



**VISIT NORTH CAROLINA PARTNER PROGRAMS
2022 – 2023 SIGN-UP SHEET**

Organization:	
Contact Name:	
Phone:	
Email:	
Referred By:	

Below is a list of Visit North Carolina’s 2022-2023 Partner Programs. Please check each program in which you would like to participate, and once complete, please email this form to Hanna Telford, htelford@luquire.com.

THIS SIGN-UP SHEET IS NOT A FINAL CONTRACT. The Visit NC Partner Program team will follow up with you to discuss your contract based on this sign-up sheet and program availability to date.

PRINT PROGRAMS				
Publication	Issue	Ad Size	Cost	Subtotal
<i>Garden & Gun</i>	February / March 2023	Quarter-Page	\$6,000	
	February / March 2023	Full Page	\$17,000	
	April / May 2023	Quarter-Page	\$6,000	
	April / May 2023	Full Page	\$17,000	
<i>Southern Living</i>	April 2023	Quarter-Page	\$9,500	
	May 2023	Quarter-Page	\$9,500	
<i>Outside</i>	March / April 2023	Quarter-Page	\$3,500 / \$3,325 for Outdoor NC Alliance Partner	
	May / June 2023	Quarter-Page	\$3,500 / \$3,325 for Outdoor NC Alliance Partner	
<i>Local Market Combo: Large Markets</i>	September 2022	Quarter-Page	\$7,000	
	April 2023	Quarter-Page	\$7,000	
<i>Local Market Combo: Small Markets</i>	September 2022	Quarter-Page	\$7,500	
	April 2023	Quarter-Page	\$7,500	
<i>Local Market Combo: In-State</i>	September 2022	Quarter-Page	\$3,500	
	April 2023	Quarter-Page	\$3,500	
PRINT PROGRAMS TOTAL				



DIGITAL PROGRAMS					
Program	Program Option	Flight <i>Please write in or select desired timing.</i>	Cost	Subtotal	
Sojern	Display only	Month:	\$1,500 / \$1,425 Outdoor NC Alliance		
	Display only	Month:	\$3,000 / \$2,850 Outdoor NC Alliance		
	Pick up to 2: <input type="checkbox"/> Display <input type="checkbox"/> Native <input type="checkbox"/> Video	Month:	\$5,000 / \$4,750 Outdoor NC Alliance		
	Pick up to 3: <input type="checkbox"/> Display <input type="checkbox"/> Native <input type="checkbox"/> Video	Month:	\$10,000 & up / \$9,500 Outdoor NC Alliance & up		
AdTheorent Holistic ROI Measurement Program	Tier 1	Month:	\$5,000		
	Tier 2	Month:	\$10,000		
Travel Spike	Display Only		\$5,000		
	Contextual Content Ad Product + Display		\$10,000		
Unified Partnerships Social Platform Program	Tier 1 <input type="checkbox"/> Video Post <input type="checkbox"/> Story Ad <input type="checkbox"/> Static Post	Audience: <input type="checkbox"/> Adventure <input type="checkbox"/> Experience Seeker <input type="checkbox"/> Cultural Explorer <input type="checkbox"/> Golf Enthusiast <input type="checkbox"/> Overnight Visitor <input type="checkbox"/> Day Tripper	30-day period between July 2022 – June 2023:	\$5,000	
	Tier 2 <input type="checkbox"/> Video Post <input type="checkbox"/> Story Ad <input type="checkbox"/> Static Post	Audience: <input type="checkbox"/> Adventure <input type="checkbox"/> Experience Seeker <input type="checkbox"/> Cultural Explorer <input type="checkbox"/> Golf Enthusiast <input type="checkbox"/> Overnight Visitor <input type="checkbox"/> Day Tripper	30-day period between July 2022 – June 2023:	\$10,000	
AccuWeather Program	Tier 1	1-month flight between July 2022 – June 2023:	\$2,500		



	Tier 2	1-month flight between July 2022 – June 2023:	\$5,000	
	Tier 3	1-month flight between July 2022 – June 2023:	\$10,000	
Special Interest Social-Powered Mobile	Vacation Planners	1-month flight between July 2022 – June 2023:	\$10,000	
	Epicurean	1-month flight between July 2022 – June 2023:	\$10,000	
	Outdoor Adventure	1-month flight between July 2022 – June 2023:	\$10,000 / \$9,500 for Outdoor NC Alliance	
	Golf Enthusiasts	1-month flight between July 2022 – June 2023:	\$10,000	
	Arts & Culture	1-month flight between July 2022 – June 2023:	\$10,000	
	Retire	1-month flight between July 2022 – June 2023:	\$10,000 / \$9,500 for Certified Retirement Community	
Special Interest Site Lists Display / Pre-Roll	Overnight Traveler	1-month flight between July 2022 – June 2023:	\$7,500	
	Core Bold Traveler	1-month flight between July 2022 – June 2023:	\$7,500	
	Bold Outdoor Urban Traveler	1-month flight between July 2022 – June 2023:	\$7,500 / \$7,125 for Outdoor NC Alliance	
Special Interest Behavioral OTT / CTV	Overnight Traveler	1-month flight between July 2022 – June 2023:	\$10,000	
	Core Bold Traveler	1-month flight between July 2022 – June 2023:	\$10,000	

	Bold Outdoor Urban Traveler	1-month flight between July 2022 – June 2023:	\$10,000 / \$9,500 for Outdoor NC Alliance	
Campground & Park Wi-Fi Sponsorship	Display only	Month:	\$5,000 / \$3,800 Outdoor NC Alliance	
Garden & Gun Digital Program	ROS Display	Select desired timing: <input type="checkbox"/> Sept. 1 – Oct. 31, 2022 <input type="checkbox"/> March 1 – April 30, 2023	\$5,000	
	ROS Display + One-week Homepage Takeover	Select desired timing: Option 1 <input type="checkbox"/> Sept. 1 – Oct. 31, 2022 Select desired homepage takeover timing: <input type="checkbox"/> Sept. 5 – 11, 2022 <input type="checkbox"/> Sept. 19 – 25, 2022 <input type="checkbox"/> Sept. 26 – Oct. 2, 2022 <input type="checkbox"/> Oct. 10 – 16, 2022 <input type="checkbox"/> Oct. 17 – 23, 2022 Option 2 <input type="checkbox"/> March 1 – April 30, 2023 Select desired homepage takeover timing: <input type="checkbox"/> March 6 – 12, 2023 <input type="checkbox"/> March 20 – 26, 2023 <input type="checkbox"/> March 27 – April 2, 2023 <input type="checkbox"/> April 3 – 9, 2023 <input type="checkbox"/> April 17 – 23, 2023	\$10,000	
Outside Dedicated E-newsletter Program		Select desired timing: <input type="checkbox"/> Sept. 19, 2022 <input type="checkbox"/> Sept. 26, 2022 <input type="checkbox"/> Oct. 10, 2022 <input type="checkbox"/> Oct. 24, 2022 <input type="checkbox"/> March 6, 2023 <input type="checkbox"/> March 20, 2023 <input type="checkbox"/> April 3, 2023 <input type="checkbox"/> April 17, 2023	\$3,000 / \$2,375 for Outdoor NC Alliance	
Our State Travel E-newsletter Program		Select desired timing: <input type="checkbox"/> September 2022 <input type="checkbox"/> October 2022 <input type="checkbox"/> December 2022 <input type="checkbox"/> March 2023 <input type="checkbox"/> April 2023	\$1,195	
DIGITAL PROGRAMS TOTAL				



VISITNC.COM & SOCIAL PROGRAMS

Please note, you may sign up for only ONE social media program per month.

Program	Flight	Cost	Desired Timing / Placement** <small>**Please write in or select desired timing. Contracts cannot be formalized until timing AND placement are noted.</small>	Subtotal
Interest Overview Page Feature	Select desired flight: <input type="checkbox"/> July 1 – Dec. 31, 2022 <input type="checkbox"/> Jan. 1 – June 30, 2023	\$1,500	Select desired placement: <input type="checkbox"/> Spa & Wellness <input type="checkbox"/> Kids & Family <input type="checkbox"/> Eat & Drink <input type="checkbox"/> Outdoor Adventures <input type="checkbox"/> Natural Attractions <input type="checkbox"/> Romantic Getaways	
Seasonal Overview Page Feature	12 months	\$2,000	Select desired timing: <input type="checkbox"/> Second Half of Summer 2022 & First Half of Summer 2023 <input type="checkbox"/> Fall 2022 <input type="checkbox"/> Holiday 2022 – 2023 <input type="checkbox"/> Winter 2023 <input type="checkbox"/> Spring 2023	
Native Advertising	3 months	\$500	Indicate desired placement and timing:	
Travel Deals	60 days	\$250	Quantity:	
Travel Deal: E-newsletter Spotlight	60 days (Includes VisitNC.com Listing)	\$500	Month(s):	
Travel Deal: Social Promotion	<ul style="list-style-type: none"> 60 days (Includes VisitNC.com Listing) 1 organic Facebook post + paid activation 	\$1,375	Month(s):	
Featured Events	60 days	\$150	Quantity:	
Featured Event: Instagram Story Promotion	<ul style="list-style-type: none"> 60 days (VisitNC.com Listing) 24 hours (inclusion in 1 Instagram Story) 	\$350	Month:	
Featured Event: E-newsletter Spotlight	60 days (Includes VisitNC.com Listing)	\$400	Month(s):	
Featured Event: Facebook Promotion	<ul style="list-style-type: none"> 60 days (VisitNC.com Listing) Approx. 1 month + paid activation (Facebook Event) 	\$875	Month(s):	
Thank You Email Sponsorship	Quarterly	\$350	Select desired timing: <input type="checkbox"/> Fall 2022 <input type="checkbox"/> Winter 2022 – 2023 <input type="checkbox"/> Spring 2023 <input type="checkbox"/> Summer 2023	



Custom Content Program* <i>*Partners who have more than three (3) Custom Content stories on the site will be required to sign up for a Custom Content Refresh</i>	1 month	\$3,000	Month:	
Custom Content Refresh Program	1 month	\$1,250	<input type="checkbox"/> Month:	
Featured Content Sponsorship	12 months	\$1,000	Fall 2022 <input type="checkbox"/> Lesser-Known Autumn Adventures <input type="checkbox"/> Great Coffeeshops Winter 2022-2023 <input type="checkbox"/> Unique Romantic Experiences <input type="checkbox"/> Luxurious Hotel Tubs Spring 2023 <input type="checkbox"/> Dog-Friendly Hotels <input type="checkbox"/> Romantic Weddings Venues Summer 2023 <input type="checkbox"/> Beautiful Places to Visit in NC	
Instagram UGC Promotion	1 post	\$1,000	Month:	
Instagram Story Features	24 hours	\$700	Month:	
Social Media Spotlight	5 posts	\$2,500 + expenses incurred	Month:	
VISITNC.COM PROGRAMS TOTAL				

VISIT NC PHOTO NETWORK			
Number of Photos	Shoot Locations	Cost	Subtotal
10	2	\$2,600	
15	3	\$3,700	
20	4	\$4,700	
VISIT NC PHOTO NETWORK TOTAL			

VIDEO PRODUCTION		
Length of Video	Cost	Subtotal
2–3-minute video	\$10,000	
<input type="checkbox"/> Yes, I am interested in having a 60- or 30-second video produced from the same footage for an additional \$500 per video.		



VIDEO PRODUCTION TOTAL	
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CREATIVE PRODUCTION PROGRAM			
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Program Option	Desired Timing <i>Please write in desired timing.</i>	Cost	Subtotal
Static Banners		\$3,600	
Print Ad		\$2,800	
CREATIVE PRODUCTION PROGRAM TOTAL			

ARRIVALIST ANALYTICS	
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Program Option	Subtotal
<input type="checkbox"/> I am interested in the Arrivalist Lodging Dashboard \$20,000/year	
<input type="checkbox"/> I am interested in Arrivalist Trip Dashboards \$18,000/year	

ZARTICO VISITOR INSIGHTS

<input type="checkbox"/> Please check here if you would like to learn more about the Zartico Visitor Insights program and you will be connected with Marlise Taylor, marlise.taylor@visitnc.com .

MMGY CUSTOM TRAVELER SEGMENT PROFILE

<input type="checkbox"/> Please check here if you would like to learn more about the MMGY Custom Traveler Segment Profile program and you will be connected with Chelsea Bachman, cbachman@mmgyintel.com .
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KEY DATA VACATION RENTAL DATA
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<input type="checkbox"/> Please check here if you would like to learn more about the Key Data Vacation Rental Data program and you will be connected with Daniel Leifeld, daniel@keydatadashboard.com .
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DOMESTIC OPPORTUNITIES

<input type="checkbox"/> Please check here if you are interested in the AAA Travel Show and / or the Travel & Adventure Show and you will be connected with Andre Nabors, andre.nabors@visitnc.com .
<input type="checkbox"/> Please check here if you are interested in the Southeast Tourism Society Domestic Showcase or the Group Travel Quarterly E-newsletter and you will be connected with Amanda Baker, amanda.baker@visitnc.com .

NORTHSTAR MEETINGS GROUP

<input type="checkbox"/> Please check here if you would like to learn more about Northstar Meetings Group and you will be connected with Alison Best, abest@ntmlc.com .
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SPORTSNC

<input type="checkbox"/> Please check here if you would like to learn more about SportsNC programs and you will be connected with Amanda Baker, amanda.baker@visitnc.com .
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OUTDOORNC



Please check here if you would like to learn more about OutdoorNC or want to take the pledge and become a member of the Partner Alliance and you will be connected with Heidi Walters, heidi.walters@visitnc.com.

RETIRENC

Please check here if you would like to learn more about participating in expos with RetireNC or about becoming a Certified Retirement Community and you will be connected with Andre Nabors, andre.nabors@visitnc.com.

NORTHCAROLINABOUND

Please check here if you would like to learn more about participating in NorthCarolinaBound and you will be connected with our representative, hello@flip.to.

You can also sign up by visiting either of the following sites:

- Regional Destinations: join.flip.to/nc
- Lodging Industry: join.flip.to/ncbound

THE OFFICIAL NORTH CAROLINA GUIDE

Please check here if you would like to learn more about advertising in the North Carolina Travel Guide and you will be connected with Stacey Rosseter, stacey.rosseter@meredith.com.

PUBLIC RELATIONS

Please check here if you would like to learn more about Public Relations programs and you will be connected with our PR Team, media@visitnc.com.

INVEST IN VISIT NC

Please check here if you would like to learn more about making a tax-deductible donation to the EDPNC and you will be connected with Wit Tuttell, wit.tuttell@visitnc.com.

OVERALL PROGRAM TOTAL