

NC

Visit NC Partner Programs

2022-23

THE 21C MUSEUM HOTEL
Durham, NC

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

To view the most current program opportunities, scan here:



A Word from Visit NC

Visit North Carolina Partners,

As we look ahead with optimism to the coming year, we want to again express our deepest appreciation for your partnership. Facing unprecedented times, together with you and allies in all 100 counties, we have worked tirelessly to speed recovery for North Carolina's vital travel and hospitality industry. In fact, the value and proof of that collaboration is evident in North Carolina rising to be the nation's fifth most visited state in 2021. Still, challenges remain, and our Visit NC team is committed to further strengthening North Carolina's competitive position as a preferred choice for travelers.

While our public safety and recovery programs have received national recognition and praise, we're eager and excited to return our focus to inspiring travelers to experience all North Carolina has to offer. This year will see a return to our award-winning marketing campaign, *Firsts That Last*, with an innovative, refreshed approach showcasing even more compelling stories and distinctive experiences from across the state.

As always, Visit NC's program of work is crafted to provide value and benefit to all our partners. Whether leisure, sports, group, meetings and conventions, retirement relocation, international or film, interests and priorities among partners often differ. As a result, you'll see our 2022-2023 Partner Co-op Programs provide a broad range of opportunities including renewed efforts with proven performers such as the Official North Carolina Travel Guide and VisitNC.com along with several new offerings to identify and reach increasingly fragmented and discerning audiences.

We encourage you to review the varied programs available in research, public relations, advertising, trade shows, our OutdoorNC initiative and more to identify what is best suited for your organization. Visit NC partners may purchase programs individually or bundle opportunities in a plan tailored to your specific objectives. Contact information for each program is noted within the brochure, and Hanna Telford at Luquire (htelford@luquire.com) will help identify affordable programs to complement your efforts.

We are grateful for your partnership and support. By smartly leveraging our collective talents and investments, we'll continue growing tourism's positive impact on North Carolina's economy and quality of life. Please let us know if there is anything we may do to help you, your organization and community be more successful.

Best regards,

Wit Tuttell
Executive Director
Visit North Carolina

NEW Referral Program

Visit NC is proud to now offer a Referral Program, which fosters communication across industry partners for sharing ideas, best practices, challenges and experiences. For every new partner that signs up, the referring partner receives a credit for either a featured event (\$150) or a travel deal (\$250) to use in that same fiscal year.

As a participating partner, you can refer other tourism-related businesses/operations that have not participated in the past year to advertise with Visit NC co-op offerings. New partners will indicate referring partner on their purchase order or contract when signing up for programs.

Program Calendar

PUBLICATION	JUL '22	AUG '22	SEPTEMBER '22	OCT '22	NOV '22	DEC '22	JAN '23	FEBRUARY '23	MARCH '23	APRIL '23	MAY '23	JUNE '23
<p>Garden & Gun Circulation: 400,000 Geography: National (56% in Southeast)</p>								<p>Three-Page Spread Four (4) Quarter-Page Ads, \$6,000 Per Partner One (1) Full Page Ad, \$17,000 Per Partner Materials Due: November 15, 2022</p>		<p>Three-Page Spread Four (4) Quarter-Page Ads, \$6,000 Per Partner One (1) Full Page Ad, \$17,000 Per Partner Materials Due: January 20, 2023</p>		
<p>Southern Living Circulation: 1,381,000 Geography: DE, FL, GA, MD, NJ, NY, NC, PA, SC, TN, VA, Washington D.C.</p>										<p>Brand/Co-Op Spread Four (4) Quarter-Page Ads, \$9,500 Per Partner Materials Due: January 20, 2023</p>	<p>Brand/Co-Op Spread Eight (8) Quarter-Page Ads, \$9,500 Per Partner Materials Due: February 22, 2023</p>	
<p> Outside Magazine Circulation: 225,000 Geography: DE, FL, GA, IL, KY, MD, NJ, NY, OH, PA, SC, TN, VA, Washington D.C., WV</p>									<p>Brand/Co-Op Spread Four (4) Quarter-Page Ads, \$3,500 Per Partner Materials Due: February 3, 2023</p>		<p>Brand/Co-Op Spread Four (4) Quarter-Page Ads, \$3,500 Per Partner Materials Due: March 24, 2023</p>	
<p>Local Market Combo: Large Markets <i>Atlanta Magazine, Philadelphia Magazine and The Washington Post Magazine</i> Total Circulation: 522,546</p>			<p>Brand/Co-Op Spread Four (4) Quarter-Page Ads, \$7,000 Per Partner Materials Due: June 1, 2022</p>						<p>Brand/Co-Op Spread Four (4) Quarter-Page Ads, \$7,000 Per Partner Materials Due: January 4, 2023</p>			
<p>Local Market Combo: Small Markets <i>Blue Ridge Country, Cleveland Magazine, Columbus Monthly Magazine, Orlando Magazine, Pittsburgh Magazine, South Carolina Living and Tennessee Magazine</i> Total Circulation: 1,323,722</p>			<p>Brand/Co-Op Spread Four (4) Quarter-Page Ads, \$7,500 Per Partner Materials Due: June 1, 2022</p>							<p>Brand/Co-Op Spread Four (4) Quarter-Page Ads, \$7,500 Per Partner Materials Due: January 4, 2023</p>		
<p>Local Market Combo: In-State <i>Carolina Country and Our State</i> Total Circulation: 896,863</p>			<p>Brand/Co-Op Spread Four (4) Quarter-Page Ads, \$3,500 Per Partner Materials Due: June 1, 2022</p>							<p>Brand/Co-Op Spread Four (4) Quarter-Page Ads, \$3,500 Per Partner Materials Due: January 4, 2023</p>		

Garden & Gun

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

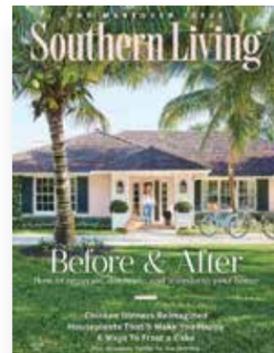
February/March 2023: Four (4) Quarter-Page Partners
One (1) Full-Page Partner
April/May 2023: Four (4) Quarter-Page Partners
One (1) Full-Page Partner



Southern Living

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

April 2023: Four (4) Quarter-Page Partners
May 2023: Eight (8) Quarter-Page Partners



Outside Magazine OUTDOOR NC

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

March/April 2023: Four (4) Quarter-Page Partners
May/June 2023: Four (4) Quarter-Page Partners



Local Market Combo: Large Markets

Atlanta Magazine, Philadelphia Magazine
and The Washington Post Magazine

Quarter-Page Investment: \$7,000 Per Partner (9% savings on standard rates)

September 2022: Four (4) Quarter-Page Partners
April 2023: Four (4) Quarter-Page Partners



Local Market Combo: Small Markets

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

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

September 2022: Four (4) Quarter-Page Partners
April 2023: Four (4) Quarter-Page Partners



Local Market Combo: In-State

Carolina Country and Our State

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

September 2022: Four (4) Quarter-Page Partners
April 2023: Four (4) Quarter-Page Partners

MATERIAL REQUIREMENTS

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

If you need creative support, please see page 38 for more details on our creative production co-op.



NEW Sojern

The Sojern program is available at a starting investment of \$1,500. OutdoorNC Alliance partners can receive a special discounted rate starting at \$1,425*.

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

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

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

Investment Options	Flight & Targeting Options	Available Channels & Media Rates	Required Assets
\$1,500 \$1,425 OutdoorNC Alliance Per partner Per flight Includes equal match from VNC and Sojern for a \$4,500 total media value	Each partner can customize campaign based on the following: <ul style="list-style-type: none"> Desired campaign month(s) – 3-month duration Geotargeting: FL, GA, TN, VA, SC, OH, PA, NJ, NY, Washington D.C. Audience Qualified travelers actively planning a trip to North Carolina, including: <ul style="list-style-type: none"> Food & Wine enthusiasts Outdoor Adventurists Those interested in Arts & Culture Sports enthusiasts 	Display only – \$7.50 CPM w/ VNC + Sojern media match	300 x 250, 728 x 90, 160 x 600, 300 x 600, 300 x 50, 320 x 50 Click-through URL

Investment Options	Flight & Targeting Options	Available Channels & Media Rates	Required Assets
\$3,000 \$2,850 OutdoorNC Alliance Per partner Per flight Includes equal match from VNC and Sojern for a \$9,000 total media value	Each partner can customize campaign based on the following: <ul style="list-style-type: none"> Desired campaign month(s) – 3 month duration Geotargeting: FL, GA, TN, VA, SC, OH, PA, NJ, NY, Washington D.C. Audience Qualified travelers actively planning a trip to North Carolina, including: <ul style="list-style-type: none"> Food & Wine enthusiasts Outdoor Adventurists Those interested in Arts & Culture Sports enthusiasts 	Display only – \$7.50 CPM w/ VNC + Sojern media match	300 x 250, 728 x 90, 160 x 600, 300 x 600, 300 x 50, 320 x 50 Click-through URL
\$5,000 \$4,750 OutdoorNC Alliance Per partner Per flight Includes equal match from VNC and Sojern for a \$15,000 total media value	Each partner can customize campaign based on the following: <ul style="list-style-type: none"> Desired campaign month(s) – 3 month duration Geotargeting: FL, GA, TN, VA, SC, OH, PA, NJ, NY, Washington D.C. Audience Qualified travelers actively planning a trip to North Carolina, including: <ul style="list-style-type: none"> Food & Wine enthusiasts Outdoor Adventurists Those interested in Arts & Culture Sports enthusiasts 	Display – \$7.50 Native – \$9.00 Video – \$21.00 Select up to 2 options w/ VNC + Sojern media match	300 x 250, 728 x 90, 160 x 600, 300 x 600, 300 x 50, 320 x 50 Native assets :15 or :30 second video Click-through URL
\$10,000 & up \$9,500 OutdoorNC Alliance & up Per partner Per flight Includes equal match from VNC and Sojern for a \$30,000 total media value & up	Each partner can customize campaign based on the following: <ul style="list-style-type: none"> Desired campaign month(s) – 3 month duration Geotargeting: FL, GA, TN, VA, SC, OH, PA, NJ, NY, Washington D.C. Audience Qualified travelers actively planning a trip to North Carolina, including: <ul style="list-style-type: none"> Food & Wine enthusiasts Outdoor Adventurists Those interested in Arts & Culture Sports enthusiasts 	Display – \$7.50 Native – \$9.00 Video – \$21.00 Select up to 3 options w/ VNC + Sojern media match	300 x 250, 728 x 90, 160 x 600, 300 x 600, 300 x 50, 320 x 50 Native assets :15 or :30 second video Click-through URL

*OutdoorNC Alliance partners must buy into the Outdoor Adventurists audience to receive this discount.

NEW AdTheorent Holistic ROI Measurement Program

The AdTheorent Holistic ROI Measurement Program is available at a starting investment of \$5,000.

The inaugural AdTheorent program enables partners to leverage niche audience targeting to reach transaction-based consumers through display ads. AdTheorent leverages advanced machine learning to organize and analyze all data to determine what matters and how much it matters to predict a successful campaign outcome. With driving economic impact as the goal outcome of this program, it allows partners to deploy their ads in a hyper-targeted and impactful way to reach those most likely to visit and spend in North Carolina.

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

Investment Options	Flighting	Targeting Options	Available Channels & Media Rates	Required Assets
\$5,000 – \$10,000+ Includes access to overarching economic impact report from AdTheorent	1 month minimum	AdTheorent uses machine learning to create a purchase model reaching transaction-based audience segments and travel intender audiences, to reach consumers within each audience segment who are most likely to visit and make in-market purchases. Audience segments include: <ul style="list-style-type: none"> • Airline Purchasers • Car Renters • Hotel Visitors • Family Adventures Travelers • Family Domestic Travelers Post-COVID • Post-COVID Domestic Traveler with Friends • Intent audiences such as Outdoor Enthusiasts, Foodies, Culture Enthusiasts, etc. 	Display (Cross-Device) <ul style="list-style-type: none"> • \$9 CPM 	PNG, GIF, JPG, HTML5 300 x 600, 160 x 600, 728 x 90, 300 x 250, 320 x 50

NEW Travel Spike

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

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

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

Investment Options	Available Channels & Media Rates	Price
Display Only Travel Spike's direct relationship with premium travel sites and publishers offers selected placements. Blending travel contextual and leisure travelers.	Display: <ul style="list-style-type: none"> • Impressions 556,000 • CPM \$9.00 Target Audience: <ul style="list-style-type: none"> • North Carolina Travel Intenders 	\$5,000
Contextual Content Ad Product + Display Content and image-based placements delivered in travel-only environments. Includes on-site and newsletter placements. Travel Spike's direct relationship with premium travel sites and publishers offer selected placements. Blending travel contextual and leisure travelers. Included added value that is valued at \$500.	Contextual Content Ad Product: <ul style="list-style-type: none"> • Impressions 833,333 • CPM \$9.00 Added Value: <ul style="list-style-type: none"> • Impressions 55,555 Target Audience: <ul style="list-style-type: none"> • North Carolina Travel Intenders 	\$10,000

NEW Unified Partnerships Social Platform Program

A Unified Partnership is available at a starting investment level of \$5,000 per month.

Visit NC is excited to offer a new advertising opportunity leveraging Unified’s Integrated paid social campaigns deployed to custom-created audiences via Unified’s proprietary programmatic ad platform across Facebook and Instagram.

Unified has put together unique targeted audiences for Visit NC partners to take advantage of for distinctive social campaigns across Facebook and Instagram.

- Customized geotargeting – minimum of two states
- Customized Targeted Audiences:
 - Adventure
 - Experience Seeker
 - Cultural Explorer
 - Golf Enthusiast
 - Overnight Visitor
 - Day Tripper
- Detailed reporting engagements, clicks and CTR to follow campaign end

Investment Option & Audience*	Flight & Targeting Options**	Available Channels & Media Rates
\$5,000 Per Partner Per 30-days Per Tactic Per Audience	Social media signals based on travel-related posts, pics, videos, places Each partner to further customize their campaign based on the following selects: <ul style="list-style-type: none"> • One consecutive 30-day period between March 2022 – December 2022 • Minimum of two states 	Partner to choose one tactic per each \$5,000 investment: Static Post: \$12 CPM Video Post: \$22 CPM Story Ad: \$12 CPM
Required Assets		
Assets vary depending on investment and tactical selection(s): Static Post <ul style="list-style-type: none"> • Minimum Aspect Ratio: 400 x 500 • File Type: JPG or PNG • Image Ratio: 1.91:1 to 4:5 • Recommended resolution: Upload the highest resolution image available. Images that consist of more than 20% text may experience reduced delivery. • Headline: 25 characters • Link Description: 30 characters 	Video Post <ul style="list-style-type: none"> • :06, :15 or :30 video • File Type: MP4, MOV or GIF • Ratio: 1:1 • Video Settings: H.264 compression, square pixels, fixed frame rate, progressive scan and stereo AAC audio compression at 128kbps+ • Resolution: At least 1080 x 1080 pixels • Maximum File Size: 4GB • Minimum Width: 120 pixels • Minimum Height: 120 pixels • Headline: 25 characters • Link Description: 30 characters 	Story Ad <ul style="list-style-type: none"> • :06 or :10 video • File Type: MP4, MOV or GIF • Ratio: 9:16 • Video Settings: H.264 compression, square pixels, fixed frame rate, progressive scan and stereo AAC audio compression at 128kbps+ • Resolution: At least 1080 x 1080 pixels • Maximum File Size: 250MB • Minimum Width: 500 pixels

Investment Option & Audience*	Flight & Targeting Options**	Available Channels & Media Rates
\$10,000 Per Partner Per 30-days Per Tactic Per Audience	Social media signals based on travel-related posts, pics, videos, places Each partner to further customize their campaign based on the following selects: <ul style="list-style-type: none"> • One consecutive 30-day period between March 2022 – December 2022 • Minimum of two states 	Partner to choose one tactic per each \$10,000 investment: Static Post: \$12 CPM Video Post: \$22 CPM Story Ad: \$12 CPM
Required Assets		
Assets vary depending on investment and tactical selection(s): Static Post <ul style="list-style-type: none"> • Minimum Aspect Ratio: 400 x 500 • File Type: JPG or PNG • Image Ratio: 1.91:1 to 4:5 • Recommended resolution: Upload the highest resolution image available. Images that consist of more than 20% text may experience reduced delivery. • Headline: 25 characters • Link Description: 30 characters 	Video Post <ul style="list-style-type: none"> • :06, :15 or :30 video • File Type: MP4, MOV or GIF • Ratio: 1:1 • Video Settings: H.264 compression, square pixels, fixed frame rate, progressive scan and stereo AAC audio compression at 128kbps+ • Resolution: At least 1080 x 1080 pixels • Maximum File Size: 4GB • Minimum Width: 120 pixels • Minimum Height: 120 pixels • Headline: 25 characters • Link Description: 30 characters 	Story Ad <ul style="list-style-type: none"> • :06 or :10 video • File Type: MP4, MOV or GIF • Ratio: 9:16 • Video Settings: H.264 compression, square pixels, fixed frame rate, progressive scan and stereo AAC audio compression at 128kbps+ • Resolution: At least 1080 x 1080 pixels • Maximum File Size: 250MB • Minimum Width: 500 pixels

*This is the program minimum – partners may choose to increase their investments to make their buy more effective. If multiple months are purchased, the total flight will be paced evenly (vs. hard month-specific budget allocations).
 **Vendor to confirm inventory feasibility upon each partner’s geotargeting selections, ensuring ample delivery scale.

AccuWeather Program

The AccuWeather Program is available at investment levels starting at \$2,500 per partner. Avoid \$15k campaign minimums when you invest through Visit NC.

Weather and travel go hand in hand, as weather has an innate ability to influence daily decisions, including vacation planning – whether spontaneous weekend getaways, fall road trips, winter/holiday break and beyond.

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

- Utilize weather as a trigger for travel inspiration and motivation
- Multiple pricing tiers and product availability – display, pre-roll video, custom high-impact unit
- Customizable audience, with weather-trigger targeting option
- Complete and detailed reporting of key performance indicators
- Added-value production with custom high-impact hero unit

Investment Options*	Flight & Targeting Options**	Available Channels & Media Rates	Required Assets
\$2,500 Per Partner Per Month Per Audience	Each partner to customize their campaign based on the following selects: <ul style="list-style-type: none"> • One consecutive month between July 2022 – June 2023 • Minimum of five DMAs or states • One demo (e.g., HHI \$75k+) OR behavioral audience selection (e.g., travel enthusiasts) • One optional weather trigger – inclement weather (e.g., local conditions are “cold”) OR activity index (e.g., local conditions are ideal for “golf”) 	\$2,500 investment tier is reserved for display only: Display (Cross-Platform) <ul style="list-style-type: none"> • No weather trigger: \$8.25-\$9.75 CPM • With weather trigger: \$8.75-\$10.25 CPM 	Display (Cross-Platform) <ul style="list-style-type: none"> • 300 x 250, 320 x 50, 728 x 90
\$5,000 Per Partner Per Month Per Audience	Each partner to customize their campaign based on the following selects: <ul style="list-style-type: none"> • One consecutive month between July 2022 – June 2023 • Minimum of five DMAs or states • One demo (e.g., HHI \$75k+) OR behavioral audience selection (e.g., travel enthusiasts) • One optional weather trigger – inclement weather (e.g., local conditions are “cold”) OR activity index (e.g., local conditions are ideal for “golf”) 	\$5,000 investment tier includes display (Cross-Platform) and video (Cross-Platform): Display (Cross-Platform) <ul style="list-style-type: none"> • No weather trigger: \$8.25-\$9.75 CPM • With weather trigger: \$8.75-\$10.25 CPM Pre-Roll Video (Cross-Platform) <ul style="list-style-type: none"> • No weather trigger: \$18 CPM • With weather trigger: \$19 CPM 	Assets needed: Display (Cross-Platform) <ul style="list-style-type: none"> • 300 x 250, 320 x 50, 728 x 90 Pre-Roll Video (Cross-Platform) <ul style="list-style-type: none"> • :15 and/or :30 video
\$10,000 Per Partner Per Month Per Audience (Basic Package PLUS High Impact Unit)	Each partner to customize their campaign based on the following selects: <ul style="list-style-type: none"> • One consecutive month between July 2022 – June 2023 • Minimum of five DMAs or states • One demo (e.g., HHI \$75k+) OR behavioral audience selection (e.g., travel enthusiasts) • One optional weather trigger – inclement weather (e.g., local conditions are “cold”) OR activity index (e.g., local conditions are ideal for “golf”) 	\$10,000 investment tier includes display (Cross-Platform) and high-impact unit: Display (Cross-Platform) <ul style="list-style-type: none"> • No weather trigger: \$8.25-\$9.75 CPM • With weather trigger: \$8.75-\$10.25 CPM Custom High-Impact Unit (Cross-Platform) <ul style="list-style-type: none"> • No weather trigger: \$15 CPM • With weather trigger: \$16 CPM 	Assets needed: Display (Cross-Platform) <ul style="list-style-type: none"> • 300 x 250, 320 x 50, 728 x 90 Custom High-Impact Unit (Cross-Platform): <ul style="list-style-type: none"> • AccuWeather to build • Partner to provide logo, imagery, copy, fonts, brand guidelines, standard display PSDs (directional)

*These are flight minimums – partners may choose to increase their monthly investments to make their buy more effective.

If multiple months are purchased, the total flight will be paced evenly (vs. hard month-specific budget allocations).

**Vendor to confirm inventory feasibility upon each partner’s targeting selections, ensuring ample delivery scale.

Special Interest Social-Powered Mobile

The Special Interest Social-Powered Mobile program is available to partners at a minimum investment level of \$10,000. OutdoorNC Alliance and Certified Retirement Community partners can receive a special discounted rate of \$9,500.*

This opportunity leverages an artificially intelligent platform that targets people based on real-time social media signals – what they’re sharing; how they’re feeling; and where they go in the physical world – to serve hyper-relevant and timely advertising across mobile devices beyond the social ecosystem. Through patented text-analysis, image recognition, video processing and a location intelligence engine, this mobile ad platform is capable of understanding and analyzing intent and feelings just like humans. As a result, it can identify consumers based on what they are sharing and engaging with across social media channels, further segment them by their emotions, then strategically deliver targeted display and/or pre-roll video ads across mobile apps and mobile web.

An enhanced grouping of six (6) special interest audience segments has been curated to appeal to varying partner goals and desired target consumers – Travel; Epicurean; Outdoor Adventure; Golf Enthusiasts; Arts & Culture; and Retire. By tapping into this unique social audience data and activating across mobile display and/or mobile video, partners will be able to seamlessly connect social intelligence to digital efforts.

- Targeted mobile display and/or mobile video exposure powered by real-time social media intelligence
- Six (6) niche audiences available for activation, including a new Retire option
- Media curated, executed and managed by Visit NC’s agency media team at Luquire
- Complete and detailed reporting of key performance indicators
- Avoid multiple vendor buys and associated campaign minimums

Investment Option & Audience*	Flight & Targeting Options**	Available Channels & Media Rates	Required Assets
\$10,000 Per Partner Per Month Per Tactic Per Audience Vacation Planners Sample Social Media Signals: Consumers posting about traveling, looking for places to visit, planning RV or road trips, researching points of interests or attractions, etc.	Social media signals based on travel-related posts, pics, videos, places Each partner to further customize their campaign based on the following selects: <ul style="list-style-type: none"> • One consecutive month between July 2022 – June 2023 • Minimum of two states 	Partner to choose one tactic per each \$10,000 investment: Display (Mobile) <ul style="list-style-type: none"> • \$11 CPM Pre-Roll Video (Mobile) <ul style="list-style-type: none"> • \$18 CPM 	Assets vary depending on investment and tactical selection(s): Display (Mobile) <ul style="list-style-type: none"> • 300 x 250, 320 x 50, 728 x 90 Pre-Roll Video (Mobile) <ul style="list-style-type: none"> • :06, :15 and/or :30 video
\$10,000 Per Partner Per Month Per Tactic Per Audience Epicurean Sample Social Media Signals: Consumers sharing recipes, excited to eat out, posting about wineries or breweries, barbecue pics, etc.	Social media signals based on epicurean-related posts, pics, videos, places Each partner to further customize their campaign based on the following selects: <ul style="list-style-type: none"> • One consecutive month between July 2022 – June 2023 • Minimum of two states 	Partner to choose one tactic per each \$10,000 investment: Display (Mobile) <ul style="list-style-type: none"> • \$11 CPM Pre-Roll Video (Mobile) <ul style="list-style-type: none"> • \$18 CPM 	Assets vary depending on investment and tactical selection(s): Display (Mobile) <ul style="list-style-type: none"> • 300 x 250, 320 x 50, 728 x 90 Pre-Roll Video (Mobile) <ul style="list-style-type: none"> • :06, :15 and/or :30 video

Investment Option & Audience*	Flight & Targeting Options**	Available Channels & Media Rates	Required Assets
\$10,000 \$9,500 OutdoorNC Alliance Per Partner Per Month Per Tactic Per Audience Outdoor Adventure Sample Social Media Signals: Consumers sharing hiking plans, kayaking, enjoying nature, camping, etc.	Social media signals based on outdoor adventure-related posts, pics, videos, places Each partner to further customize their campaign based on the following selects: <ul style="list-style-type: none"> • One consecutive month between July 2022 – June 2023 • Minimum of two states 	Partner to choose one tactic per each \$10,000 or \$9,500 investment: Display (Mobile) <ul style="list-style-type: none"> • \$11 CPM Pre-Roll Video (Mobile) <ul style="list-style-type: none"> • \$18 CPM 	Assets vary depending on investment and tactical selection(s): Display (Mobile) <ul style="list-style-type: none"> • 300 x 250, 320 x 50, 728 x 90 Pre-Roll Video (Mobile) <ul style="list-style-type: none"> • :06, :15 and/or :30 video
\$10,000 Per Partner Per Month Per Tactic Per Audience Golf Enthusiasts Sample Social Media Signals: Consumers engaging with golf content, sharing videos, following golf content, looking forward to getting on the course, etc.	Social media signals based on golf-related posts, pics, videos, places Each partner to further customize their campaign based on the following selects: <ul style="list-style-type: none"> • One consecutive month between July 2022 – June 2023 • Minimum of two states 	Partner to choose one tactic per each \$10,000 investment: Display (Mobile) <ul style="list-style-type: none"> • \$11 CPM Pre-Roll Video (Mobile) <ul style="list-style-type: none"> • \$18 CPM 	Assets vary depending on investment and tactical selection(s): Display (Mobile) <ul style="list-style-type: none"> • 300 x 250, 320 x 50, 728 x 90 Pre-Roll Video (Mobile) <ul style="list-style-type: none"> • :06, :15 and/or :30 video
\$10,000 Per Partner Per Month Per Tactic Per Audience Arts & Culture Sample Social Media Signals: Consumers interested in local art and culture, talking about museums or exhibits, sharing advice on museums, researching landmarks, etc.	Social media signals based on arts- and culture-related posts, pics, videos, places Each partner to further customize their campaign based on the following selects: <ul style="list-style-type: none"> • One consecutive month between July 2022 – June 2023 • Minimum of two states 	Partner to choose one tactic per each \$10,000 investment: Display (Mobile) <ul style="list-style-type: none"> • \$11 CPM Pre-Roll Video (Mobile) <ul style="list-style-type: none"> • \$18 CPM 	Assets vary depending on investment and tactical selection(s): Display (Mobile) <ul style="list-style-type: none"> • 300 x 250, 320 x 50, 728 x 90 Pre-Roll Video (Mobile) <ul style="list-style-type: none"> • :06, :15 and/or :30 video
\$10,000 \$9,500 Certified Retirement Community Per Partner Per Month Per Tactic Per Audience Retire Sample Social Media Signals: Consumers posting about retirement relocation, looking for retirement-friendly destinations, etc.	Social media signals based on retirement relocation-related posts, pics, videos, places Each partner to further customize their campaign based on the following selects: <ul style="list-style-type: none"> • One consecutive month between July 2022 – June 2023 • Minimum of two states 	Partner to choose one tactic per each \$10,000 or \$9,500 investment: Display (Mobile) <ul style="list-style-type: none"> • \$11 CPM Pre-Roll Video (Mobile) <ul style="list-style-type: none"> • \$18 CPM 	Assets vary depending on investment and tactical selection(s): Display (Mobile) <ul style="list-style-type: none"> • 300 x 250, 320 x 50, 728 x 90 Pre-Roll Video (Mobile) <ul style="list-style-type: none"> • :06, :15 and/or :30 video

*OutdoorNC Alliance and Certified Retirement Community partners must buy into their respective audiences (Outdoor Adventures or Retire) to receive this discount.

**These are flight minimums – partners may choose to increase their monthly investments to make their buy more effective. If multiple months are purchased, the total flight will be paced evenly (vs. hard month-specific budget allocations). Vendor to confirm inventory feasibility upon each partner’s targeting selections, ensuring ample delivery scale.

Special Interest Site Lists Display/Pre-Roll Video

The Special Interest Site Lists Display/Pre-Roll Video program is available to partners at a minimum investment level of \$7,500. OutdoorNC Alliance partners can receive a special discounted rate of \$7,125.*

Visit NC is bringing this program back this year which allows partners to run targeted display and/or pre-roll video ads across handcrafted sets of marquee special interest sites in an affordable and operationally efficient manner. Slightly different from the 2021 Marketing Credit Program categories, this year we are looking at the following site lists available for partner selection, appealing to varying goals and desired target audiences – Overnight Traveler, Core Bold Travelers, and Bold Outdoor Urban Travelers.

Partners can invest in one or multiple curated site lists that Visit NC’s agency media team has carefully procured and bundled, gaining visibility across highly relevant sites without having to stitch together several direct buys that tend to come with steep campaign minimums. The breadth of selected sites will strategically and cost-effectively position partners to connect with users consuming contextually relevant content.

- Targeted display and/or pre-roll exposure across several premium endemic properties
- Three custom-crafted niche site lists available for activation
- Media curated, executed and managed by Visit NC’s agency media team at Luquire
- Complete and detailed reporting of key performance indicators
- Avoid multiple vendor buys and associated campaign minimums; cost savings of 10%-12% compared to standard rates

Investment Option & Audience **	Flight & Targeting Options ***	Available Channels & Media Rates	Required Assets
<p>\$7,500 Per Partner Per Month Per Tactic Per Audience</p> <p>Overnight Traveler</p> <p>Behaviors: Backpacking Camping Sightseeing Local Events Travel Review Readers</p>	<p>Partner to run across a pre-determined list of premium travel-endemic sites</p> <p>Each partner to further customize their campaign based on the following selects:</p> <ul style="list-style-type: none"> • One consecutive month between July 2022 – June 2023 • Minimum of three states 	<p>Display (Cross-Device) • \$4.13 eCPM</p> <p>Pre-Roll Video (Cross-Device) • \$6.94 eCPM</p>	<p>Assets vary depending on investment and tactical selection(s):</p> <p>Display (Cross-Device) • 160 x 600, 300 x 250, 300 x 50, 300 x 600, 320 x 50, 728 x 90</p> <p>Pre-Roll Video (Cross-Device) • :15 and/or :30 video</p>
<p>\$7,500 Per Partner Per Month Per Tactic Per Audience</p> <p>Core Bold Traveler</p> <p>Behaviors: Road Trip Planners Vacation Planners Vacation Rental Researchers</p>	<p>Partner to run across a pre-determined list of premium travel-endemic sites</p> <p>Each partner to further customize their campaign based on the following selects:</p> <ul style="list-style-type: none"> • One consecutive month between July 2022 – June 2023 • Minimum of three states 	<p>Display (Cross-Device) • \$4.13 eCPM</p> <p>Pre-Roll Video (Cross-Device) • \$6.94 eCPM</p>	<p>Assets vary depending on investment and tactical selection(s):</p> <p>Display (Cross-Device) • 160 x 600, 300 x 250, 300 x 50, 300 x 600, 320 x 50, 728 x 90</p> <p>Pre-Roll Video (Cross-Device) • :15 and/or :30 video</p>
<p>\$7,500 \$7,125 OutdoorNC Alliance Per Partner Per Month Per Tactic Per Audience</p> <p>Bold Outdoor Urban</p> <p>Behaviors: Nature & Outdoors Cycling Hiking Family Adventure Outdoor Adventure</p>	<p>Partner to run across a pre-determined list of premium outdoor adventure-endemic sites</p> <p>Each partner to further customize their campaign based on the following selects:</p> <ul style="list-style-type: none"> • One consecutive month between July 2022 – June 2023 • Minimum of three states 	<p>Display (Cross-Device) • \$4.13 eCPM</p> <p>Pre-Roll Video (Cross-Device) • \$6.94 eCPM</p>	<p>Assets vary depending on investment and tactical selection(s):</p> <p>Display (Cross-Device) • 160 x 600, 300 x 250, 300 x 50, 300 x 600, 320 x 50, 728 x 90</p> <p>Pre-Roll Video (Cross-Device) • :15 and/or :30 video</p>

*OutdoorNC Alliance partners must buy into the Outdoor Adventure audience to receive this discount.

**These are flight minimums – partners may choose to increase their monthly investments to make their buy more effective. If multiple months are purchased, the total flight will be paced evenly (vs. hard month-specific budget allocations).

***Vendor to confirm inventory feasibility upon each partner’s targeting selections, ensuring ample delivery scale.

Special Interest Behavioral OTT/CTV

The Special Interest Behavioral OTT/CTV program is available to partners at a minimum investment level of \$10,000. OutdoorNC Alliance and Certified Retirement Community partners can receive a special discounted rate of \$9,500.*

With increasing fragmentation among TV audiences, OTT (over-the-top) and CTV (connected TV) inventory augments traditional programming viewership – reaching cord-cutters and/or households with multiple subscriptions. This program is focused on getting targeted and cost-efficient views within premium full-episode digital video content (long-form content inventory that’s 22 minutes or longer). Commercials air just like in traditional television – non-skippable and in a clutter-free environment (in either pre-, mid- or post-programming).

The buy will reach desired viewers where they’re consuming premium OTT, connected TV and FEP (full episode player) content. Majority of delivery to be across highly coveted OTT (internet-connected device, like an Apple TV or Roku) and CTV (internet-enabled TV, like a Smart TV). Remaining FEP delivery can be across mobile/tablet/desktop devices – still delivering TV-like content (quality and length), but consumed via device apps and web browsers, and serving as an extension of traditional TV-viewing habits.

Similar to other Special Interest offerings, multiple audience themes have been curated to appeal to varying partners’ goals and needs – Overnight Traveler, Core Bold Traveler or Bold Outdoor. Target audiences will be reached via behavioral attributes specific to each category – what users are browsing, searching, purchasing, etc.

- Awareness-building video viewership that’s highly targeted, cost-efficient and measurable
- Three niche audiences available for activation, including a new Retire option
- Media curated, executed and managed by Visit NC’s agency media team at Luquire
- Complete and detailed reporting of key performance indicators
- Cost savings of 30% compared to standard rates

Investment Option & Audience **	Flight & Targeting Options ***	Available Channels & Media Rates	Required Assets
<p>\$10,000 Per Partner Per Month Per Audience</p> <p>Overnight Traveler</p> <p>Behaviors: Backpacking Camping Sightseeing Local Events Travel Review Readers</p>	<p>Audience targeting based on behavioral attributes related to travel intent</p> <p>Each partner to further customize their campaign based on the following selects:</p> <ul style="list-style-type: none"> • One consecutive month between July 2022 – June 2023 • Minimum of three states 	<p>OTT/CTV</p> <ul style="list-style-type: none"> • \$23.03 eCPM 	<p>OTT/CTV</p> <ul style="list-style-type: none"> • :15 and/or :30 video
<p>\$10,000 Per Partner Per Month Per Audience</p> <p>Core Bold Traveler</p> <p>Behaviors: Road Trip Planners Vacation Planners Vacation Rental Researchers</p>	<p>Audience targeting based on behavioral attributes related to epicurean interests</p> <p>Each partner to further customize their campaign based on the following selects:</p> <ul style="list-style-type: none"> • One consecutive month between July 2022 – June 2023 • Minimum of three states 	<p>OTT/CTV</p> <ul style="list-style-type: none"> • \$23.03 eCPM 	<p>OTT/CTV</p> <ul style="list-style-type: none"> • :15 and/or :30 video
<p>\$10,000 \$9,500 OutdoorNC Alliance Per Partner Per Month Per Audience</p> <p>Bold Outdoor Urban</p> <p>Behaviors: Nature & Outdoors Cycling Hiking Family Adventure Outdoor Adventure</p>	<p>Audience targeting based on behavioral attributes related to outdoor adventure interests</p> <p>Each partner to further customize their campaign based on the following selects:</p> <ul style="list-style-type: none"> • One consecutive month between July 2022 – June 2023 • Minimum of three states 	<p>OTT/CTV</p> <ul style="list-style-type: none"> • \$23.03 eCPM 	<p>OTT/CTV</p> <ul style="list-style-type: none"> • :15 and/or :30 video

* OutdoorNC Alliance and Certified Retirement Community partners must buy into their respective audiences (Outdoor Adventures or Retire) to receive this discount.

** These are flight minimums – partners may choose to increase their monthly investments to make their buy more effective. If multiple months are purchased, the total flight will be paced evenly (vs. hard month-specific budget allocations).

*** Vendor to confirm inventory feasibility upon each partner’s targeting selections, ensuring ample delivery scale.

Campground & Park Wi-Fi Sponsorship

The Campground & Park Wi-Fi Sponsorship program is available at an investment level of \$5,000 per partner. OutdoorNC Alliance partners can receive a special discounted rate of \$3,800.

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

As visitors connect to Wi-Fi networks at select campground and park locations, participating partners have the opportunity to promote sponsored messaging as part of a value-exchange experience – visitors get free Wi-Fi by watching a short video ad. Each partner receives their own spotlight via the 100% SOV (share-of-voice) ad experience – no competing advertisers or ad clutter. The video offering is also cost-efficient and performance-based, where you only pay for completed views (sessions). Following video completion, visitors are presented with additional content resources like park information – here, partners have an extra ability to seed a short CTA (call-to-action) ad that links to the respective partner site and generates supplemental traffic.

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

Investment Option	Flight & Targeting Options*	Available Channel & Media Rate	Required Assets
\$5,000, \$3,800 OutdoorNC Alliance Per Partner Per Flight Per Geo Bundle	Each partner to customize their campaign based on the following selects: <ul style="list-style-type: none"> • Four consecutive months between November 2022 – June 2023 • Choice of one pre-set geo bundle ** <ul style="list-style-type: none"> - Southeast (est. 300 locations across NC, SC, GA, TN, FL, VA, KY) - Northeast & Mid-Atlantic (est. 300 locations across PA, NY, NJ, OH, D.C., MD, DE, WV, VA, ME, VT, NH, MA, CT, RI) 	Video Sponsorship • \$0.34 CPS (cost per session)	Video Sponsorship Video Ad • Video (:15 max length) Supplemental Assets • Logo • Ad copy (max 48 characters across two lines)

*Vendor to confirm inventory feasibility upon each partner's targeting selections, ensuring ample delivery scale.

**Locations subject to change; geo expansion available upon request.

Garden & Gun Digital Program

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

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

GardenandGun.com is a resourceful destination to reach those looking for the charm of the South. Whether visitors are searching for news, events, magazine stories or travel opportunities – Garden & Gun hosts it all with an array of content ranging from travel, to arts, to sporting.

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

- Media curated, executed and managed by Visit NC's agency media team at Luquire
- Individualized reporting to be delivered at campaign end including impressions, clicks and CTR
- 40% rate savings

Investment Option	Flight Options**	Targeting	Available Channels & Media Rates	Required Assets
\$5,000 ROS Display (cross-device)	September 1 – October 31, 2022 March 1 – April 30, 2023	GardenandGun.com site visitors Cross-channel: <ul style="list-style-type: none"> • Food & Drink • Home & Garden • Arts & Culture • Travel, Music, Sporting, Magazine 	Display • 625,000 guaranteed impressions • \$8.00 CPM	Display • 300 x 250, 320 x 50, 728 x 90, 970 x 250, 300 x 600 Click-through URL
\$10,000 ROS Display (cross-device) + One-week Homepage Takeover	September 1 – October 31, 2022 March 1 – April 30, 2023	GardenandGun.com site visitors Cross-channel: <ul style="list-style-type: none"> • Food & Drink • Home & Garden • Arts & Culture • Travel, Music, Sporting, Magazine 	Display • 951,000 guaranteed impressions • \$10.52 CPM	Display • 300 x 250, 320 x 50, 728 x 90, 970 x 250, 300 x 600 Click-through URL

*Homepage takeover at 100% share-of-voice available to partners at the \$10,000 package. Partners to reserve one week from five total options within flight based on a first-come, first-served basis.

**Five partner maximum per investment tier/seasonal flight. Ten partner maximum in total per flight.

Outside Dedicated E-newsletter Program

The *Outside* Dedicated E-newsletter Program is available at a starting investment level of \$3,000 per deployment. OutdoorNC Alliance partners can receive a special discounted rate of \$2,250.

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

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

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



Investment Options*	Flight & Targeting Options**	Available Channels & Media Rates	Required Assets
\$3,000, \$2,375 OutdoorNC Alliance Per Partner Per Deployment	Each partner to customize their campaign based on the following selects: <ul style="list-style-type: none"> • One deployment date from available list • Minimum of four states (must reach minimum of 50K subscribers) Deployment Date Options: <ul style="list-style-type: none"> • Fall • Spring 	E-news <ul style="list-style-type: none"> • \$0.075 cost per send 	<ul style="list-style-type: none"> • 600 x 300 px (JPG/GIF) • Copy (600-800 max characters) • Subject line • Click-through URL

*This is the program minimum – partners may choose to increase their investments to make their buy more effective.

**Vendor to confirm inventory feasibility upon each partner's geotargeting selections, ensuring ample delivery scale.

Our State Travel E-newsletter Program

The *Our State* Travel E-newsletter Program is available to up to six (6) partners per deployment at an investment level of \$1,195 per partner.

Due to popularity in the 2021 Marketing Credit Program, Visit NC is excited to continue the *Our State* e-news native advertising program. This offering allows up to six partners to send personalized messages within *Our State's* Travel e-newsletter, deployed weekly to over 41.5K opt-in subscribers.

The E-news focuses on destinations, restaurants and activities across North Carolina. Partners can leverage this promotional opportunity to advertise travel spotlights, travel deals and more to a niche audience specifically interested in NC travel.

- Each partner will receive a listing that includes one photo, copy and a link to a website of choice.
- Detailed analytics report delivered including email opens, clicks and number of recipients
- Visit NC-partner exclusive advertisers within each E-news
- Deployed weekly on Thursdays



Investment Options	Flight Options*	Targeting	Required Assets
\$1,195 Per Partner Per Deployment E-news (native)	Each partner to select their deployment date based on the following options: <ul style="list-style-type: none"> • September • October • December • March • April 	41.5K+ opt-in <i>Our State</i> Travel email subscribers	<ul style="list-style-type: none"> • 528 x 440 px (JPG) • Headline (5 words) • Copy (40 words) • Click-through URL

*Six-partner maximum per e-newsletter/deployment date. Offered on a first-come-first-served basis.

Interest Overview Page Feature

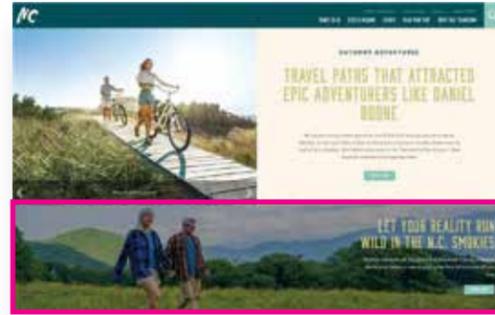
Interest Overview Page Features are available in six-month increments for \$1,500 per feature.

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

Back by popular demand, partners will have the opportunity to be highlighted for six (6) months on one of VisitNC.com’s most highly trafficked interest overview pages. Partners can choose from **Spas & Wellness, Kids & Family, Eat & Drink, Outdoor Adventures, Natural Attractions** or **Romantic Getaways** pages. This feature will include a headline, short description that ties into the selected interest, horizontal hero photo and call-to-action to visit the partner’s website for more information. These pages are discoverable all year long and hold content that is specific to the highlighted interest, including a photo gallery, overview paragraph and a grid of relevant listings, events and stories. These interest overview pages receive approximately 31,000 average page views per calendar year.

Program Requirements: partners can purchase one (1) Interest Overview Page Feature per year max.

Material Requirements: partners will be required to submit multiple high-quality horizontal hero images (1200 x 800 with a focus of the photo in the middle) to ensure placement meets site standards, headline (40 characters max, including spaces), placement copy (150 characters max, including spaces) and a click-through URL. Creative can be switched out once during the six-month flight.



Seasonal Overview Page Feature

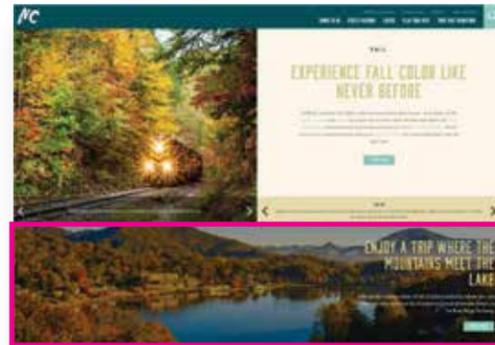
Seasonal Overview Page Features are available in 12-month increments for \$2,000 per feature.

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

Once again, 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 horizontal hero photo, headline, description and call-to-action to visit the partner’s website for more information. The seasonal overview page is linked directly off the VisitNC.com homepage for several months at a time and is discoverable all year long. It holds all season-specific content, including a photo gallery, overview paragraph with links to seasonal stories, trip tips and a grid of relevant listings, events and stories. The average seasonal overview page receives approximately 27,000 page views per calendar year.

Program Requirements: partners can purchase one (1) Seasonal Overview Page Feature per year max.

Material Requirements: partners will be required to submit multiple high-quality horizontal hero images (1200 x 800 with the focus of the photo in the middle) to ensure placement meets site standards, headline (40 characters max, including spaces), placement copy (150 characters max, included spaces) and a click-through URL.



Native Advertising

Native Advertising opportunities are available in three-month increments for \$500 per placement (see chart below for available pages).

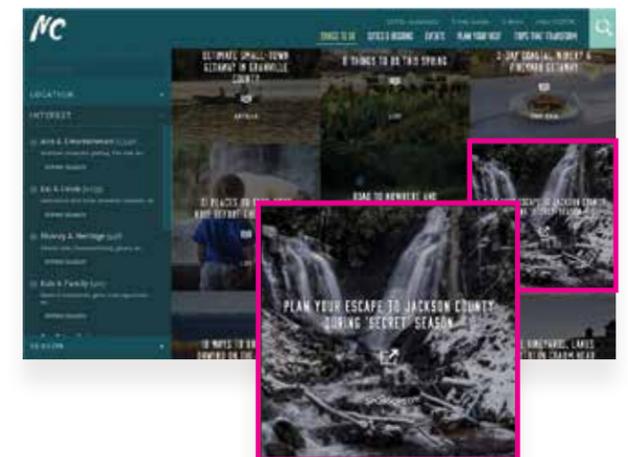
Inventory: Five (5) partners per content page

Native advertising on VisitNC.com allows partners the opportunity to buy into pages of the site 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 as inventory allows. Partners can also benefit from added-value placements if space is available.

Material Requirements: partners will be required to submit a 400 x 400 image, a 50-character headline and a click-through URL.

Interest Overviews
Things To Do
Arts & Entertainment
Eat & Drink Eat & Drink > Wine
History & Heritage
Kids & Family 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 > Camping Outdoor Adventures > Hiking
Romantic Getaways Romantic Getaways > Spas & Wellness

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

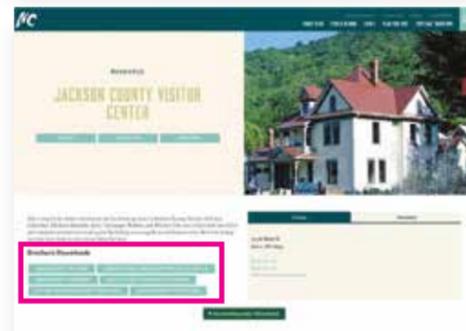


Brochure Listings

New this year, Visit NC is excited to offer this program at no cost to partners.

Partners can 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: partners will be required to submit a PDF of their brochure (under 4MB) or a link to an online brochure/travel guide and a hi-res destination image.

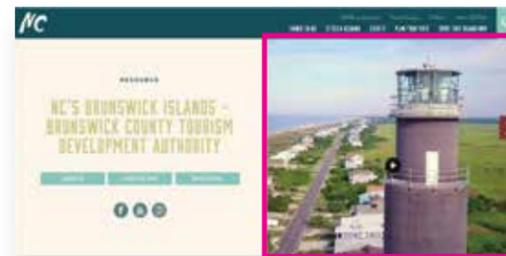


Video Listings

This program is now available to partners at no cost.

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

Material Requirements: partners will be required to submit a YouTube link to the final video.



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.

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



Travel Deal: E-newsletter Spotlight

Travel Deal: E-newsletter Spotlights are available for \$500 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 the monthly Inside NC e-newsletter where their deal will be spotlighted for maximum exposure.

Material Requirements: partners 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 \$1,375 each (this includes a 60-day Travel Deal listing on VisitNC.com, valued at \$250).

Inventory: One (1) partner spot per month

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

Program Requirements: partners may only sign up for one social program per month. For example, if a partner signs up for a Travel Deal: Social Promotion, they cannot also sign up for a Social Media Spotlight in the same month.

A minimum 45-day lead time is required in order to guarantee placement on Visit NC's social calendar during the month partners sign up for. Partners who do not meet this deadline are subject to delayed promotion based on content and calendar openings.

Material Requirements: partners will be required to submit all Travel Deal materials as outlined in addition to a separate deal image sized for social media (1200 x 630 pixels) and social targeting information. Partners who sign up for this program must submit materials that meet the goal of inspiring travel and sparking travel consideration to North Carolina.



Featured Events

Featured Events are available in 60-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. Partners also have the opportunity to include event-related video to further captivate visitors at no additional charge.

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



NEW Featured Event: Instagram Story Promotion

Featured Event: Instagram Story Promotions are available for \$350 each (this includes a 60-day Featured Event listing on VisitNC.com, valued at \$150).

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

New this year, partners will have an opportunity to promote their event on Visit NC's Instagram Stories*. Leveraging your Featured Event listing on VisitNC.com, Visit NC's Social Media Team will develop one slide per partner in an Instagram Story roundup of upcoming events throughout the state. The order of events in each story will be determined by event date.

**It is strongly recommended that partners select the social media placement that best matches their target audience and event category, as outlined in the following chart:*

Recommended Platform for Event Types and Demographics

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

Program Requirements: partners may not sign up for the Instagram Story and Facebook Promotion for the same event. Partners interested in this program will be required to submit their event date to Visit NC's Partner Program team to determine which month their event will be posted. Once a month is agreed upon, partners will be required to submit their materials a minimum of 60 days in advance in order to guarantee inclusion in the Instagram Story. Partners who do not meet this deadline are subject to delayed promotion based on content and calendar openings.

Material Requirements: partners will be required to submit all event information (event name, date, time, and any supporting details), a URL to learn more about the event, as well as one vertical, high-quality image sized to 9:16 (1080 x 1920 pixels). Partners who sign up for this program must submit materials that meet the goal of inspiring travel and sparking travel consideration to North Carolina.

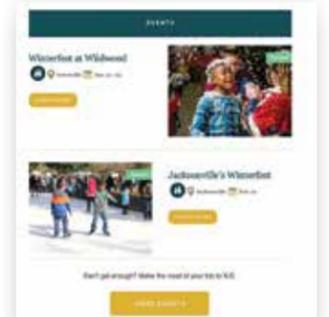
Featured Event: E-newsletter Spotlight

Featured Event: E-newsletter Spotlights are available for \$400 each (this includes a 60-day Featured Event listing on VisitNC.com, valued at \$150).

Inventory: Three (3) partner spots per month

Partners can sign up for one of three spots in the monthly Inside NC E-newsletter where their event will be spotlighted for maximum exposure.

Material Requirements: partners 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: Facebook Promotion

Featured Event: Facebook Promotions are available for \$875 each (this includes a 60-day Featured Event listing on VisitNC.com, valued at \$150).

Inventory: Two (2) partner spots per month

Leveraging the partner's Featured Event listing on VisitNC.com, Visit NC's Social Media team will create an organic Facebook Event on Visit NC's Facebook page. The event will then be promoted to a target audience through a Facebook Event Response Campaign with a \$500 ad spend. Partners will be required to co-host the Facebook Event along with Visit NC to assist with any community management needs. Co-hosting also provides increased exposure to your destination's Facebook Page. This program is available for partners looking to promote single-day events, events that occur over the span of a weekend, or events that occur over one or two weeks*. Events that take place over more than two weeks will not be accepted.

**It is strongly recommended that partners select the social media placement that best matches their target audience and event category, as outlined in the following chart:*



Recommended Platform for Event Types and Demographics

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

Program Requirements: partners may not sign up for the Facebook Promotion and Instagram Story for the same event. Partners interested in this program will be required to submit their event date to Visit NC's Partner Program team to determine which month their event will be posted. Once a month is agreed upon, partners will be required to submit their materials a minimum of 60 days in advance in order to guarantee placement on Visit NC's social calendar. Partners who do not meet this deadline are subject to delayed promotion based on content and calendar openings.

Material Requirements: partners will be required to submit all Featured Event materials as outlined in addition to a separate event image sized for social media (1200 x 628 pixels) and social targeting information. Partners who sign up for this program must submit materials that meet the goal of inspiring travel and sparking travel consideration to North Carolina.

Thank You Email Sponsorships

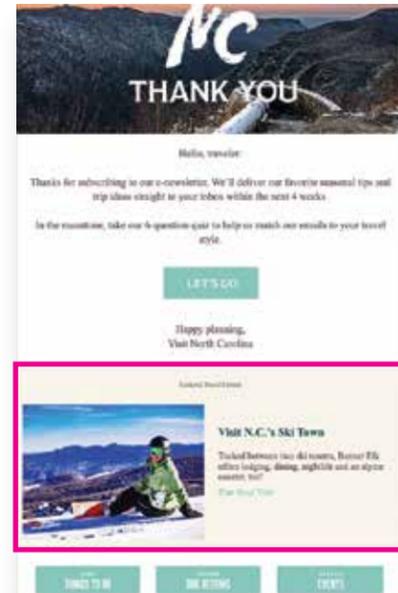
Thank You Email Sponsorships are available for \$350 each.

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.

Program Requirements: partners can purchase one (1) Thank You Email Sponsorship per year max.

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



Custom Content Program

The Custom Content Program is available for \$3,000 per partner.

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

Visit NC 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 the partner's website. Custom content will be written by the Visit NC team based on input and collaboration with the partner on desired content and key messages to cover. Partners will maintain joint ownership of the content with Visit NC. Visit NC's Social Team will determine optimal social placements for your custom content piece and promote it with three (3) social media posts. Social media platforms may include Facebook, Twitter, Instagram Stories or Pinterest. The article will be included within the monthly Inside NC E-newsletter.

Partners who have more than three (3) Custom Content stories on the site will be required to sign up for a Custom Content Refresh.

Program Requirements: partners can purchase one (1) Custom Content Program per year max. A minimum 45-day lead time is required in order to guarantee placement on Visit NC's social calendar during the month partners sign up for. Partners who do not meet this deadline are subject to delayed promotion based on content and calendar openings.

Material Requirements: partners will be required to provide an outline/bullets of content topics to include in the article as well as hi-res images to accompany the story. If a partner has run this program in the past, the content must have a different angle than existing Custom Content on the site. For the social promotion portion of this program, partners will be required to provide three (3) images in the following specs: 4:5 (1080 width x 1350 height), 1:1 (1080 width x 1080 height), and 9:16 (1080 width x 1920 height).



Custom Content Refresh Program

The Custom Content Refresh Program is available for \$1,250 per partner.

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

Visit NC is excited to continue to offer this opportunity for partners with existing custom content on VisitNC.com. As new attractions, restaurants and accommodations are opening and changing all the time, Visit NC is offering partners the opportunity to refresh existing content to reflect these updates without changing the overall structure or theme of the story. Partners will work with the Visit NC editorial team to provide requested content updates as well as any new links or images. Partners will maintain joint ownership of the content with Visit NC, and the refreshed content will be promoted in the monthly Inside NC E-newsletter. All requested changes are subject to Visit NC editorial team approval.

Program Requirements: partners can purchase one (1) Custom Content Refresh Program per year max.

Material Requirements: partners will be required to provide a list of requested content updates including links as well as any new images.



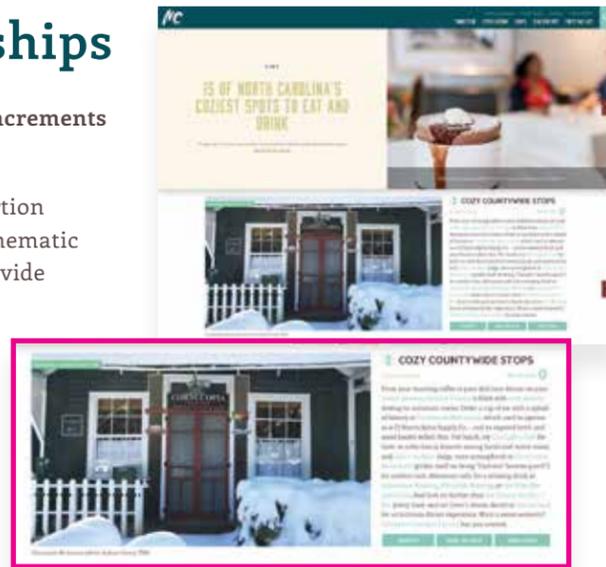
Featured Content Sponsorships

Featured Content Sponsorships are available in 12-month increments for \$1,000 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 click-through URLs to applicable partner sites as well as a relevant image, which will be provided by the partner.

The partner’s featured content will then be promoted on Visit NC’s Instagram account in a two-slide Instagram Story during the season in which the story is published. This promotion will include a swipe-up link to the featured content story for increased exposure.

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



Fall 2022	Winter 2022-2023	Spring 2023	Summer 2023
Lesser-Known Autumn Adventures Great Coffeeshops	Unique Romantic Experiences Luxurious Hotel Tubs	Dog-Friendly Hotels Romantic Wedding Venues	Beautiful Places to Visit in NC

Program Requirements: partners can purchase one (1) Featured Content Sponsorship per year max. A minimum 45-day lead time is required in order to guarantee placement on Visit NC’s social calendar during the season partners sign up for. Partners who do not meet this deadline are subject to delayed promotion based on content and calendar openings.

Material Requirements: partners 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. Partners will also be required to submit two high-quality vertical images or videos sized for social media that match the content in the web story: 9:16 (1080 width x 1920 height), any videos submitted must not exceed 15 seconds.

Instagram UGC Promotion

Instagram UGC promotions are available for \$1,000 each.

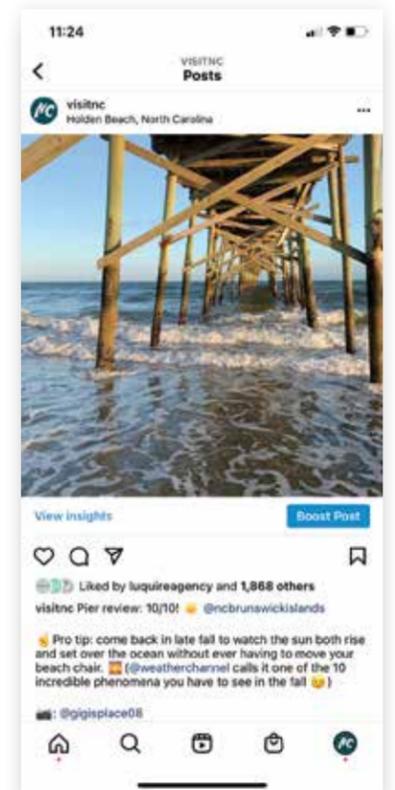
Inventory: Twenty-four (24) partner spots (two (2) per month)

The Instagram UGC (User-Generated Content) Promotion gives partners increased visibility on Visit NC’s Instagram account. Visit NC’s social media team will utilize user-generated content featuring a partner’s destination to create one (1) organic feed post during the month that their program runs. Visit NC has a highly engaged Instagram audience that’s currently at 171,000 followers. This program provides partners with permanent real estate on Visit NC’s feed.

Participating partners will be asked to submit four locations within their destination for consideration for the post (ex: Pisgah National Forest, Atlantic Beach, Lake Norman, etc.). Visit NC’s social team will then search for UGC among those locations and select the final image to be featured on Instagram. All selected images will align with Visit NC’s Instagram strategy and tone so they fit cohesively on the feed. The program also includes community management by the Visit NC team on the posts, including responding to any destination-specific questions and comments on behalf of the partner.

Program Requirements: partners can purchase one (1) Instagram UGC Promotion per year max. Partners may only sign up for one social program per month. A minimum 45-day lead time is required in order to guarantee placement on Visit NC’s social calendar during the month partners sign up for. Partners who do not meet this deadline are subject to delayed promotion based on content and calendar openings.

Material Requirements: partners will be required to submit four locations within their destination for consideration for the post as well as details on what makes those destinations special and unique to North Carolina. Partners will be required to provide one (1) photo per location to be used in the event UGC is not available (1080 x 1080 or 1080 x 1350). Partners who sign up for this social program must submit materials that meet the goal of inspiring travel and sparking travel consideration to North Carolina.



Instagram Story Features

Instagram Story Features are available for \$700 each.

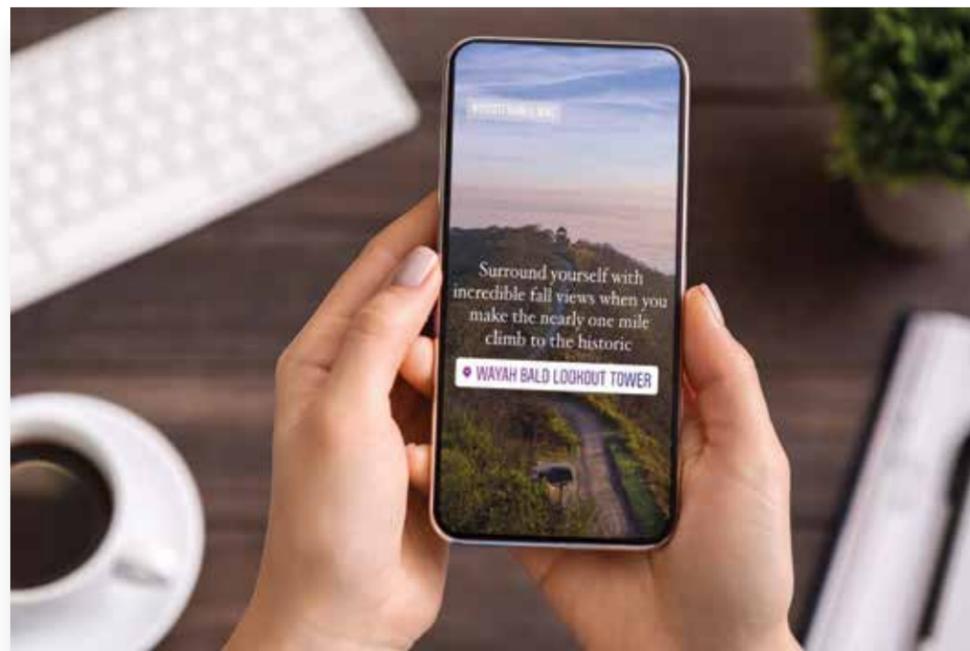
Inventory: Twenty-four (24) partner spots (two (2) per month)

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. Content disappears after 24 hours but 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. In 2021, Visit NC's Instagram Stories yielded more than 2,000,000 impressions and over 135,000 engagements across brand and partner program content.

Partners will be responsible for providing Visit NC with high-quality social 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.

Program Requirements: partners can purchase one (1) Instagram Story Feature per year max. Partners may only sign up for one social program per month. A minimum 45-day lead time is required in order to guarantee placement on Visit NC's social calendar during the month partners sign up for. Partners who do not meet this deadline are subject to delayed promotion based on content and calendar openings.

Material Requirements: partners will be required to submit high-quality social content (images and videos; sized to 1080 x 1920, videos must not exceed 15 seconds), information about the destinations featured and any applicable Instagram handles or hashtags. Partners who sign up for this social program must submit materials that meet the goal of inspiring travel and sparking travel consideration to North Carolina.



Social Media Spotlight

Social Media Spotlights are available for \$2,500 each. Partners are also responsible for lodging, dining and activity expenses and will be invoiced following the Spotlight for these expenses, if incurred.

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

This opportunity offers partners robust presence on Visit NC's social media channels (465,000+ followers) to leverage our passionate and engaged follower base to specifically feature their destinations.

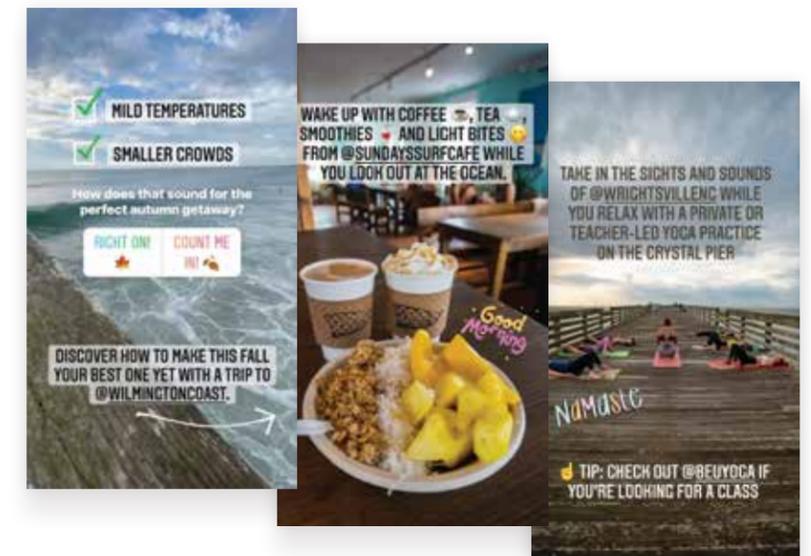
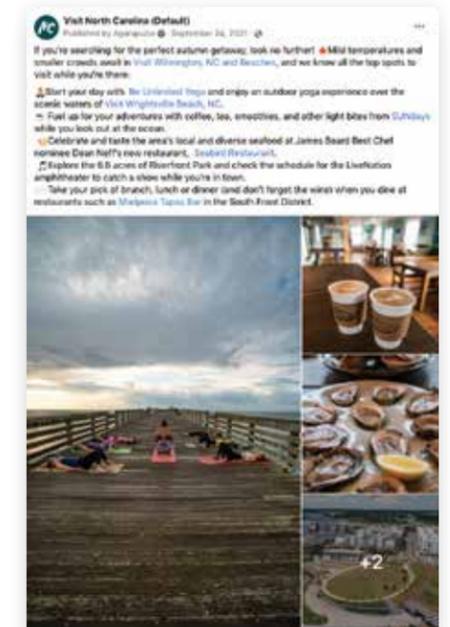
We'll work with partners to determine content to feature that will inspire potential visitors to plan their own trip. Then, our team will travel to partner locations to gather spotlight content for social media use and feature the partner's destination across Visit NC's social media channels within a month of the trip being completed.

Partners participating in a spotlight will receive the following:

- Social quality pictures
- Five social posts across Visit NC social platforms. Platforms may include Facebook, Twitter, Instagram (Feed and/or Stories) or Pinterest.
- Detailed recap report

Program Requirements: partners can purchase one (1) Social Media Spotlight per year max. Partners may only sign up for one social program per month. A minimum 60-day lead time is required in order to guarantee placement on Visit NC's social calendar. Partners who do not meet this deadline are subject to delayed promotion based on content and calendar openings.

Material Requirements: partners will be required to submit ideas for the spotlight itinerary. Partners who sign up for this social program must submit materials that meet the goal of inspiring travel and sparking travel consideration to North Carolina.



Visit NC Photo Network

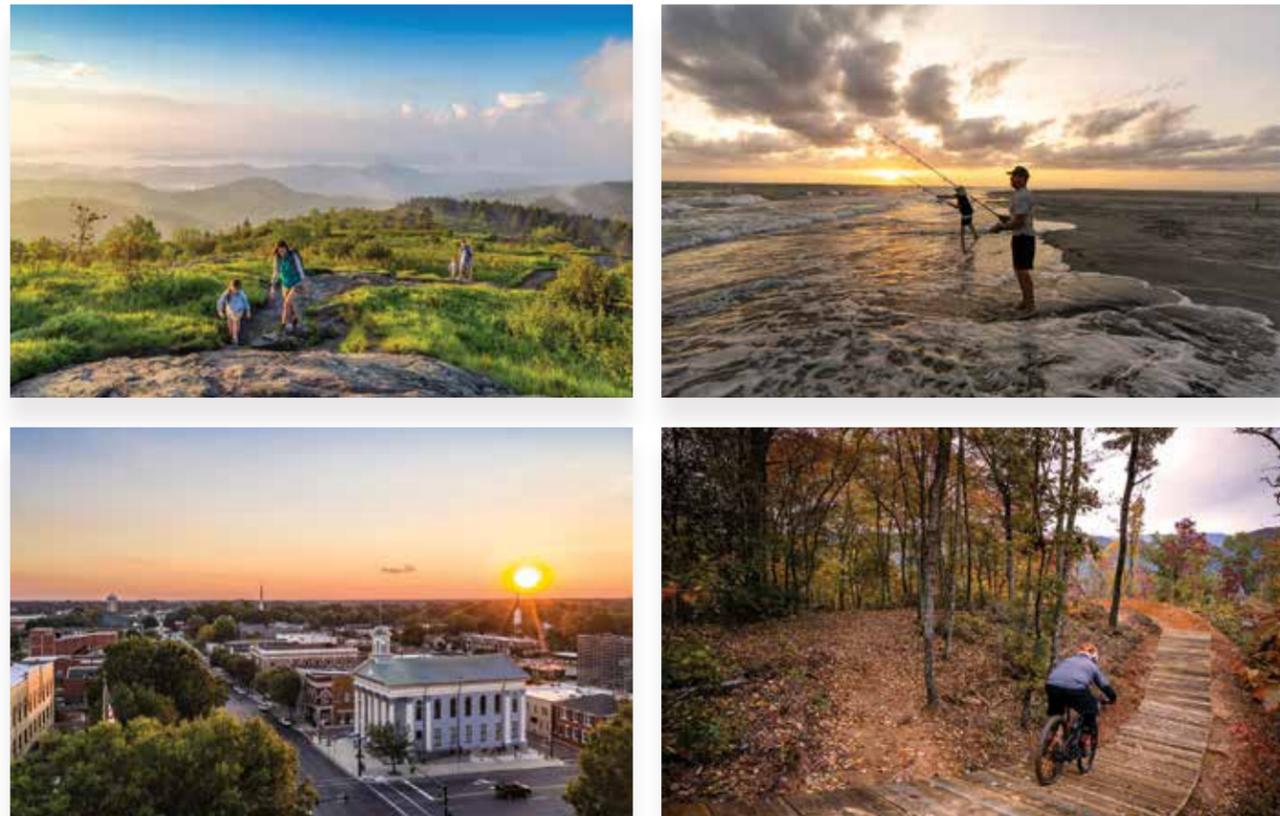
Visit NC's Photo Network utilizes over a dozen professional photographers across the state. Their style and location expertise allow Visit NC to acquire high-resolution, up-to-date photography covering a wide range of seasons, activities and scenes, including outdoor adventure, dining, family fun, downtown attractions, mountain landscapes, beaches and more.

Visit NC's partners can 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
\$2,600 Per Partner	10	2
\$3,700 Per Partner	15	3
\$4,700 Per Partner	20	4

At each of these levels, Visit NC has invested additional funds on top of what the partner pays to cover the dual use of the final selected images. Final photo selections can be used in perpetuity for advertising and publicity purposes to promote, and editorial purposes about, economic development, travel and tourism in the State of North Carolina in television, print, industrial, out-of-home (including collateral) and digital/internet (including social media) media.

Example Photo Network Imagery:



Video Production

The Video Production program is available to partners for \$10,000 per video. Partners will receive a two-to-three-minute promotional video which can be used for all marketing purposes, including social media, websites, broadcast and for display at Visitor Centers, meetings and conferences. This turnkey service from pre-production to final delivery of video files, covers script writing, one 10-hour shoot day, post-production, VO and music licensing.

Additionally, 60- or 30-second spots can be produced from the same footage for \$500. Partners will also have access to B-roll footage for other purposes for a nominal fee. The completed video will also be posted on the partner's listing on VisitNC.com at no charge (a \$200 value).

The Luquire Content Studio has been handling video production for Visit NC for over 10 years, from broadcast advertising to social media content creation.



Creative Production Program

Inventory: Ten (10) partner spaces for the July '22 – June '23 fiscal year

Beginning spring 2022, Visit NC brings back the award-winning *Firsts That Last* campaign with a new spin. This latest campaign adds even more emphasis on the *lasting* part of *firsts* experienced in North Carolina. We've invited filmmakers to share their stories of firsts they'll never forget in a series of short documentaries. These films are a celebration of North Carolina's mountains, cities and coast as well as all the firsts that come from a visit here.

This *Firsts That Last* campaign will highlight North Carolina vacation moments that will always be remembered. These authentic stories will speak to consumers who want to experience new things and make every trip count.

In partnership with Visit NC, Luquire has created a la carte creative offerings to help North Carolina travel partners put together their own customized campaign creative for their co-op opportunities while leveraging the new Visit NC Firsts That Last campaign messaging. This program is great for partners who may not have creative production capabilities but are in need of creative materials for upcoming co-op programs. In addition to development of a suite of standard-size display banners, Luquire can also develop a quarter-page print ad for any print co-op buy a partner may sign up for. For both programs, partners will be able to provide brand guidelines, descriptive ad copy, logo and imagery.

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

Disclaimer: Luquire and Visit NC retain all intellectual property rights to the Firsts That Last campaign and related creative assets. Partner assets created as part of the Creative Production Program can be used exclusively for 2022-2023 Visit NC Partner Programs and are not available for use in any other advertising or marketing efforts. By submitting a photo for use for this program, partners are certifying they have the full rights to use that image. If partners would like to submit stock photography for these programs, they must be able to confirm that they have purchased the rights/licensing to use for marketing purposes. Luquire and Visit NC are not responsible for any misuse of partner-provided imagery.

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

Quarter-Page Print Ad



Desktop Display Banner Ad



Mobile Display Banner Ad





Arrivalist Analytics 2022-2023

Arrivalist’s co-op offerings have gone through a rapid evolution in the past two years, reflecting the changing needs of DMOs during crisis and recovery. Destinations need to know their new customer, discover actionable data in easy dashboard formats, and be able to share the value with stakeholders. At the same time, states are unlocking the value chain by creating efficient opportunities for their individual county and city DMOs.

Given successful partnerships thus far, Visit NC is rolling out the groundbreaking Daily Travel Index™ co-op to help destinations monitor road trip activity, Arrivalist once again offers Visit NC the opportunity to endorse the first overnight segmentation co-op of its kind: Arrivalist Lodging™.

2022-23 FEATURED CO-OP: ARRIVALIST LODGING™ DASHBOARD

The pandemic has given rise to tectonic shifts in consumer behavior and preferences, leaving destinations to ponder their new consumer and how best to reach them. Two of note that impact lodging have been 1) the temporary collapse of mass business travel; and 2) a shift toward vacation rentals. Cities are struggling to understand their new hotel visitor while leisure destinations strive to maximize bed tax collections.



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

Visit NC has the opportunity to roll out the first state-sanctioned co-op that sheds light on overnight lodging in destinations, segmenting stays between hotels, vacation rentals, and overnights with friends/relatives/other.

Co-op participants will have a consultative kickoff call with an account manager and a follow-up meeting to view results. They will receive a login to the interactive Tableau dashboard, which updates monthly with Calibrated Data.

INVESTMENT

Product	Purpose	Available For	Cost	Service
Arrivalist Lodging™ Dashboard (Featured Offering)	Segments destination overnight trips by lodging type (hotel, vacation rental, VFR), hotel class, origin market and more. Integrates best-in-class hotel and vacation rental metrics for a comprehensive view of the overnight market.	DMOs, Hotels	\$20,000/yr	Account Kickoff, Reveal and Quarterly Consultation

ARRIVALIST TRIP DASHBOARDS

Powered by Arrivalist’s proprietary Calibrated Data™ and based on its patent-pending Trip Model™ methodology, destinations will receive an interactive dashboard that updates monthly. Whether doing a deep dive on markets of opportunity or preparing for board meetings, the dashboard provides an intuitive interface and easy-to-understand visualizations that a CEO can run with and an analyst can dig into.

The visitation dashboard provides an overview of visitor estimates, seasonality, distance traveled, and origin markets. Meanwhile, the Points of Interest Dashboard includes up to 25 POIs of your choosing, with visualizations and data that populate against the POI of your choosing, be it an airport, convention center, park or other key location.



INVESTMENT

Product	Purpose	Available For	Cost	Service
Arrivalist Trip™ Dashboards	Location data from smartphone panel reveals visitor origins, length of stay, seasonality and in-market behavior through lens of proprietary “Trip Model.” Presents key performance indicators using data from the “A3” Trip Model in an interactive dashboard format with views of visitation and POI activity.	DMOs	\$18,000/yr	Account Kickoff, Reveal and Semiannual Consultation

Discounted Arrivalist Lodging™ rate of \$20,000 (\$15,000 savings) available to participants based on Visit NC’s license of Arrivalist Lodging™.

Each co-op product updates monthly with Calibrated Data and includes a value-added 12-month lookback.

If you have any questions or would like to participate in either Arrivalist Co-op offering, please reach out to **Kylee Sprengel, ksprengel@luquire.com**.

Zartico Visitor Insights

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

Visit NC has partnered with Zartico Insights to combine all of North Carolina's visitor data into one Destination Operating System. We now have insights into North Carolina's visitor economy that we've never seen before. These learnings are giving us the intelligence we need to better connect visitors to North Carolina.

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

Zartico Visitor Insights will be provided as follows:

1. Monthly Visitor Breakdown by Day/Overnight, In-state/Out-of-state and by Specific DMA and State Market of Origin

Proportion of day and overnight visitors by month as compared to the same month last year and proportion of in-state and out-of-state visitors by month as compared to the same month last year. Top 10 overnight visitor origin markets as compared to the same month last year as well as top 10 state of origin markets. Monthly day of week device counts also provide information on which days of the week see the most visitors to the market.

This data will help you answer questions like:

- Does my top visitor market actually stay overnight in my destination?
- What market that we don't advertise in is visiting my destination?
- What market spends the most time in my region?
- What percentage of overnights comes from what market?
- What proportion of travelers from specific markets travel during specific months on a running 12-month basis
- What days of the month do we have the most overnight stays?

2. Visitor Spending by Category and Market

Monthly transactional credit/debit card data representing approximately 25% of transactions by category of spending. Top 10 visitor spend markets by month as compared to the same month last year.

This data will help you answer questions like:

- What types of businesses in my area generate the most visitor spending?
- What markets of origin spend the most in my area and how has that changed since last year?

3. Leisure and Hospitality Employment and Wages by Quarter (county level data only)***

Quarterly data for leisure and hospitality jobs and wages in county as designated by the Bureau of Labor Statistics.

This data will help you answer questions like:

- How have leisure and hospitality jobs grown or declined in my county by quarter over the last 12 quarters?
- How have leisure and hospitality wages increased or decreased in my county by quarter over the last 12 quarters?

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

*** Regional reports will be offered at the Economic Development Region (Prosperity Zones)*

**** BLS data includes all leisure and hospitality jobs/wages and are not directly comparable to direct tourism jobs/wages as they include total jobs/wages.*

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

MMGY Custom Traveler Segment Profile

Attendees of the Visit NC 365 conference can take advantage of this program for just \$12,500 – a 30% savings on the regular program price. This limited time offer expires June 30, 2022. If a partner is interested in this program and did not attend the conference or the offer has elapsed, the program price is \$17,500.

MMGY Travel Intelligence will prepare and deliver a set of four (4) audience segment profile reports based on a custom crosstab of its 2022 Portrait of American Travelers® survey data (ex. “A Profile of NC Visitor Prospects Interested in Beach Vacations”). Partners can work in collaboration with MMGY to define the specific data filters to ensure a highly relevant set of four (4) seasonal reports to help guide strategic planning decisions, messaging priorities, and to understand factors that affect travelers' planning decisions overall.

If you have any questions or would like to participate in the MMGY Custom Traveler Segment Profile program, please reach out to **Chelsea Bachman**, cbachman@mmgyintel.com.



Key Data | Vacation Rental Data

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

Visit NC is partnering with Key Data, 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.

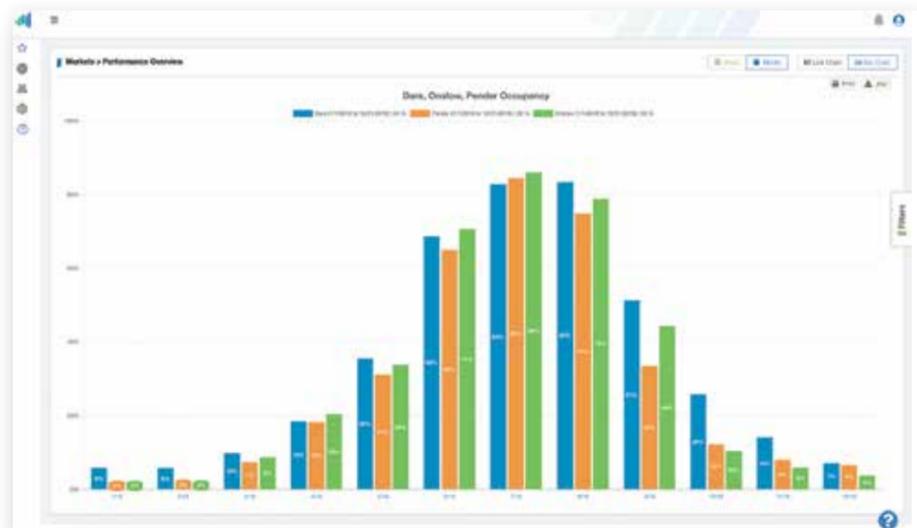
The Key Data DMO Dashboard will help you answer questions like:

- How is 2022 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.

Key Data provides a real-time view of your market’s Airbnb & Vrbo listings giving DMOs a total view on number of properties, occupancy and bedroom count by market. Key Data also provides a DMO marketing platform for tracking visitation patterns by mapping visitors to your destination back to their home addresses. This allows DMOs to advertise one-to-one to both in-home and mobile devices of visitors who have visited your destination.

If you have questions or would like to participate in the Key Data program, please reach out to **Daniel Leifeld**, daniel@keydatadashboard.com.



Domestic Opportunities

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

AAA Travel Show – Pittsburgh, PA **January 20-22, 2023**
\$850 per partner
Open to six (6) partners

This show brings approximately 15,000 participants.

Travel & Adventure Show – New York, NY **January 27-29, 2023**
\$850 per partner
Open to six (6) partners

If you have any questions or would like to participate in any of the above travel programs, please reach out to **Andre Nabors**, andre.nabors@visitnc.com.

Southeast Tourism Society Domestic Showcase – Huntsville, AL **April 17-20, 2023**
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 Southeast Tourism Society.

Group Travel Quarterly E-newsletter

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 any questions or would like to participate in either the Southeast Tourism Society Domestic Showcase or Group Travel Quarterly E-newsletter, please reach out to **Amanda Baker**, amanda.baker@visitnc.com.



NEW Northstar Meetings Group

Visit NC is partnering with Northstar Meetings Group for an innovative, custom co-op marketing program for 2022.

Through the program, Northstar Meetings Group will educate and engage buyers/planners about everything that North Carolina has to offer, to support successful meetings, incentive programs and sporting events.

Northstar Meetings Group currently serves more than 500,000 active meeting, incentive and sports planners, across an integrated suite of data, digital, events and print products. Through this program, North Carolina partners can leverage the power of this first-party data to a known audience of national meeting planners with a strong propensity to book within this market.

Visit NC also will pay 50% of each North Carolina partner's investment into the marketing co-op program.



Marketing Packages

Package A	Timing	Impressions
Regional Targeted Emails (2-15K per spend)	2 months	60,000
First-party Data Social Access (FB/IG)	3 months	150,000
First-party Data Retargeting (General)	2 months	150,000
Partner Spotlight (1)	1 month	80,000
NMG Run of Network	3 months	42,000
Meeting Deals, FAMS, Roadshows Email and Online Placement	3 months	90,000
TOTAL		572,000+
Package Cost: \$25,000		
Visit NC Partner Investment: \$12,500/Visit NC Investment: \$12,500		

Package B	Timing	Impressions
Regional Targeted Emails (2-15K per spend)	2 months	60,000
First-party Party Data Retargeting (General)	2 months	80,000
Partner Spotlight (1)	1 month	80,000
NMG Run of Network	3 months	42,000
Meeting Deals, FAMS, Roadshows Email and Online Placement	2 months	60,000
TOTAL		322,000+
Package Cost: \$15,000		
Visit NC Partner Investment: \$7,500/Visit NC Investment: \$7,500		

Package C	Timing	Impressions
Regional Targeted Emails (2-15k per spend)	2 months	60,000
First-party Data Retargeting (General)	2 months	80,000
NMG Run of Network	1 month	28,000
Meeting Deals, FAMS, Roadshows Email and Online Placement	1 month	30,000
TOTAL		198,000+
Package Cost: \$8,500		
Visit NC Partner Investment: \$4,250/Visit NC Investment: \$4,250		

Sports Package	Timing	Impressions
Partner Spotlight (1)	1 month	50,000
Targeted Email to 15K Sports Planners (2)	2 months	30,000
SportsTravel Newsletter	3 months	120,000
Run of Site SportsTravelMagazine.com	6 months	42,000
TOTAL		272,000+
Package Cost: \$8,500		
Visit NC Partner Investment: \$4,250/Visit NC Investment: \$4,250		

Added package value from Northstar Meetings Group includes:
 Package A: \$12,500 | Package B: \$7,500 | Package C: \$4,250 | Sports Package: \$7,500

If you have any questions or would like to participate in Northstar Meetings Group, please reach out to **Alison Best**, abest@ntmllc.com. There is a deadline of **April 30, 2022** to sign up for the programs.

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. SportsNC is not a paid membership organization. All partners have access to these opportunities through Visit NC. These co-op programs are contracted and billed separately from other Visit NC partner programs and are open to all tourism partners.

SportsNC.com Listings

Listings are for sports commissions and destination marketing agencies (CVB, DMO, TDA, etc.).

This gives the sports rights holder the contact info for someone in the community who can direct sports event planners seamlessly to the resources necessary for planning their event, including lodging, facilities/venues, and restaurants. This will create a coordinated effort at the local level for an event being hosted in a destination.

New listing features include the opportunity to highlight three venues/facilities in your destination and photos from your destination.



SportsNC.com Featured Destination

Featured Partners are available in 90-day increments
Inventory: Eight (8) partner spots (2 per quarter)

Partners now have the opportunity to feature their destination. Featured partners will be able to showcase their destination on the homepage of SportsNC.com.



SportsNC.com Featured Events

Featured Events are available in 90-day increments
Inventory: Three (3) partner spots per quarter

Participating partners can call more attention to their sporting events via SportsNC.com-featured event listings. This will help partners showcase the types of sporting events they can host in their community and provide added exposure for the event.

SportsNC.com Custom Content Program: \$150
Inventory: Four (4) partner spots (1 per quarter)

We are excited to introduce a new opportunity for partners to work with our content team to develop custom content to be published on SportsNC.com, which can also live on the partner's website. Custom content will be written by the SportsNC team based on the input and collaboration with the partner on desired content and key messages to cover. Partners will maintain joint ownership of the content with SportsNC. The new content will be promoted on SportsNC social channels and the SportsNC quarterly e-newsletter.

SportsNC.com News

Share your sports-related press releases for the opportunity to be included on SportsNC.com News section. Please note not all press releases will be accepted. Examples of topics of interest include: facilities news (for example, renovations and openings), recently awarded events, and the economic impact of a sporting event held in a community.



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.

Additional e-newsletter opportunities:

- E-newsletter Featured Events – (3 per quarter)
- E-newsletter Featured Destination – (2 per quarter)



SportsNC Social

Partners have the opportunity to submit sports-related content for promotion on dedicated SportsNC social media accounts including Facebook, Instagram and Twitter. These platforms are used to strengthen the SportsNC campaign position. Highlighting events, facilities and facility updates, destination news and more information about sports in North Carolina. These opportunities give partners an additional avenue to market your destination and facilities to sports rights holders.

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



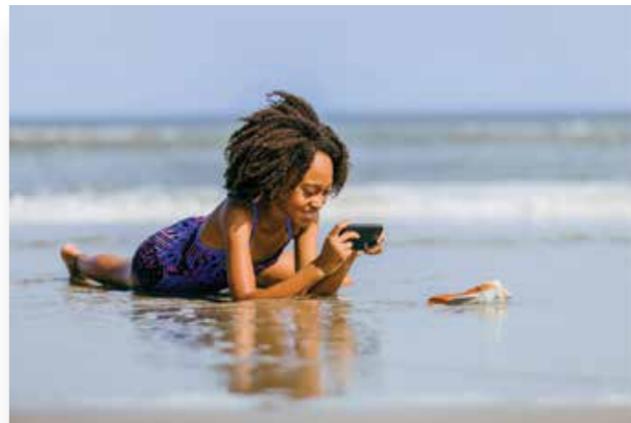
OutdoorNC

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

Recently Visit NC, along with the NC Outdoor Recreation Industry Association and Leave No Trace Center for Outdoor Ethics, partnered to create an initiative to ensure our treasured outdoor resources continue to thrive for the 51 million people who visit these spaces annually. We know that our outdoor spaces bring visitors from around the world, but also 63% of residents that recreate outdoors, do so within 10 miles of where they live. It's important to all forms of economic development.

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

If you would like to learn more about OutdoorNC or want to take the pledge and become a member of the Partner Alliance, please reach out to **Heidi Walters**, heidi.walters@visitnc.com.



OutdoorNC Partnership Alliance

BENEFITS	PARTNERSHIP LEVELS		
	Patron \$300	Steward \$500	Advocate \$1,000
OutdoorNC logo for communications and educational efforts	•	•	•
Usage rights for the 7 NC Leave No Trace Principles to Form a Lasting Connection With Nature and supporting text	•	•	•
OutdoorNC website listing with business/organization name and website link	•	•	•
10% discount on educational materials and merchandise from the Leave No Trace store	•	•	•
Access to the OutdoorNC toolkit	•	•	•
Organization logo on OutdoorNC.com		•	•
Discounts on OutdoorNC co-op marketing opportunities through Visit NC's co-op Program		•	•
Training workshop for your destination from the Leave No Trace Center team			•
Partner highlight across various platforms			•
One OutdoorNC-related post per quarter on one of Visit NC's social channels that incorporates partner messaging			•
OutdoorNC itinerary for your area			•
One Instagram Story Feature that spotlights the partner and ties back to OutdoorNC/outdoor adventure travel in North Carolina; each story will contain four slides and be live on Visit NC's Instagram for 24 hours			•
Logo recognition at Visit NC 365 and Outdoor Economy conferences			•
Use the Leave No Trace Center's copyright language including the Seven Principles and associated messaging tailored to over 15 different activities and 10 environments			•
Review of materials using the Leave No Trace Center's copyright language and intellectual property			•
À la carte opportunities to be discussed and defined individually			•

RetireNC

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

The Certified Retirement Community Program

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

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

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



RetireNC Marketing Programs

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 NC partner programs.



ideal-LIVING Expos

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 five (5) partners for \$850 each.

ideal-LIVING Expo – Stamford, CT

January 2023

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

February 2023

ideal-LIVING Online Listing

The year-long (July '22 - June '23) investment is \$1,750 for Certified Retirement Communities and \$2,250 for Non-Certified Retirement Communities.

This program offers inclusion in a year-long dedicated listing on ideal-LIVING.com within the RetireNC section. This opportunity will allow partners to include a destination image, brief description, downstream URL and contact info. All leads from the program will be shared with participating partners.

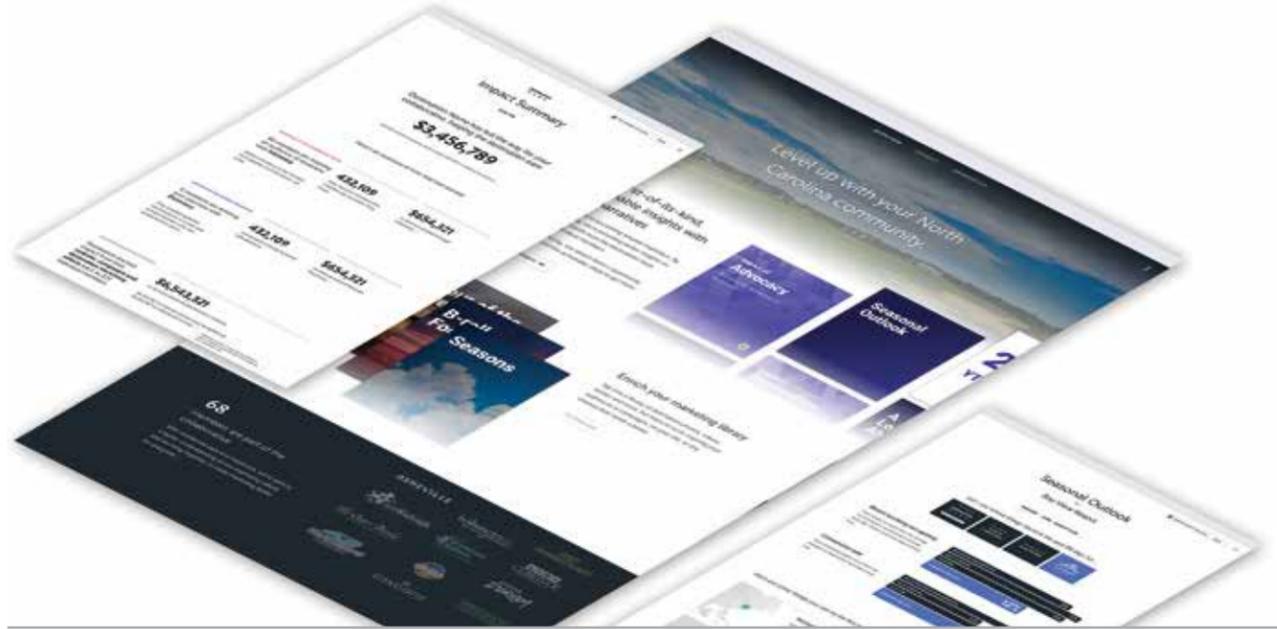
If you have any questions or would like to participate in any of the RetireNC programs, please reach out to **Andre Nabors**, andre.nabors@visitnc.com.





NEW NORTH CAROLINA BOUND

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



Why collaborate

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

How it works

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

HOW TO JOIN

REGIONAL DESTINATIONS
join.flip.to/nc

LODGING INDUSTRY
join.flip.to/ncbound

SAY HELLO TO FLIP.TO
hello@flip.to

SPONSORED BY VISIT NC

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

For regional destination marketing organizations

Insights

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

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

BONUS Insights

Unlock Collaborative Insights with wider participation:

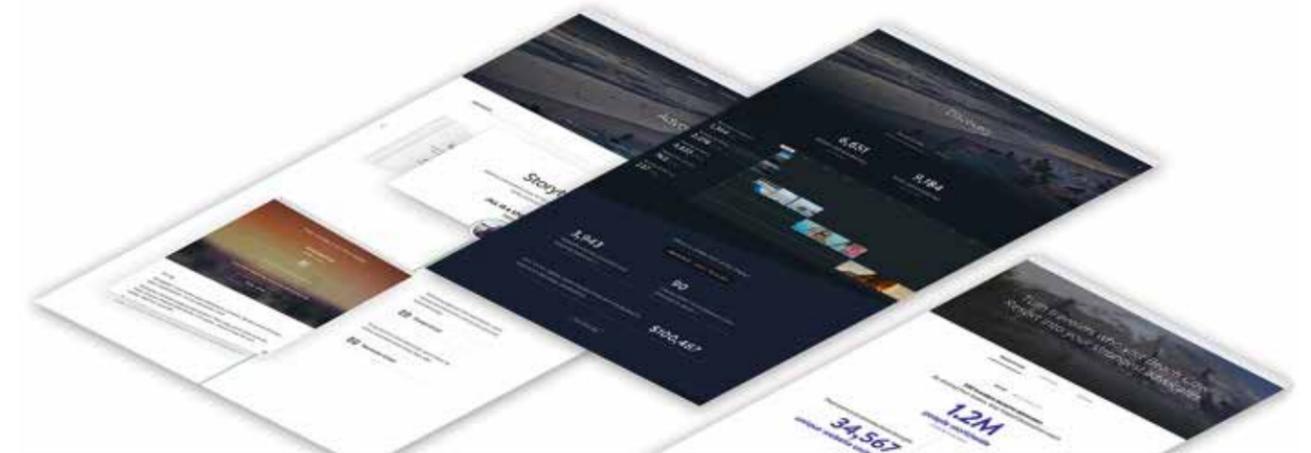
- + Get a regional understanding of the marketing ecosystem: **real-time, market-level insights.**
- + Dial in deployment of marketing spend across your region – even beyond the platform.



For lodging industry partners

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

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



The Official North Carolina Travel Guide



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

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

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

Travel Guides Inspire Travel

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

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

Opportunities and Rates

Ad Unit Size	Net Rate	Early Bird Discount*
Two-Page Spread	\$52,744	\$50,232
Full Page	\$28,403	\$27,050
2/3 Page	\$23,153	\$22,050
1/2 Page	\$16,695	\$15,900
1/3 Page	\$10,206	\$9,696
1/6 Page	\$5,623	\$5,342
Bold Listing†	\$525	\$500
Logo + Bold Listing†	\$961	\$915

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

Premium Positions	Net Rate	Early Bird Discount
Opening Two-Page Spread	\$64,454	\$61,385
Inside Front Cover	\$38,010	\$36,200
Page One	\$35,123	\$33,450
Facing Table of Contents	\$33,748	\$32,141
Back Cover Map Gatefold	\$43,620	\$41,439

*Early Bird Discount Deadline: July 29, 2022

Ad and Materials Deadlines: September 30, 2022

† Only available for Local Information Services

** Open to CRC Communities and their developments

*** Only open to vacation rentals and B&Bs

Digital Edition

Video Engagement with Consumers Added Value for all Display Partners*

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

*Excludes Places to Stay, Explore, or Live

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

Public Relations

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

DOMESTIC MEDIA MISSIONS

Media missions are designed to let you network and share your destination's story with top-tier travel and lifestyle media in markets of interest. For 2022-2023, we plan to include the following:

In-state Media Mission – Raleigh
\$300 plus travel expenses

Fall 2022

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

Out-of-state Mini Missions
\$1,000 plus travel expenses

Multiple Opportunities 2022-2023

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



Media Pitch Projects

New Sliding Fee Scale – from \$1,250

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

In an effort to support destinations that have newsworthy stories to tell but lack the economic resources to invest in PR, Visit NC is implementing a new sliding fee scale based on 2022 County Distress Rankings. Fees may be shared among several counties for one regional pitch project if approved by the Visit NC PR team.

Influencer Pitch Projects

from \$2,500

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

Deskside Media Tours

\$6,000 plus expenses

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

If you are interested in the PR offerings for the 2022-2023 fiscal year, please contact media@visitnc.com.

Invest in Visit NC



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.

For more information, contact us or visit
PARTNERS.VISITNC.COM/PARTNER-PROGRAMS

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VISIT NORTH CAROLINA

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