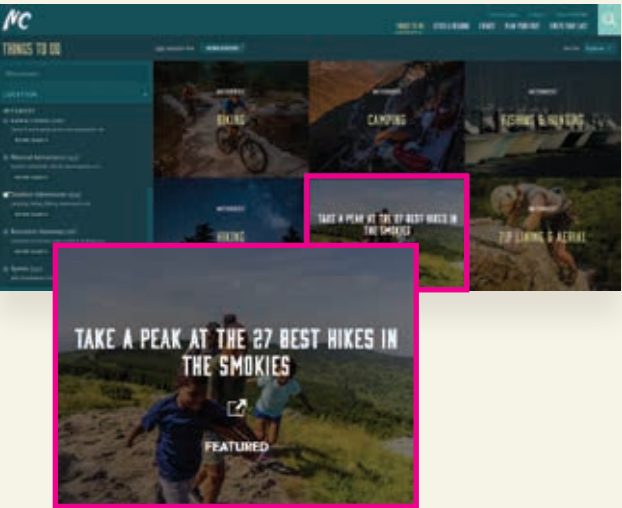
Native advertising on VisitNC.com allows partners the opportunity to buy into pages of VisitNC.com where their short-form native ad can appear within the site’s existing content grid. Native ads are designed to fit in with the overall look and feel of the site and will only appear within content relevant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

Each content page will be open to a maximum of five partners on a first-come, first-served basis, in which all participating partners will receive equal share of voice. Upon investing in a single content placement, a partner will run for three months based on a start date of choice. Partners can invest in multiple flights and multiple placements, as inventory allows.

**Material Requirements:** you will be required to submit a 400 x 400 image, a 50-character headline and a downstream URL.

Interest Overviews
Things To Do
Arts & Entertainment
Arts & Entertainment > Furniture & Shopping
Arts & Entertainment > Museums
Arts & Entertainment > TV & Film
Eat & Drink
Eat & Drink > Beer
Eat & Drink > Wine
History & Heritage
History & Heritage > Blackbeard & Maritime History
Kids & Family
Kids & Family > Amusement, Theme & Water Parks
Kids & Family > Zoos & Aquariums
Natural Attractions
Natural Attractions > Beaches, Rivers & Lakes
Natural Attractions > Blue Ridge Parkway & Scenic Drives
Natural Attractions > State & National Parks
Natural Attractions > Waterfalls
Outdoor Adventures
Outdoor Adventures > Biking
Outdoor Adventures > Camping
Outdoor Adventures > Fishing & Hunting
Outdoor Adventures > Hiking
Outdoor Adventures > Motorcycling
Outdoor Adventures > Zip Lining & Aerial
Romantic Getaways
Romantic Getaways > Spas & Wellness
Sports
Sports > Equestrian
Sports > Golf
Sports > Motorsports & Racing

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



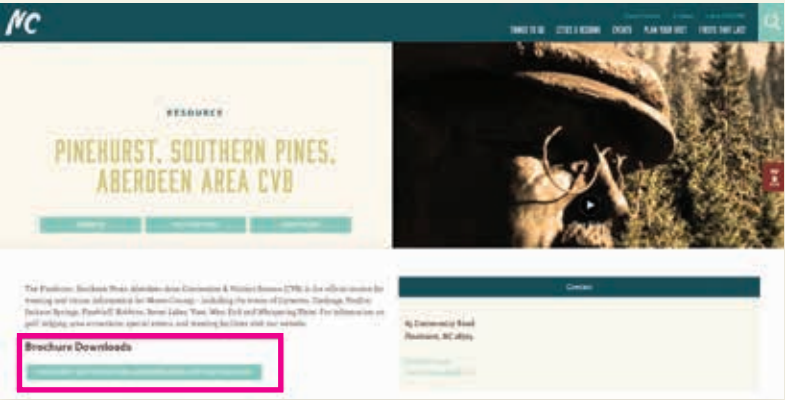
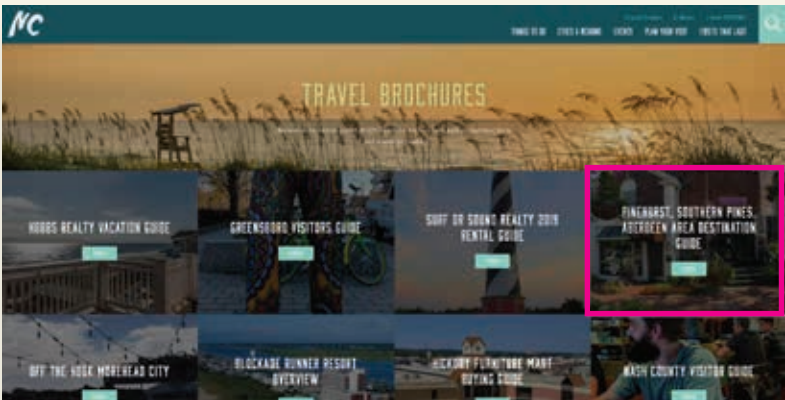


# BROCHURE LISTINGS

Brochure Listings are available in 12-month increments for \$300 each.

Partners can now add up to four brochures to VisitNC.com, where they will live on the Brochures page as well as on the partner’s individual listing. Brochures can be switched out quarterly or as needed by the partner.

**Material Requirements:** you will be required to submit a PDF of your brochure (under 4MB) or a link to an online brochure / travel guide and a hi-res destination image.



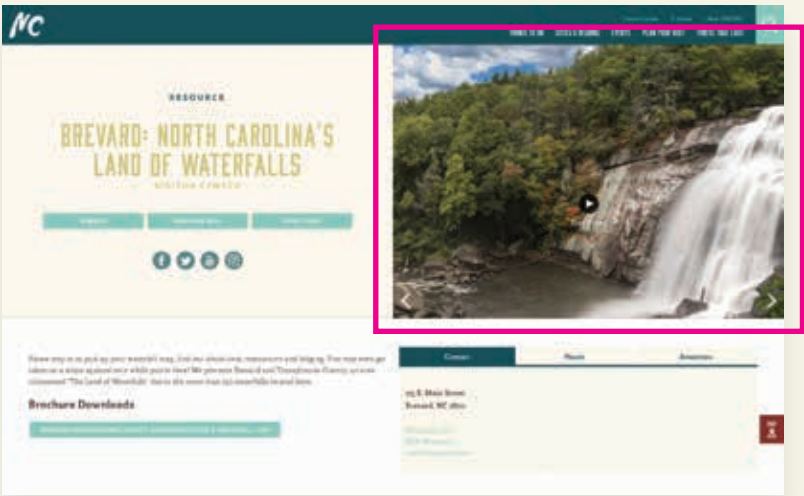
# VIDEO LISTINGS

Video Listings are available in 12-month increments for \$300 each.

Partners can enhance their standard listing on VisitNC.com by adding up to four videos, which provides potential visitors with more engaging content. Videos can be switched out quarterly or as needed by the partner.

Visit NC may also use partner videos within editorial content on VisitNC.com. To be considered for this added value opportunity, your video must be high-resolution and shot in the past five years, two minutes or shorter, and relevant, helpful and / or entertaining to visitors. Videos that primarily focus on one person talking, are TV commercials, or have an overtly sales-focused messaging will not be considered.

**Material Requirements:** you will be required to submit a YouTube or Vimeo link to your final video.



# FEATURED EVENTS

Featured Events are available in 30-day increments for \$150 each.

Participating partners have the opportunity to call more attention to their events and festivals via VisitNC.com’s Featured Event listings. This continues to be a cost-effective opportunity for partners to provide timely event information to potential visitors and attendees. Featured Events also receive valuable placement in Visit North Carolina’s bi-weekly Events E-newsletter distributed to more than 41,000 subscribers. Partners also have the opportunity to include event-related video to further captivate visitors at no additional charge.

**Material Requirements:** you will be required to submit all event details along with a hi-res event image (must be horizontal, at least 1000 x 1000 pixels; stock photos, event fliers, logos or images with text on them **will not be accepted**).



# FEATURED EVENT SOCIAL PROMOTION

Featured Event Social Promotions are available for \$500 each (this includes a 30-day Featured Event listing on VisitNC.com, valued at \$150).

**Inventory:** Three (3) partner spots per month

This opportunity allows partners to gain increased traffic and engagement to their Featured Events. Visit NC’s Social Media Manager will create a Facebook dark post about your event that links back to your Featured Event listing on VisitNC.com. Dark-posting allows Visit NC the ability to zero in on the target audience partners are looking to attract to their events in the most cost-efficient manner.

**Material Requirements:** you will be required to submit all Featured Event materials as outlined above in addition to a separate event image sized for social media (1200 x 628 pixels) and social targeting information.



# FEATURED EVENT E-NEWSLETTER SPOTLIGHT

Featured Event E-newsletter Spotlights are available for \$500 each (this includes a 30-day Featured Event listing on VisitNC.com, valued at \$150).

**Inventory:** Two (2) partner spots per e-newsletter (four (4) partners per month)

Partners can sign up for one of two spots in each of the Events E-newsletters where their event will be spotlighted for maximum exposure.

**Material Requirements:** you will be required to submit all event details along with a hi-res event image (must be horizontal, at least 1000 x 1000 pixels; stock photos, event fliers, logos or images with text on them **will not be accepted**).



# TRAVEL DEALS

Travel Deals are available in 60-day increments for \$250 each.

Participating partners are able to promote special North Carolina travel offers and packages to interested visitors on VisitNC.com. Travel Deals are featured on a dedicated page on VisitNC.com and within relevant content throughout the site. Partners will also be included in a monthly Travel Deals E-newsletter distributed to more than 42,000 subscribers.

**Material Requirements:** you will be required to submit all deal details along with a hi-res image (must be horizontal, at least 1000 x 1000 pixels; stock photos, fliers, logos or images with text on them **will not be accepted**).



# TRAVEL DEAL SOCIAL PROMOTION

Travel Deal Social Promotions are available for \$600 each (this includes a 60-day Travel Deal listing on VisitNC.com, valued at \$250).

Inventory: Two (2) partner spots per month

This opportunity allows partners to gain increased traffic and engagement to their Travel Deals. Visit NC’s Social Media Manager will create a Facebook dark post about your deal that links back to your Travel Deal listing on VisitNC.com. Dark-posting allows Visit NC the ability to zero in on the target audience partners are looking to attract with the deal in the most cost-efficient manner.

**Material Requirements:** you will be required to submit all Travel Deal materials as outlined above in addition to a separate deal image sized for social media (1200 x 628 pixels) and social targeting information.



# TRAVEL DEAL E-NEWSLETTER SPOTLIGHT

Travel Deal E-Newsletter Spotlights are available for \$600 each (this includes a 60-day Travel Deal listing on VisitNC.com, valued at \$250).

Inventory: Two (2) partner spots per e-newsletter

Partners can sign up for one of two spots in each of the Travel Deals E-newsletters where their deal will be spotlighted for maximum exposure.

**Material Requirements:** you will be required to submit all deal details along with a hi-res image (must be horizontal, at least 1000 x 1000 pixels; stock photos, fliers, logos or images with text on them **will not be accepted**).



# THANK YOU EMAIL SPONSORSHIPS

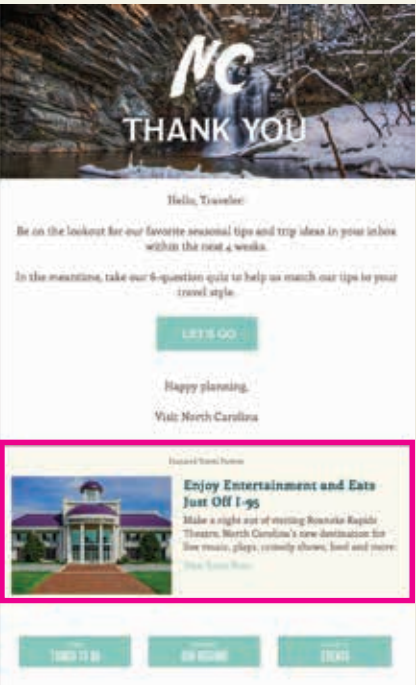
Thank You Email Sponsorships are available in quarterly increments for \$350 each.

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

This opportunity allows partners to be included in a Visit NC auto-trigger 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. The partner ad will include a click-through URL, so users will have the opportunity to learn more about the partner destination. Reporting will be provided at the end of each quarter.

Partners can purchase one (1) Thank You Email Sponsorship per year max.

**Material Requirements:** you will be required to submit a 20-character headline, 100-character ad copy and a hi-res destination image at least 800 pixels wide.



# HOMEPAGE SWEEPSTAKES

Homepage Sweepstakes are available in one-month increments for \$3,500 plus the travel prize package.

Inventory: Ten (10) partner spots

Partners will continue to have the opportunity to feature month-long sweepstakes promotions on the homepage of VisitNC.com. As the site’s largest driver of qualified partner leads, this program offers premium brand exposure with both internal and external support, including:

- Promotion on the VisitNC.com homepage
- Inclusion in distributions of the Visit North Carolina monthly e-newsletters, plus one e-newsletter dedicated solely to your sweepstakes that goes out to approximately 25,000 subscribers
- One-month targeted lead generation campaign driving a minimum of 2,500 sweepstakes entries in addition to incremental partner leads
- Promotion on Visit NC’s social channels
- Reporting that provides number of entries, leads and e-newsletter results

Partners can purchase one (1) Homepage Sweepstakes per year max.

**Material Requirements:** you will be required to submit a prize package that includes lodging, dining and attraction / activity passes as well as sweepstakes copy points, a hi-res destination image and logos for each of the participating sweepstakes partners.





# CUSTOM CONTENT PROGRAM

The Custom Content Program is available for \$4,000 per partner.

**Inventory:** Twelve (12) partner spots (one (1) per month)

Visit North Carolina is offering partners the opportunity to work with our content team to develop custom content to be published on VisitNC.com, which can also live on your website. Your custom content will be written by the Visit NC team based on collaboration with you on the desired content and key messages to cover, and you will maintain joint ownership of the content with Visit NC. The new content will be promoted on Visit NC’s social channels with at least three (3) posts.

Partners can purchase one (1) Custom Content Program per year max.

**Material Requirements:** you will be required to provide an outline / bullets of content topics to include in your article as well as hi-res images to accompany the story.



# FEATURED CONTENT SPONSORSHIPS

Featured Content Sponsorships are available in 12-month increments for \$875 each.

Visit NC is offering partners the opportunity to sponsor a portion of content specific to their destination within a seasonal or thematic story on VisitNC.com. Sponsoring partners will be able to provide suggested content for their portion of the article and the Visit NC content team will develop the final paragraph about the sponsoring partner destination into the larger story. The sponsored section will have a “Sponsored By” tag and will include one downstream link to an applicable partner site as well as a relevant image, which can be provided by the partner.

The following content is available for sponsorship (one (1) partner opportunity is available in each):

Fall 2019	Winter 2019-2020	Spring 2020	Summer 2020
Haunted Spots	Destinations to Host the Holidays with Your Whole Family	Places with Great Rooftops and Patios Get Your Kids Moving	Water Activities Romantic Summer Getaways

Partners can purchase one (1) Featured Content Sponsorship per year max.

**Material Requirements:** you will be required to submit an outline / bullets of content topics to include in the article as well as hi-res image options to accompany the feature.



# NEW NATIVE INSTAGRAM STORY PLACEMENT

Native Instagram Story Placements are available for \$250 each.

New for 2019-2020, partners now have the chance to take advantage of the organic reach and engagement of Visit NC’s successful Instagram Story content programming in an introductory setting. Visit North Carolina stories receive an average of 55,600 impressions with a 12.08% engagement rate. Participating partners will be featured as one slide in a larger themed editorial Instagram Story for a native feel with the added benefit of a swipe-up opportunity to your listing or custom content piece on VisitNC.com.

One (1) partner opportunity will be available in each the following stories:

Fall 2019	Winter 2019-2020	Spring 2020	Summer 2020
Unique Ways to See Fall Color	Cozy Restaurants	Spring Break Destinations	Summer Thrill Rides

Partners can purchase one (1) Native Instagram Story Placement per year max.

**Material Requirements:** you will be required to submit one high-quality vertical image or video (sized to 1080 x 1920) and suggested copy points related to the story theme.



# INSTAGRAM STORY FEATURE

Instagram Story Features are available for \$850 each.

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

Visit NC partners will again 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. Instagram Stories are Facebook’s answer to the rise of short, quick content. Though content disappears after 24 hours, views are intentional and more valuable than large, but empty impressions. Each viewer of an Instagram story tapped through to be there and often taps back for a second look (both numbers we can track). In 2018, Visit North Carolina engaged users more than 2.39 million times with an average engagement rate of 12.08% across organic and partner program content. According to RivalIQ, the median brand engagement rate on Instagram is 1.73% across industries.

Partners will be responsible for providing Visit NC with high-quality content (images and videos). 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. Reporting will be provided to the partners following the feature.

Partners can purchase one (1) Instagram Story Feature per year max.

**Material Requirements:** you will be required to submit high-quality social content (images and videos; sized to 1080 x 1920), information about the destinations featured and any applicable Instagram handles or hashtags.





# SOCIAL MEDIA SPOTLIGHT

Social Media Spotlights are available for \$3,000 each. Partners are also responsible for lodging, dining and activity expenses and will be invoiced following the Spotlight for these expenses, if incurred.

Inventory: Twelve (12) partner spots (one (1) spotlight per month)

This opportunity offers partners robust presence on Visit North Carolina’s social media channels (390,000+ followers) to leverage our passionate and engaged follower base to specifically feature your area.

How does it work? We’ll work with you to determine content to feature that will inspire potential visitors to plan their own trip. Then, our team will travel to your location to gather spotlight content for social media use and plan posts for a two-to-three-week period that will feature your destination across our social channels. Potential Visit North Carolina channels for inclusion would be Facebook, Twitter and Instagram.

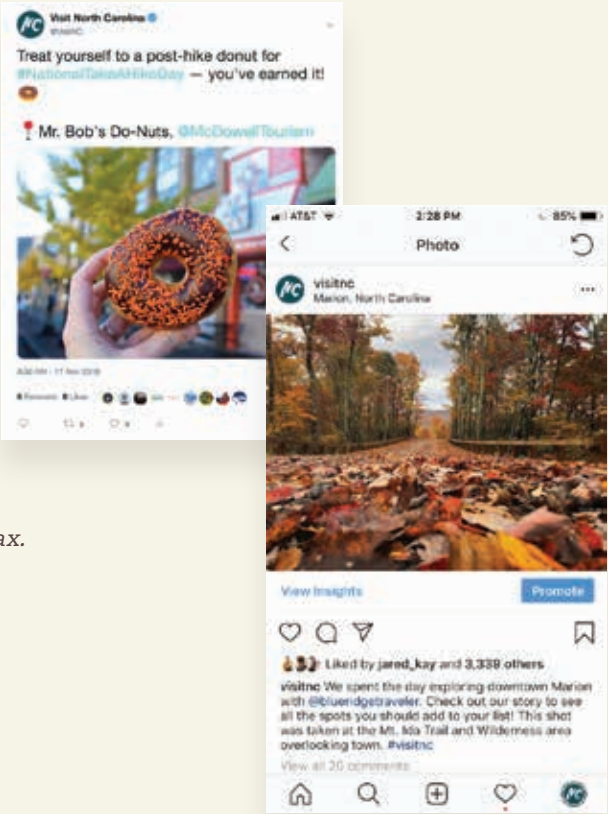
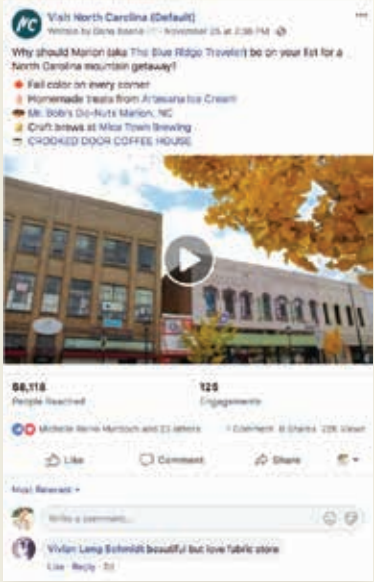
Partners participating in a spotlight will receive the following:

- Social trip idea content
- Social quality pictures
- 8-11 social posts including ad content
  - 1 Facebook organic post
  - 1 Facebook dark ad (\$250 value) with custom targeting
  - 1 Instagram post on our grid
  - 3-5 Instagram stories
  - 3-4 Tweets
- Detailed recap report

Minimum 60-day lead time required for travel planning purposes.

Partners can purchase one (1) Social Media Spotlight per year max.

**Material Requirements:** you will be required to submit ideas for the spotlight itinerary.



# VISIT NORTH CAROLINA PHOTO NETWORK

Visit North Carolina launched the Photo Network in 2016, utilizing a dozen professional photographers across the state. Their talents and expertise allow Visit NC to acquire high-resolution, up-to-date photography covering a wide range of seasons, activities and scenes, including outdoor adventure, dining, family fun, downtown attractions, mountain landscapes, beaches and more.

Visit NC’s partners can now take advantage of the Photo Network and these seasoned photographers for their own photography needs through the different program options below.

Investment	Number of High-Resolution Photos	Shoot Locations
\$2,400 Per Partner	10	2
\$3,500 Per Partner	15	3
\$4,500 Per Partner	20	4

Final photo selections are for owned digital, web and social media use only. Any print requests will be handled on an if-asked basis and would be settled between the partner and the photographer. Visit NC will have dual ownership of the final shots to use on VisitNC.com, social and digital.

Example Photo Network Imagery:





# VIDEO PRODUCTION

The Video Production Package is available to partners for \$8,000 per video. Partners would also have access to B-roll footage for other purposes for a nominal fee. Upon request, Bill and Mark can also produce a 60-or-30-second video from the same footage for \$500.

Four years ago, Bill Russ and Mark Forester partnered to form Travel Video NC, providing video production services to Visit North Carolina’s tourism partners. Bill’s images of North Carolina have been viewed by millions of readers in domestic and international publications. While head of video for Journal Communications, Mark produced dozens of travel videos for VisitNC.com, filming in more than 100 locations around the state. The two bring together their talents, experience and unmatched familiarity with the industry to produce short-form travel videos for tourism destinations and attractions.

Partners will receive a three-to-five-minute promotional video which can be used for all marketing purposes, including posting to websites, showing in visitor centers, and for presentations at meetings and conferences. The completed video will also be posted on the partner’s listing on VisitNC.com at no charge (a \$300 value).



# OUTBOUND PURSUIT SERIES ADVENTURE CAMP SPONSORSHIP



Adventure Camp Sponsorships are available for \$4,000 each.

Inventory: Three (3) partner spots

The Outbound Pursuit Series is known as the “outdoor adventure camp for grown-ups.” Instead of camp counselors, outdoor enthusiasts will have expert guides (some from your destination) and pro athletes showing attendees the ropes. In addition to Visit NC’s sponsorship, three partners will have the opportunity to target a highly engaged group of outdoor enthusiasts from across the world with first-person, on-site exposure to your destination’s outdoor offerings.

The Adventure Camp is taking place at the **Green River Preserve in Cedar Mountain, September 19 – 22, 2019.** Each partner will receive the following sponsorship benefits:

- On-site activation in a marquee tent at the campsite throughout the event weekend (this includes the opportunity for one (1) staff member / representative to be on-site for the duration of the camp)
- The ability to work with the Activities Director to create a specific class representing an outdoor adventure activity from your destination
- Your logo included on the scheduling platform with a description of your class offering
- Your logo included on the Pursuit Series website
- Inclusion (tags) in social posts from The Outbound and Pursuit Series social channels
- Inclusion in emails distributed to the Pursuit Camp attendees
- One-on-one access with attending journalists / media (past attending journalists have been from publications including *Gear Patrol*, *Backpacker*, *Adventure Journal*, *Shape*, *Popular Mechanics*, *USA Today* and more)
- Access to the pool of event photos post-event





# NEW KEY DATA | VACATION RENTAL DATA

Key Data’s Dashboard is available to partners through Visit NC’s co-op program at an annual rate ranging from \$8,500 – \$55,500 depending on the size of your DMO’s annual budget. During the inaugural year for this new offering, Key Data is offering a 25% discount on the annual subscription fee for Visit NC partners.

Visit NC is partnering with Key Data, one of the industry’s rapidly emerging leaders 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.

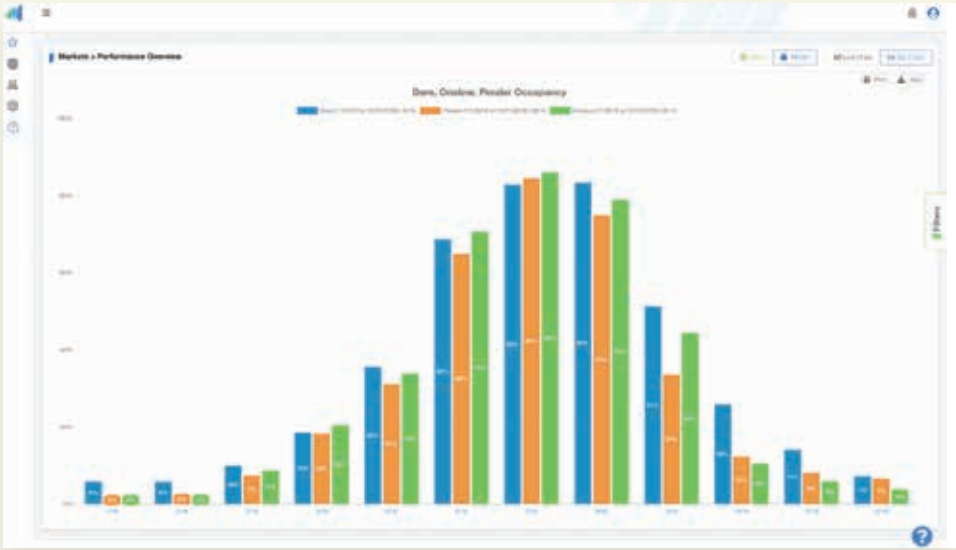
How does their DMO Dashboard accomplish this? They’ve partnered with the vacation rental companies in your market to electronically collect all of their reservation data in real time. Since their dashboard is integrated directly with their software platforms, it delivers their DMO partners with reservation data seamlessly and instantly. Coming straight from the source, you know the data is accurate.

The Key Data DMO Dashboard will help you answer questions like:

- How is 2019 pacing for spring in early bookings?*
- Are we on track to exceed last summer’s overall 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 adjacent 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.

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



# ARRIVALIST ANALYTICS

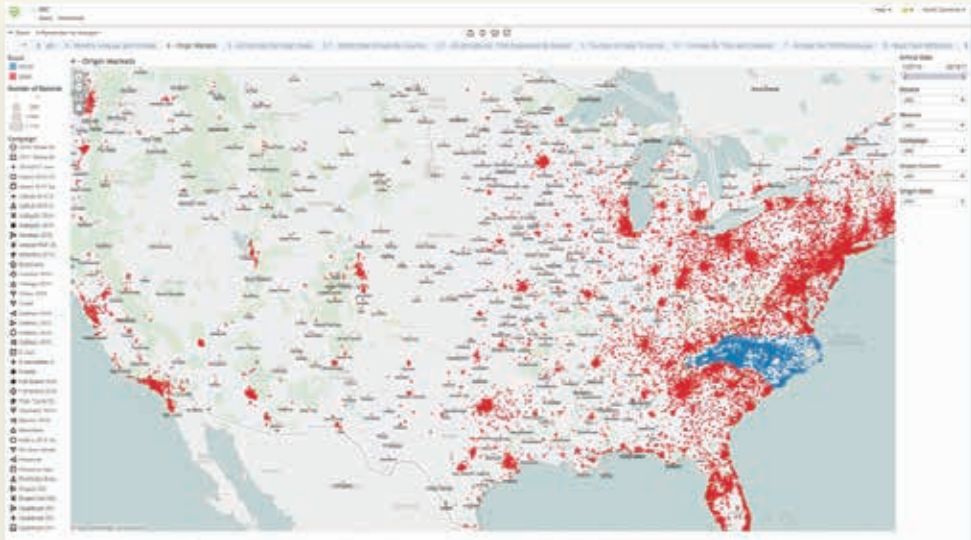
The exclusive Visit North Carolina partner rate is \$9,680, which allows you to measure arrivals from owned and paid media up to 10,000,000 impressions per year. This is more than 70% savings on standard rates. One-year partnerships with Arrivalist are available only for the fiscal year of July 1, 2019 – June 30, 2020.

Visit North Carolina is excited to bring the proprietary measurement and analytics technology of Arrivalist back to our partners for the fifth year in a row. Arrivalist tracks and measures a sample of actual arrivals to your destination based on factors including visits to your website, exposure to your display advertising and other forms of paid media. Arrivalist will work with you to place tracking pixels on your desired website pages and any additional advertising mediums. When a potential visitor interacts with your site and digital advertising and then travels to your destination, you’ll be able to track the arrival as a conversion and optimize your digital efforts accordingly.

Participating partners are encouraged to have an active media plan underway while working with Arrivalist.

Partners will receive access to multiple reports throughout the duration of the one-year co-op, including:

- Media Efficiency Report (Arrivals per 1,000 Impressions)
- Origin Markets Report (Arrivals by Region)
- Arrivals by State with Top Origin DMAs
- Arrivals by Exposure Frequency
- Days-to-Arrival Report







# SPORTSNC

SportsNC is North Carolina’s statewide sports development effort dedicated to maintaining and strengthening our rich sports legacy. Visit NC’s SportsNC team supports your efforts to attract sporting events of all kinds to your destination with tradeshow and a quarterly e-newsletter campaign. These co-op programs are contracted and billed separately from other Visit North Carolina partner programs.

**Connect Sports Conference – Louisville, KY** **August 26-28, 2019**  
**Partner is responsible for conference registration and travel expenses**

Have one-on-one appointments with sports rights holders at the Connect Sports Conference. Connect Sports is the only fully hosted buyer program designed for the sports events and tourism industry. Enhance your skills, learn about trending topics, network and drive more business at this event that brings together the sports tourism industry’s top event organizers, national governing bodies, suppliers and industry experts.

**TEAMS Conference – Anaheim, CA** **November 11-14, 2019**  
**Partner is responsible for conference registration and travel expenses**

TEAMS is one of the premier trade shows for sports planners to meet with destinations and sports organizations to conduct business as well as learn about industry trends and best practices related to sports. Event organizers at TEAMS are looking for host cities and venues for their events and meetings.

**Sports Travel E-Newsletter** **Quarterly**

This quarterly e-newsletter is aimed at the sports market, and the audience is comprised of sports rights holders and interested parties. Submit newsworthy content, such as new and / or upgraded facility information and recently awarded events.



If you have questions or would like to participate in any of the SportsNC programs, please reach out to **Amanda Baker**, [amanda.baker@visitnc.com](mailto:amanda.baker@visitnc.com).



# RETIRENC

In an effort to attract retirees to relocate to our great state, Visit NC’s RetireNC team is proud to offer opportunities for our partners to network with potential new residents during retirement-focused expos. These co-op programs are contracted and billed separately from other Visit North Carolina partner programs.



Attendees at the following expos are looking for information about areas for relocation. However, many have not made their decisions and are looking for tour packages. Partners will have the opportunity to network with these attendees directly and follow up with leads from the expo.

**Each expo is open to four (4) Certified Retirement Community partners at no cost. If all spots are not filled by CRCs, they will open up to non-Certified Retirement Community partners for \$1,100 each.**

**ideal-LIVING Expo – Parsippany, NJ** **September 21-22, 2019**  
This expo brings in more than 800 participants interested in learning more about desirable retirement destinations.

**ideal-LIVING Expo – Tysons Corner, VA** **September 28-29, 2019**  
Of the eight expos ideal-LIVING hosts, this is one of the largest, bringing in more than 1,100 attendees.

**ideal-LIVING Expo – Long Island, NY** **January 11-12, 2020**

**ideal-LIVING Expo – Greenwich, CT** **February 15-16, 2020**

**ideal-LIVING Expo – Greater D.C. Area** **March 7-8, 2020**

**ideal-LIVING Print + Online Package**  
**The year-long (July '19-June '20) investment is \$2,500 for Certified Retirement Communities and \$4,500 for Non-Certified Retirement Communities.**  
**Open to twelve (12) partners**



For the first time this year, partners will have the opportunity to buy into a year-long package with ideal-LIVING to reach potential retirees through their print and online channels.

As part of the one-year commitment, partners will receive:

- A directory ad in each of the following ideal-LIVING issues: Summer 2019, Fall 2019, Winter 2020 and Spring 2020
- A dedicated listing on ideal-LIVING.com within the RetireNC section, which would allow you to include a destination image, brief description, downstream URL and contact info. This is a new opportunity only available by purchasing the year-long package.

Partners can also buy into the ideal-LIVING print co-ops at an a la carte rate of \$750 for Certified Retirement Communities and \$1,250 for Non-Certified Retirement Communities per issue as space allows.

If you have questions or would like to participate in any of the RetireNC programs, please reach out to **Andre Nabors**, [andre.nabors@visitnc.com](mailto:andre.nabors@visitnc.com).

Visit North Carolina is proud to offer partners the opportunity to exhibit and network at numerous international, domestic and group travel-focused trade shows and sales missions. These co-op programs are contracted and billed separately from other Visit North Carolina partner programs.

INTERNATIONAL OPPORTUNITIES

**680 News Radio Contest – Greater Toronto Area** **Exact Dates TBD (One-Week flight)**  
**\$1,500 participation fee and prize package elements**  
**One (1) partner opportunity available**

One partner will have the opportunity to target Greater Toronto residents who commute to work every day by building a compelling giveaway to keep North Carolina top of mind for fall travel. This campaign will be a one-week radio contest on 680 News, a leading radio station in the Greater Toronto area with more than 1.3 million weekly listeners and 132,000 loyalty program members.

This program includes a 30-second promo spot with contest details and opt-in feature (which will run 28 times during the one-week radio contest), social media posts, digital ads, e-newsletter content, all co-branded with Visit NC. Prize package must include accommodations at a 4-5-star hotel for two people, four-night minimum, meals and activities.

Additional Information about 680 News:

- The Greater Toronto Area’s one-stop hub for local news, weather and traffic
- Audience profile: 41% female / 59% male

Demographics:

- 12% are 35-44
- 29% are 45-54
- 16% are 55-64
- 30% are 65+

**Star Metroland Campaign** **Exact Dates TBD**  
**\$6,000 participation fee**  
**Four (4) partner opportunities available (must have at least three (3) partners to execute the program)**

In order to create awareness and drive bookings from major Canadian markets to North Carolina during the fall season, Visit NC is teaming up with Star Metroland Media. Star Metroland Media includes Canada’s largest newspaper, national free dailies, digital and mobile properties and direct marketing channels.

Each partner will receive quarter-page print ad space on a dedicated North Carolina full-page ad in three leading newspapers: *Toronto Star* (readership 1,823,000), *Star Metro Toronto* (readership 654,000) and *Star Metro Vancouver* (readership 297,000).

Each partner will also receive one online sponsored story (which will live on the site for three months), plus inclusion in digital ads (an estimated 2.5 million promotional impressions) driving traffic to the North Carolina custom section (TheStar.com 2,151,000 UVM).

**International Travel & Tourism Show Montreal** **October 25-27, 2019**  
**\$1,250 participation fee plus travel expenses**  
**Two (2) partner opportunities available**

The International Travel & Tourism Show Montreal is the largest travel show of its kind in North America with more than 33,000 attendees every year who are both consumers and media and travel trade members. Participating partners will receive space in an interactive and unique co-branded 10 x 10 booth with Visit North Carolina. Many attendees are French-speaking, but can communicate in English. French material is highly recommended and appreciated by attendees.

Visitor Profile:

- 67% are between 45-64
- 93% have discovered new travel destinations during the show
- 71% will make a purchase from an exhibitor in the six months following the event

**World Travel Market 2019 – London, England** **November 4-6, 2019**  
**Partner is responsible for registration plus travel expenses (billed through Travel South USA)**

One of the year’s key travel exhibitions, this show is purely a trade exhibition, attracting tens of thousands of visitors, exhibitors and media representatives every year. North Carolina will display in the Travel South International booth where our UK office secures appointments with key tour operators, travel agents and media professionals. This show gives the opportunity to showcase the state and regions to attendees from across the globe.



**National Women’s Show Toronto** **November 15-17, 2019**  
**\$1,250 participation fee plus travel expenses**  
**Two (2) partner opportunities available**

This targeted event is an amazing opportunity to get face-to-face with more than 30,000 female consumer attendees. Visit NC’s booth will be in the travel and / or adventure section. Participating partners will receive space in an interactive and unique co-branded booth with Visit North Carolina.

Visitor Profile:

- 85% come for shopping
- 80% come for a day out with friends
- 79% want to learn about new products and services
- 92% made purchases
- 99% will come back next year

Demographics:

- 19% are 24-34
- 24% are 35-44
- 25% are 45-54
- 22% are 55+



INDUSTRY RELATIONS PROGRAMS

**Travel South International Showcase – St. Louis, MO**  
**Partner is responsible for POD costs**  
**(around \$1,000) plus expenses**

This POD-based tradeshow is the perfect way to get your region and partners involved in the international market. There will be more than 100 qualified international tour operators from 20+ countries around the globe and more than 160 Southern travel suppliers will be in attendance to grow international visitation to the Southern United States.



December 2-5, 2019

**Consumer Shows in the UK and Ireland**

January / February 2020

There will be three consumer-facing shows held in late January / early February 2020 to coincide with the traditional UK peak booking months. The shows are held in London, Manchester and Dublin and are an excellent opportunity for distribution of collateral and to actively be part of conversations with consumers.

**Canada Sales Mission – Toronto and Montreal\***  
**\$1,500 participation fee plus expenses**

The sales mission will include three days of high-value meetings, events and trainings with top travel producers in Toronto and Montreal.

*\*Dates and regions subject to change.*



Exact Dates TBD 2020\*

**Canada Media Mission – Toronto and Montreal\***  
**\$1,500 participation fee plus expenses**

The media mission will include two days of high-value meetings, events and trainings with top tier media in Toronto and Montreal.

*\*Dates and regions subject to change.*

Exact Dates TBD 2020\*

INDUSTRY RELATIONS PROGRAMS

**German Sales & Media Mission – Germany and Austria or Switzerland**  
**\$1,500 plus expenses**

April 2020

In each city, tour operator workshops will be scheduled in order to meet key tour operator product managers and train travel agents. Media appointments will also be scheduled in each city. The mission is scheduled to take approximately four to five working days.

**U.S. Travel Association’s IPW – Las Vegas, NV**  
**Partner is responsible for participation fee, registration**  
**(estimated cost \$2,500) and expenses**

May 30-June 3, 2020

U.S. Travel Association’s IPW is the travel industry’s premier international marketplace and is the largest generator of the Visit USA travel. In just three days of intensive prescheduled business appointments, more than 1,000 U.S. travel organizations from every region of the USA, and representing all industry category components, and more than 1,500 international and domestic buyers from more than 70 countries, conduct business negotiations that result in more than \$3 billion in future Visit USA travel.



The following international consumer and trade shows are also open for partners to attend or submit materials for distribution:

Event	Dates	Location
VUSA Austria Seminar	November 2019	Vienna, Austria
VUSA Switzerland Seminar	January 2020	Zurich, Switzerland
CMT Stuttgart	January 11-19, 2020	Stuttgart, Germany
Free Munich	February 20-22, 2020	Munich, Germany

DOMESTIC OPPORTUNITIES

Receptive Sales Mission – New York, NY and Boston, MA September 2019

Visit North Carolina will conduct trainings and educational events for receptive tour operators in New York and Boston over three to four days. If you want to get your hotels and attractions listed for the international operators, this is the place to be.

New York Times Travel Show – New York, NY January 24-26, 2020

\$850 per partner  
Open to eight (8) partners

This show brings more than 30,000 participants to the Jacob Javits Convention Center. The three-day show also hosts a trade-only day for tour operators, bloggers and travel agents.



Travel Alerts – Co-Op Marketing Campaign January 15-February 15, 2020

\$5,000 participation fee and prize package elements  
One (1) partner opportunity available

This is an opportunity to drive a high volume of qualified, unique visits to both North Carolina’s and partner landing pages through a combination of display, video, email, blog posts and more. Partners will be able to excite potential travelers with a trip giveaway to help promote spring travel.

Partners will receive digital ads (big box, leaderboard, double skyscraper, outstream video and more) newsletter placement, contest inclusion, one sponsored blog post (included in Travel Alerts blog section and sent in the weekly travel kit to 394,000 subscribers and amplified via social media).

Demographics:

- 74% are 45-65
- 56% are female
- 55% have a household income of \$75,000-100,000

Outdoor Adventure Show February 2020

\$1,250 participation fee  
Two (2) partner opportunities available

This show brings more than 27,000 consumer attendees who are committed to a lifestyle that involves sports and activities of all kinds and are eagerly anticipating their next adventure travel opportunity. Participating partners will receive space in a co-branded booth with Visit North Carolina.

Visitor Profile:

- Male and female multisport enthusiasts
- Novice or expert, this market spends substantially on clothing, gear and travel

Household Income:

- 19% – \$25,000-50,000
- 43% – \$50,000-100,000
- 32% – \$100,000+

Demographics:

- 25% are 25-34
- 29% are 35-44
- 19% are 45-54
- 15% are 55+

Travel & Adventure Show – Washington, D.C. March 13-15, 2020

\$850 per partner  
Open to eight (8) partners

This show brings approximately 20,000 participants to the Washington Convention Center.



Travel & Adventure Show – Philadelphia, PA March 20-22, 2020

\$850 per partner  
Open to eight (8) partners

This show brings approximately 13,000 participants to the Pennsylvania Convention Center.

Travel South Domestic Showcase – Baton Rouge, LA March 8-11, 2020

Partner is responsible for registration and travel expenses

Join us at the premier reverse trade show marketplace event in the South. More than 500 tourism professionals gather for prescheduled appointments with group tour operators and networking opportunities. Register through Travel South Domestic Showcase.

Group Travel E-Newsletter Quarterly

Distributed quarterly, this e-newsletter is aimed at the group tour market. This publication’s audience is comprised of tour operators and interested parties. Partners can submit content such as group-friendly restaurants and hotels, annual festivals and events, new and updated attractions and any other group travel information.

If you have questions or would like to participate in any of the Industry Relations Programs, please reach out to Heidi Walters, heidi.walters@visitnc.com.



# PUBLIC RELATIONS

Building relationships with key media and influencers is crucial to securing local, regional and national coverage that will help tell your destination’s story to thousands of potential visitors. Visit North Carolina’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 North Carolina partner programs.

Media Mission Events

\$300-\$1,250 (Plus Expenses)

Media missions let you meet and tell your story to top-tier travel and lifestyle media. Visit NC offers three domestic media missions during the year — in-state (Charlotte or Raleigh), regional (Atlanta or Washington, D.C.) and national (New York). Partners can develop relationships with print, broadcast and digital media in a sociable atmosphere.

Registration fee includes event attendance, tabletop exhibit space, media contact list, and pitch sheet inclusion in the digital media kit.

2019-2020 media missions include:

- In-State (late summer 2019): \$300
- Regional (Atlanta; fall 2019): \$750
- National (spring 2020): \$1,250



## PITCH PROJECTS

Media Pitch Projects

From \$2,500

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 (J Public Relations) will work with you to pinpoint destination-specific ideas and develop a customized pitch that will resonate with target media. The JPR team will then connect you directly to media interested in the subject to see coverage through to fruition.

Influencer Pitch Projects

From \$2,500

As the importance of the digital world evolves, Visit NC will help you identify and vet influencers. You will work with the JPR team to brainstorm hosted experiences (culinary events, hotel stays, outdoor adventures) that can be offered to influencers in exchange for social posts. JPR 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.

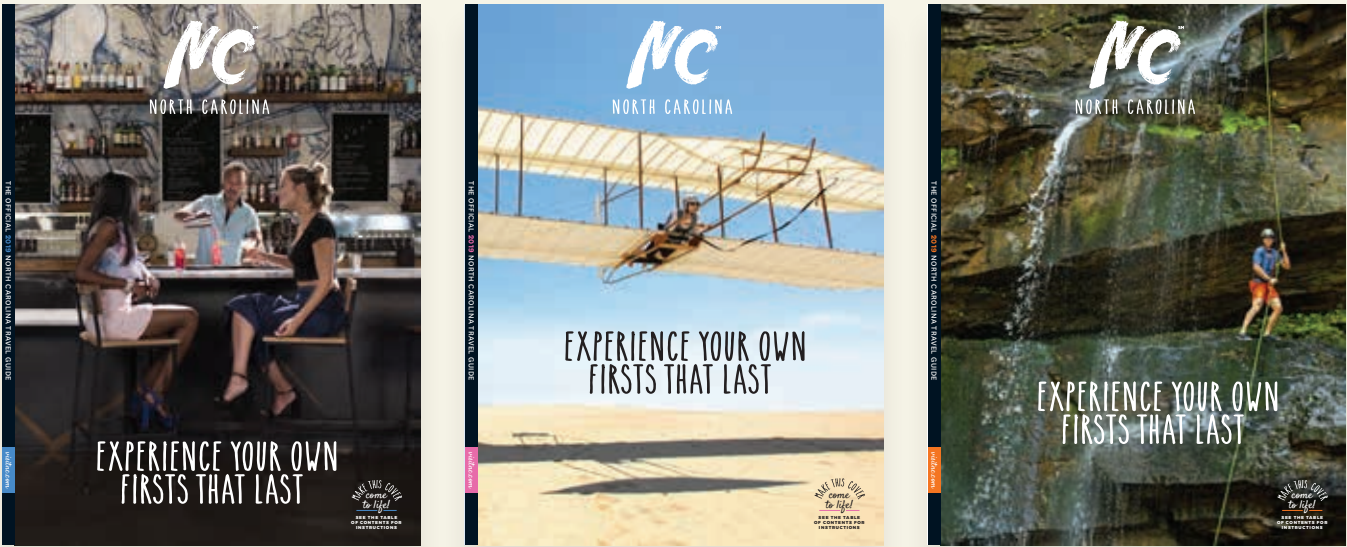
Deskside Media Tours

\$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 JPR team will help determine topics and timing, then set up six to ten media appointments with a comprehensive briefing on each outlet. A JPR representative can escort you for an additional fee.

If you have questions or would like to participate in any of the Public Relations Programs, please reach out to Eleanor Talley, [eleanor.talley@visitnc.com](mailto:eleanor.talley@visitnc.com), or Chelsey Lutz Kirby, [chelsey@jpublicrelations.com](mailto:chelsey@jpublicrelations.com).

# 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 North Carolina’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 50,000 print copies polybagged to Meredith’s magazine subscribers in titles such as *Parents*, *Midwest Living*, *Family Circle* 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, including announcements on Meredith-owned TV stations, 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	\$11,340	\$10,800
1/6 page	\$6,248	\$5,950
1/12 page	\$3,990	\$3,800
Bold Listing	\$525	\$500
Logo + Bold Listing	\$961	\$915
Places to Stay (only open to vacation rentals and B&Bs) 2 1/8" x 2 3/8"	\$1,045	\$995
Places to Live (open only to developments located in NC Certified Retirement Communities) 2 1/8" x 2 3/8"	\$1,575	N/A

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 Rate Deadline: July 31, 2019  
Ad Space and Materials Deadline: September 6, 2019

## DIGITAL EDITION

**Video Engagement with Consumers \$150**  
Capture the attention of readers with dynamic use of video. Your supplied video will be embedded into the digital edition of the 2020 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.

**Digital Edition Pop-Up Ads**  
Advertisers have the option to include a pop-up ad to encourage readers to discover more about your brand at no additional cost. Pop-up ads are available in two sizes based on advertising investment.

If you have questions or would like to advertise in the North Carolina Travel Guide, please reach out to **Stacey Rosseter**, [srosseter@navigate-media.com](mailto:srosseter@navigate-media.com), (678) 571-7445.



## NEW GOOGLE DMO PARTNERSHIP PROGRAM SUPPORT SERVICES



Through this new program with Miles Partnership, North Carolina DMOs can now benefit from customized support services surrounding the Google DMO Partnership Program to improve the quality and visibility of North Carolina destination-related content within Google's search and travel planning products.

### Featured Benefits:

- Expand the reach of the DMO's content beyond owned channels
- Create measurable results for visual content across Google's travel-planning products
- Analyze and document how the destination currently appears in Google products
- Submit missing data and visual content to activate improvements to the destination's representation
- Train DMO staff to be ongoing contributors and to report results from the Google travel product ecosystem

## PARTNER OPPORTUNITIES

### Gold Level Audit, Activation & Training Program for DMOs

**\$9,000 Per Partner (\$18,000 value; Visit North Carolina will invest \$9,000 into each partner program)**

This program option is ideal for DMOs representing counties and large destinations. It includes the following:

- Audit: consumer search behavior analysis and baseline audit of destination's representation across Google's travel planning products
- Activation: Google DMO Partnership Program registration, Google business listing completeness analysis (up to 800 listings) and missing data submission, visual content review and submission (up to 200 images)
- Training: instruction on tools and resources, detailed action plan and dedicated Google Pixel phone
- Industry Education Portal: access for all industry businesses to an online library featuring Google My Business Training and other digital marketing resources

### Silver Level Activation & Training Program for DMOs

**\$2,500 Per Partner (\$6,500 value; Visit North Carolina will invest \$4,000 into each partner program)**

This program option is ideal for small markets. It includes the following:

- Activation: Google DMO Partnership Program registration, Google business listing completeness analysis (up to 200 listings) and missing data submission, visual content review and submission (up to 75 images)
- Training: instruction on tools and resources
- Industry Education Portal: access for all industry businesses to an online library featuring Google My Business Training and other digital marketing resources

### Bronze Level Industry Education Portal

**\$100 Activation Fee Per Partner (Visit North Carolina is offsetting the cost of the Local Marketing Education Portal for businesses statewide)**

This program option will enable your industry to better understand how to expand their reach in Google travel products. It includes the following:

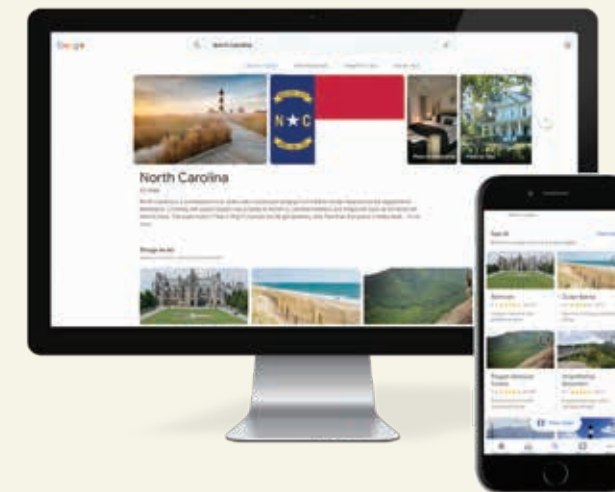
- Access for all industry businesses to an online library featuring Google My Business Training and other digital marketing resources

## ADDITIONAL ADD-ON OPTIONS

### Google My Business Expanded Industry Education Program

**\$7,000 Per Partner**

- Introductory webinar and recording
- In-market industry workshop on Google My Business
- Organization-branded how to guides and fact sheets
- Includes travel expenses



### 360 Images & Virtual Tours

- Still photos, 360 photospheres and 360 virtual tours (up to 10 photospheres)
- Includes travel expenses
  - 10 locations / minimum of 50 images - \$5,000 per partner
  - 20 locations / minimum of 100 images - \$10,000 per partner
  - 30 locations / minimum of 150 images - \$15,000 per partner

### DMO-Generated Google Street View

**\$25,000 Per Partner**

- Driving 360 footage, post processed and uploaded to Google Street View via the DMO account
- Three days of content capture / approximately 20 square miles
- Includes travel expenses

If you have questions or would like to participate, please reach out to **Kim Palmer**, [kim.palmer@milespartnership.com](mailto:kim.palmer@milespartnership.com).

## FINANCIAL SUPPORT OF THE EDPNC



Your commitment to cooperative tourism marketing makes North Carolina one of the most economically competitive and vibrant states in our country. We thank you for your partnership. Another way to partner with Visit NC is by investing in the organization through a tax-deductible donation. As a result of the combined support that Visit NC / EDPNC has received from the State of North Carolina and organizations such as yours, we have expanded our ability to host members of the travel trade and travel media beyond what was previously possible.

A tax-deductible donation to the organization also helps expand our capabilities, and provide best-in-class customer service to all those looking to visit North Carolina. A private investment in the EDPNC allows us to be nimble and innovative with our efforts to enhance tourism promotion as well as other economic development functions. As a North Carolina leader, we ask you to consider supporting the EDPNC with an annual donation. Your support is vital to our success. For more information, please contact **Wit Tuttell, EDPNC VP of Tourism**, [wit.tuttell@visitnc.com](mailto:wit.tuttell@visitnc.com).

## NOTES





For more information, contact us or visit  
**[PARTNERS.VISITNC.COM/PARTNER-PROGRAMS](https://PARTNERS.VISITNC.COM/PARTNER-PROGRAMS)**

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**VISIT NORTH CAROLINA**

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