

VISIT NC PARTNER PROGRAMS

2025/26

📍 Hickory, North Carolina




Visit North Carolina





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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:

WHAT'S NEW IN FY2025/26

NEW PROGRAM OFFERINGS

Organic: We are introducing three additional social platforms within our offerings this year to expand your reach to out-of-state visitors: Pinterest, TikTok¹ and Threads. While it is not necessary to own an active profile on each of these to benefit, we encourage you to let the Partner Programs team know when you expand to a channel so we can help guide content placements and engage with you organically. As Pinterest and TikTok are search-driven platforms, expect to provide more detail on keywords specific to your destination when submitting spec sheets to aid in SEO efforts.

1. Programs with optional TikTok components will continue to be added value as federal legislation remains in question.

Paid Media: This year, we're maximizing our budget and refining our strategy to create the highest impact. We're ensuring cost efficiency in our traditional print options while continuing to drive engagement through our robust digital and TV programs. In addition, we're excited to introduce a new Retire NC program in partnership with AARP to reach a valuable audience. Our influencer efforts are expanding through creator curation — testing a new platform, HypeAuditor, to help vet and curate a list of creators for you to collaborate with, ensuring quality and relevance. Lastly, we're extending our paid amplification strategy to Pinterest, giving you the opportunity to reach even more targeted audiences. With these enhancements, we're ensuring reaching the right people, through the right channels, at the right time.

VISITNC.COM & EMAIL UPDATES

Website: We are proud to share the redesign and relaunch of VisitNC.com in 2025. Alongside what you see visually, this launch represents a large revamp of content strategy to better match the modern traveler. Our mobile-first design is complemented by a new tag taxonomy and powerful on-site search tool to help visitors be seamlessly connected to the stories, activities and imagery that will inspire them to visit, stay longer and spend more here in North Carolina. These more personalized experiences are designed to inspire travelers and quickly connect interested leads to our partners. We are piloting new partner programs in 2025 with our sights set on further expanding our web offerings on VisitNC.com for 2026. You can stay

updated on program changes by visiting Partners. VisitNC.com/Co-Op.

Email: Since last year, we have transformed our email capabilities through the Salesforce Marketing Cloud platform. Our new first-party data-driven strategy allows us to utilize powerful personalization through dynamic content and segmentation alongside other opportunities such as A/B testing to help optimize engagement. Alongside these enhancements to our current programs, for FY2025/26 we are pleased to offer placements in two net-new consumer email programs fueled by unique travel interests.

PROGRAM STRUCTURE & MARKETING FUNNEL

NAVIGATING THE BROCHURE

For FY2025/26, we are following the simplified layout we introduced last year. Tactics sit under two broad categories with explanations of how each can help you strategically meet your goals.

Program Planning

These tactics are designed to maximize the success of your efforts. Whether it be data and research to create a strategy for your audience, productions to bolster your library of assets, or marketing consulting to sharpen your skills and create efficient workflows, we have a slew of tactics to support you.

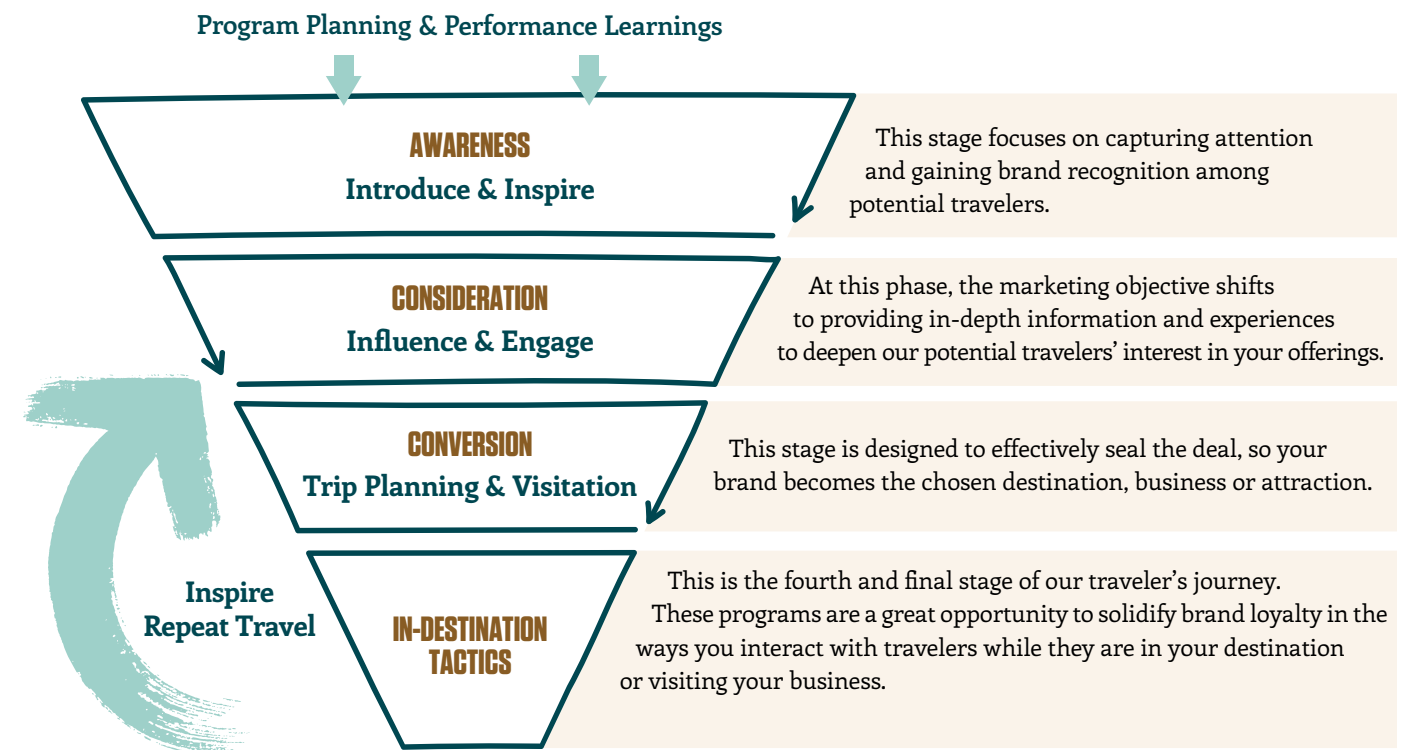
Consumer Audience Facing

Intended to generate awareness, deepen consideration or convert audiences to travel, these tactics can include cable TV buys, programmatic native and display, or placements on Visit NC's social, email and web channels, to name a few.

HOW THE FUNNEL WORKS

Most of us are familiar with the concept of the marketing funnel - the framework that defines the journey prospective travelers go through when deciding their next destination. Along the way, there are multiple touch points to reach and engage future travelers. And while travel planning and decision-

making are not always linear, it's a great tool for understanding and optimizing our future visitors' experience. Our program offerings reflect marketing tactics found in the three primary stages of the funnel: generating awareness, deepening consideration, and ultimately converting audiences into active travelers.





PROGRAM PLANNING

MARKETING CONSULTING SERVICES

Social Media Audit

The Social Media Audit evaluates your organization’s social media platforms to provide a cohesive understanding of what’s working and what’s not on the continually evolving and ever-important content channels. The audit includes suggestions on imagery, content, copy, community management and more, allowing you to learn best social practices, understand relevant measurements and uncover new opportunities for your channels.

PARTNER BENEFITS

Use recommendations provided for your own social channels, apply engagement and performance tactics, and learn how to improve social channels moving forward.

PRICE

\$1,500

INVENTORY

Two (2) partner spots per fiscal year

PRODUCTION PROGRAMS

Content Shoot

Our team will travel to your destination to gather both photography and vertical video assets ranging from 10 to 30 seconds for you to use on your social channels, websites, advertisements and more.

PARTNER BENEFITS

Receive high-quality assets and learn tips on how to capture content.

PRICE

- 10 retouched photos and three (3) video clips: \$1,000
- 15 retouched photos and five (5) video clips: \$1,500
- 20 retouched photos and seven (7) video clips: \$2,000

Additional photos available upon request for quoted price. Partners are also responsible for lodging, dining and activity expenses and will be invoiced following the shoot for these expenses, if incurred.

INVENTORY

10 partner spots, with three (3) being reserved for Tier 1

Video Production

This production program, from preproduction to final delivery of video file(s), covers script writing; a 1-, 1.5-, or 2-day shoot; post-production; voice-over; and music licensing. This program also provides you with a one- to two-minute promotional video that can be used for all marketing purposes.

Looking to make the most out of the footage captured with this program? Upon request, 30- or 15-second spots can be produced from the same footage for an additional fee.

PARTNER BENEFITS

Take the hassle out of finding a production company and rely on the luquire Content Studio. We've been handling video production for Visit NC for more than a decade, from broadcast advertising to social media content creation.

PRICE

- 1-day shoot: \$12,000
- 1.5-day shoot: \$16,000
- 2-day shoot: \$20,000

Number of days necessary will be determined once you and the production team have met to discuss goals.

Footage Selects Reel (B-roll) package can be purchased for \$1,000. Partners are also responsible for lodging, dining and activity expenses and will be invoiced following the shoot for these expenses, if incurred.

INVENTORY

Five (5) partners per fiscal year



RESEARCH PROGRAMS



Zartico Visitor Insights

The annual cost of this program is based on the NC Department of Commerce County Distress Rankings:

Tier 1 – \$5,000 | Tier 2 – \$5,500 | Tier 3 – \$6,000

Visit NC has partnered with Zartico Insights to combine all of North Carolina’s visitor and resident data into one Destination Operating System. As a result, we now have insights into North Carolina’s visitor economy, which has given us the intelligence we need to better connect with our visitors and fellow North Carolina residents. Our mutual goal is to improve the experience of visiting and living in our beautiful state.

Most counties¹ and each region² throughout North Carolina will be able to take advantage of the system and insights on a monthly basis. The following visitor reports will be sent to you monthly to help your teams better understand opportunities and craft a narrative over the best possible North Carolina experience.

Zartico Visitor Insights will be provided as follows:

1. Key Visitor Insights Compared to State Averages

Using device counts for your county¹/region² and the state by month, you will see how your destination compares to average visitor spend statewide.

2. County¹ and Regional² Visitation by Origin Market

Visitation and spend data are reported monthly and sorted by top origin markets with year-over-year comparisons. This data will help you answer questions such as:

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

3. Visitor Spending by Category

Data showing the segmentation of spending by visitors to the county¹/region² will help you answer questions such as:

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

4. Events Insights Analysis

You will be allowed up to four (4) qualifying³ event reports per contract year. Information provided will include origin markets for duration of events, spending trends in the market for duration of events, visitation share compared to previous four (4) weeks and more.

You will be invited to participate in regular webinars focusing on best practices for putting your Zartico data into action, including:

- Overview of what is included in your monthly report data
- Data literacy best practices
- Examples of how destinations are leveraging their data

If you are interested in an à la carte option for Event Insights Analysis, see next page for more information. 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, or **Ashton English**, ashton.english@visitnc.com.

3. Qualifying events are dependent on sample size, location and duration.

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

2. Regional reports will be offered at the Visit NC Marketing Region level.

RESEARCH PROGRAMS (CONTINUED)

**NEW** Zartico Event Insights Analysis**\$1,000 per partner, per event**

Using Zartico's platform, Visit NC will provide you with an Event Insights Analysis for a festival or special event weekend (you do not have to be an existing Zartico co-op participant). Most counties will be able to take advantage of the analysis if an adequate sample size can be collected. Contact us for specific qualifications or to check the sample size for your event. Information provided will include:

- **Origin markets for the duration of events and spending trends in the market for the duration of events**
- **Visitation share compared to the previous four (4) weeks**

If you have questions or would like to participate in the Event Insights Analysis co-op, please reach out to **Marlise Taylor**, marlise.taylor@visitnc.com, or **Ashton English**, ashton.english@visitnc.com.

Enhanced Zartico Event Dynamic Visualization**\$4,000 per partner**

Available for up to 10 partners (you do not have to be an existing Zartico partner). Using Zartico's platform, Visit NC will provide a dynamic visualization of an event, busy weekend or spring break. The type of visualization depends on what question you are trying to answer. See below for examples:

- **Starburst:** Shows cross-visitation. For example, for visitors we saw at an event venue, where else did they go?
- **Dispersion:** Shows a heat map of where devices were concentrated.
- **Time-Lapse:** Shows visitor movement. For example, for visitors who were observed on the Blue Ridge Parkway, how did they move throughout the destination?
- **Source Markets:** Shows origin markets in map format.

If you have questions or would like to participate in the Event Dynamic Visualization co-op, please reach out to **Marlise Taylor**, marlise.taylor@visitnc.com, or **Ashton English**, ashton.english@visitnc.com.

**NEW** MMGY Eureka! Platform License Annual Subscription**\$6,000 per partner or \$5,000 for Visit NC conference attendees**

Attendees of the Visit NC Tourism Conference qualify for a \$1,000 discount on an annual Explorer-level subscription to MMGY's brand-new Eureka! online research library, featuring more than 40 of its syndicated research studies examining the travel and tourism industry. The cost of this discounted subscription is \$5,000 for Visit NC conference attendees (standard price is \$6,000), and subscribers will receive access to Eureka! for a 12-month subscription. This limited-time offer expires June 30, 2025.

In the fast-paced world of travel and tourism, where trends shift like sands and traveler preferences evolve overnight, understanding your audience is more than a challenge — it's a journey. Eureka!, powered by MMGY Travel Intelligence, is your solution for turning data into discovery, a one-stop intelligence hub built for those ready to go beyond the surface and unlock the core of what drives today's travelers. Aided by an innovative, AI-powered research assistant, Eureka! allows industry leaders to delve deep into the mind of the traveling consumer to discover powerful Eureka! moments that can help supercharge your strategic marketing plans.

Interested partners may reach out to the **MMGY team**, subscriptions@mmgyintel.com and mention promotional code VISITNC PARTNERS.

RESEARCH PROGRAMS (CONTINUED)


NEW Datafy: Analytics Dashboard & Website Attribution

Package is available through Visit NC's co-op program at annual discounted rates starting at **\$13,950**. Annual subscription pricing is based on the population of your destination. Visit NC has partnered with Datafy to bring your destination big data insights including geolocation, streamlined analytics and demographic data plus a dynamic, all-in-one, streamlined analytics dashboard. Datafy will work as an extension of your team to turn big data into insights to help tell your story and showcase the measurable value of your work. All Datafy subscribers will also receive a Website Pixel to see how online engagement translates into real-world visits.

Datafy's Dynamic Analytics Dashboard

Datafy provides quality data analytics customized to your community's needs in your all-in-one dashboard.

Analytics dashboards include:

- Geolocation data for unlimited, custom points of interest
- Dynamic, customizable filtering capabilities
- Credit card spending data
- Demographic data
- Transportation data
- Ability to visualize your lodging data
- A dedicated customer experience representative to strategize with as an extension of staff, support with training and help with setting up reports

Analytics dashboards insights include:

- Type of visitors: Local vs. visitor, in-state vs. out-of-state
- Values by estimated visitor volumes or percent share
- Points of interest visited: Regions, hotels and attractions

- Origin markets: By state, DMA, MSA, county, city, ZIP code
- Trip types by day: 1 day, 2 days, 3 days, 4 days, 5 days, 6+ days
- One-time vs. repeat visitors: By any date range and by POI
- Estimated spending: By origin market, date range and category

Included Enhancement: Custom Reporting Tool

Work with your customer experience representative to tailor reports to your DMO's specific needs, including selecting your data sets, filters, POIs included, visuals, colors and more. All custom reports are exportable and saved in our dashboard for easy reference and use.

Included Enhancement: Datafy Website Attribution

Pixeling your website provides deep insights about website visitors who showed up in-market, including estimated impact.

Website attribution insights include:

- Top origin markets
- Targeted in-market spending insights
- Demographics
- Trip length
- Top points of interest
- Top-performing channels

If you have questions or would like to participate in Datafy's program, please reach out to **Marlise Taylor**, marlise.taylor@visitnc.com.

Syndicated Resident Sentiment, Omnitrak Group Inc.

Visit NC DMO partners can purchase, in PDF format, a Resident Sentiment report specific to their market area for **\$3,500**. Residents have emerged as key destination stakeholders who are conscious of tourism's impact on their community. As a result, it has become vital to understand how residents view tourism in their area, including insights into residents' perceptions of the industry's positive and negative impacts.

These insights allow destinations to develop actionable strategies for strengthening resident sentiment and get ahead of any underlying community concerns before they manifest into potential "defund tourism" efforts.

Omnitrak's Syndicated National Resident Sentiment research program is the largest ongoing study of U.S. households, with an annual sample of 144,000+ respondents, measuring how residents view travel and tourism in their area.

This Visit NC co-op not only provides DMOs with knowledge about residents' overall feelings toward travel and tourism in their area, but also delivers insight into how residents feel about tourism promotion and

what impacts they view tourism has on their local community, such as:

- Generating local tax revenue, jobs and employment opportunities
- Enhancing living standards
- Creating lifestyle opportunities
- Supporting infrastructure, new venues and schools

Note: Not all areas within North Carolina will have sufficient resident sample to produce a report. Please inquire with Visit NC about sample feasibility for your area.

If you have questions or would like to participate in the Syndicated Resident Sentiment program, please reach out to **Marlise Taylor**, marlise.taylor@visitnc.com, or **Ashton English**, ashton.english@visitnc.com.

RESEARCH PROGRAMS (CONTINUED)



Key Data: Vacation Rental Data

Key Data’s dashboard is available through Visit NC’s co-op program at annual rates starting at \$4,500 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.

- Where are our fastest-growing feeder markets for peak season?
- How are we looking compared to competitive destinations?

Key Data’s DMO dashboard answers these questions with up-to-date transactional data that presents your destination’s metrics visually with easy-to-grasp dashboard views of more than 30 KPIs, including ADR, nights sold/nights available, length of stay, booking window and more.

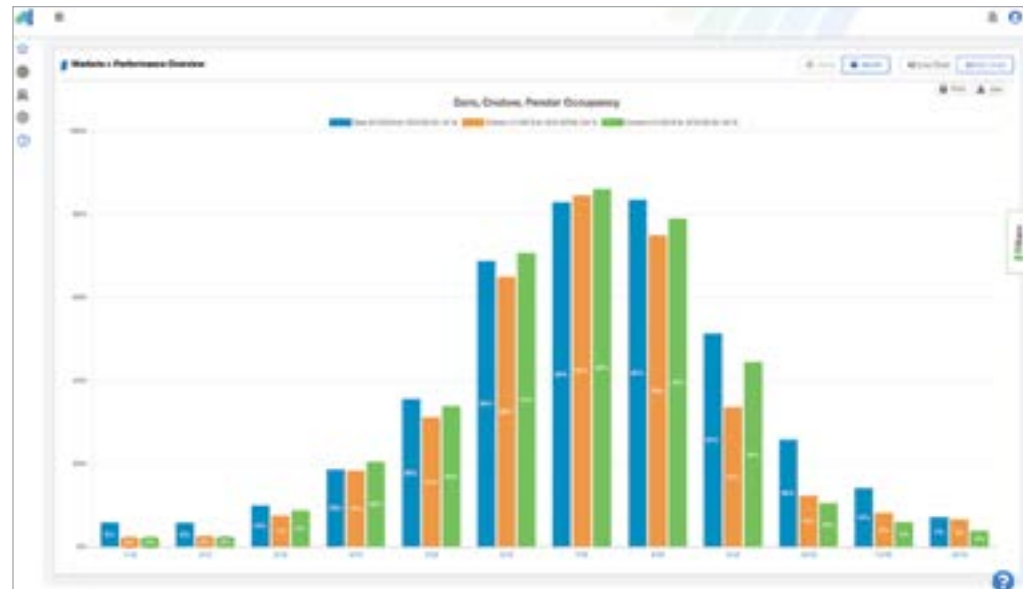
Key Data also provides a DMO marketing platform for tracking visitation patterns by mapping visitors who stay overnight in your destination back to their home addresses. This allows DMOs to advertise to the most frequent and highest-paying visitors.

If you have questions or would like to participate in the Key Data program, please reach out to **Alyssa Stroker**, alyssa.stroker@keydatadashboard.com.

Visit NC is partnering with Key Data, the industry leader for lodging data (both vacation rental and hotel) in your market and surrounding markets. They’ve created the industry’s first comprehensive accommodations picture in an interactive, real-time DMO dashboard. Through direct integrations with vacation rental and hotel reservation systems, Key Data provides DMO partners with a robust online platform that makes visualizing your destination’s data easier.

Key Data can help you answer questions such as:

- How is 2025 pacing in overall bookings?
- Are we on track to exceed last summer’s occupancy and ADR?
- Which of my areas are performing the best, and which need some attention?



NEW Brand & Image Cooperative Research: SMARInsights

Available to eight (8) partners per fiscal year at \$8,000 per partner.

To achieve this, at least 400 interviews will be conducted with respondents who are at least somewhat familiar with the participating destination. While a portion of the sample will be surveys from national sample vendors, each destination will supply a database of those who request information.

Cooperative research enables local destinations to buy into a project that will provide primary research specific to their community, a process that can be very expensive otherwise. Brand and image research will enable individual North Carolina communities to understand their current competitive position, consumer perception and visitor profile.

If you have questions or would like to participate in the brand and image cooperative research, please reach out to **Marlise Taylor**, marlise.taylor@visitnc.com.

Most relevant for future promotion will be the driver analysis, which will determine the strengths of each community that should be promoted to increase interest in visiting.

Sampling	Markets	Timing
Dependent on the number of partners, but a minimum of 400 respondents who are at least somewhat familiar with each destination.	After finalizing the co-op partners, there will be an agreement on the target markets for paid sample interviews. The 2023 North Carolina tourism research co-op included respondents throughout the mid-Atlantic, South and Midwest as well as in-state residents.	Data collection in June 2025, with reports available six (6) weeks after the start of data collection.

INDUSTRY RELATIONS



Retire NC

Available with an annual fee of \$3,000 per partner with a five (5)-year commitment.

Emphasizing North Carolina’s assets that make it a top retirement destination, Visit NC’s Retire NC program works to bring potential retirees to the state by promoting RetireNC.com and the North Carolina Certified Retirement Communities program. 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 Communities Program

In July 2008, the legislature passed SB 1627, which created the North Carolina Certified Retirement Communities program to be administered by the North Carolina Department of Commerce. In July 2018, the General Assembly made revisions to enhance and continue the program to promote North Carolina as a preferred retirement destination and encourage 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. Some of the criteria communities must meet to apply include:

- Be an incorporated town, city, municipality or county
- Be within 50 miles of a 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
- Complete an application and submit it by Jan. 31 and July 31 of each calendar year

If you would like more information about Retire NC, please reach out to **André Nabors**, andre.nabors@visitnc.com.



Outdoor NC

North Carolina is a beautiful state, featuring stunning landscapes that range from 6,000-foot peaks in the west to 100-foot sand dunes on the coast. It’s no surprise that millions of people visit our state every year. To help communities mitigate the impact of all that attention, Visit NC launched destination stewardship programming under the Outdoor NC brand. This initiative aims to balance the quality of experiences for visitors with the well-being of residents while conserving our natural and cultural resources.

The Outdoor NC stewardship program offers participants ready-to-use resources to raise awareness, activate projects and celebrate positive outcomes. This initiative began in 2020 when Visit NC, in collaboration with the NC Outdoor Recreation Industry Office and Leave No Trace, partnered to ensure our precious outdoor resources thrive for the millions who visit these spaces each year. Our outdoor areas attract visitors from around the globe, and 63% of residents who enjoy outdoor activities do so within 10 miles of their homes. Caring for our outdoor resources is vital for all forms of economic development.

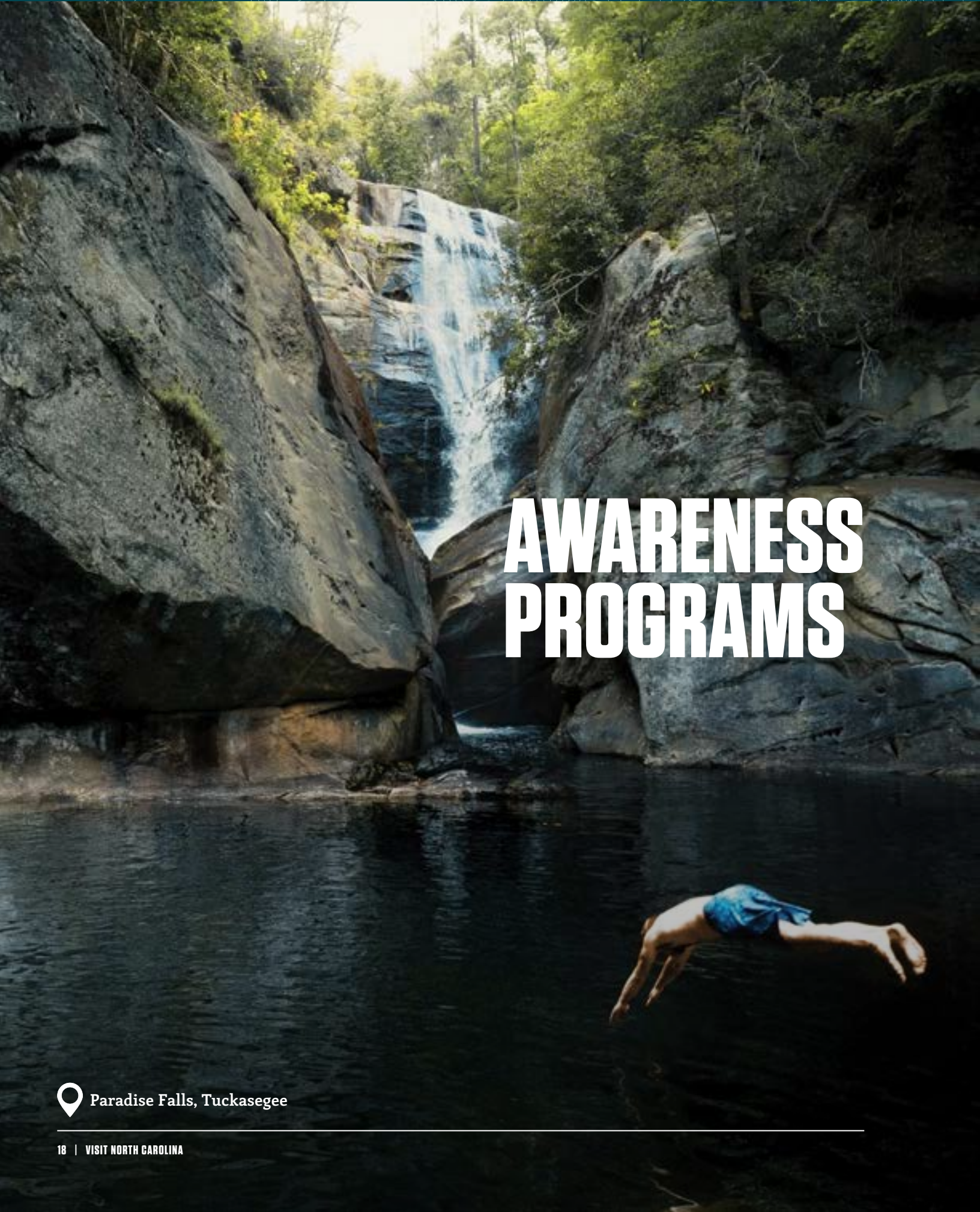
The initiative has since grown to consist of four (4) partner programs:

- **Outdoor NC Partner Alliance**
- **Outdoor NC Accessible Outdoors**
- **Outdoor NC Trail Town Designation**
- **Outdoor NC Guide Summit**

By becoming a partner of the Outdoor NC Alliance you are eligible for the programs mentioned above and a wide variety of marketing opportunities. Additionally, there is a collection of marketing and educational resources designed to support your efforts. The online toolkit is regularly updated with new materials. Notifications about these updates are included in the quarterly partner e-newsletter and can also be found on the toolkit’s homepage.

If you would like to learn more about any of the Outdoor NC programs or want to join the movement and become a member of the Partner Alliance, please reach out to **Amanda Baker**, amanda.baker@visitnc.com.





AWARENESS PROGRAMS

 Paradise Falls, Tuckasegee

SOCIAL PROGRAMS

Social Media Spotlight

After working with you to determine content to feature, our team will travel to a maximum of five (5) locations to gather content for social media use and feature your destination across Visit NC’s Instagram, Instagram Stories, Facebook and a choice between Twitter (X) and Threads within a month of the trip being completed. You may opt in for the Joint Posting program at no extra cost, so posts may live on both your Instagram feed and Visit NC’s. New this year, you may also opt in to have a destination-forward TikTok (created by Visit NC) live at the top of a designated playlist for 30 days, using assets captured by our team.

PARTNER BENEFITS

You will receive social-quality pictures, a robust presence on Visit NC’s social media channels of 567,000+ followers and a recap report. Spotlights earned an average of over 41,000 impressions and 1,000 engagements across channels in 2024.

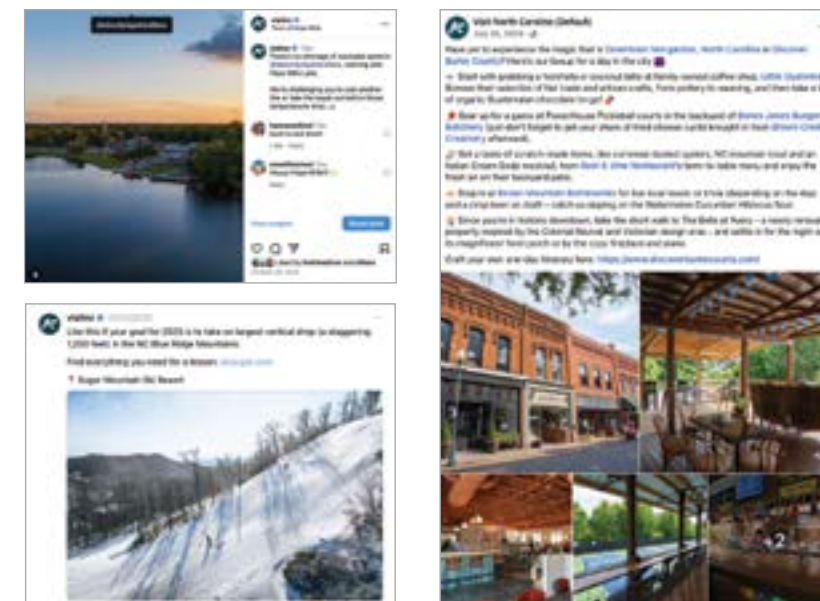
PRICE

\$3,000

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

INVENTORY

One (1) partner spot per month



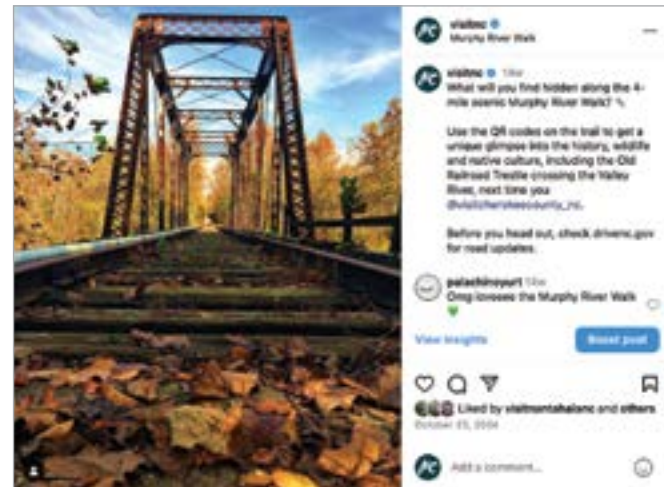
SOCIAL PROGRAMS (CONTINUED)

Instagram UGC Promotion

Visit NC’s social media team will utilize user-generated content (UGC) featuring your destination to create one (1) organic feed post during the month your program runs. The social team will search for UGC among the four (4) locations you provide and select the final image to be featured on Instagram. The program includes community management by the Visit NC team on the posts, including responding to any destination-specific questions and comments on your behalf. You may also opt in for the Joint Posting program at no extra cost so that posts may live on both your Instagram feed and Visit NC’s.

PARTNER BENEFITS

This program provides your destination with permanent real estate on Visit NC’s feed, which has a highly engaged Instagram audience of over 204,000 followers. During 2024, UGC promotions earned a higher average engagement rate (7.72%) than Instagram posts overall (7.36%).



PRICE

\$1,000

INVENTORY

One (1) partner spot per month (12 spots total per fiscal year)

Joint Posting Opportunities

This added-value program allows you to opt in to have your posts live on both your Instagram feed and Visit NC’s. When you purchase a social media spotlight or Instagram UGC promotion program, you have the option to take advantage of joint posts. If you purchase both a social spotlight program AND an Instagram UGC promotion, you will receive one (1) free joint post at the Visit NC social team’s discretion.

PARTNER BENEFITS

Joint posts amplify engagement with the content posted, as followers from both users’ platforms will have the post on their feed. Posting instructions for you to opt in to the joint post will be sent along with sign-up confirmation.

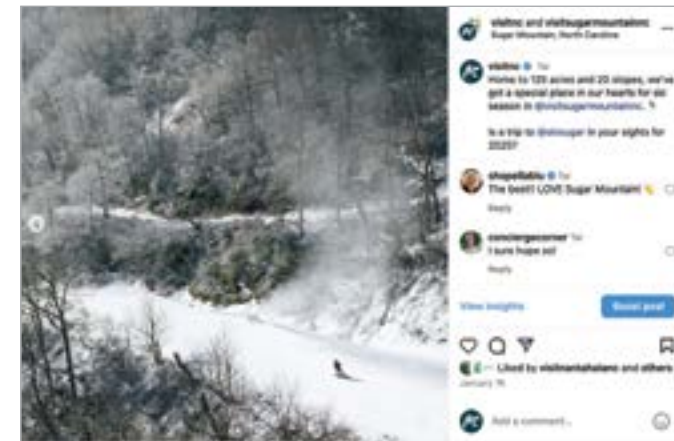
PRICE

Free

INVENTORY

Available to all partners participating in either:

- Social Media Spotlight
- Instagram UGC promotion



E-NEWS PROGRAMS

Welcome Journey Featured Content

As new individuals sign up for Visit NC’s e-news, they begin to receive a series of emails from Visit NC called the Welcome Journey. The Welcome Journey builds the profiles of individuals in our database by asking questions to understand their personal preferences and interests. With this program, you will have your destination’s content featured as the itinerary recommendation that is served based on consumer preferences, aligning with specific interest categories.

PARTNER BENEFITS

By associating with an interest category, you are guaranteed to get in front of an engaged audience seeking what you have to offer, allowing you to build awareness.

PRICE

\$500

INVENTORY

Limit one (1) per partner per quarter, for the following interest categories:

- Mountains
- Coast
- City
- Small Towns

Thank You Email Sponsorships

Those who order a North Carolina Travel Guide or sign up for a Visit NC e-newsletter on VisitNC.com will receive an auto-trigger thank you email as the beginning of our Welcome Journey. This sponsorship opportunity allows you to place an ad in this thank you email, generating brand awareness alongside Visit NC content and messaging.

PARTNER BENEFITS

The thank you email sponsorship ensures your ad is served to an already-engaged audience, and it includes a click-through URL so subscribers can learn more about your destination.

PRICE

\$500

INVENTORY

Four (4) partner spots per fiscal year (one [1] per quarter)

NEW Eat & Drink E-News

This e-news program invites you to be highlighted in the body of the Visit NC Eat & Drink newsletter, a biannual interest-specific email program that is sent to a segment of Travel Insider subscribers comprised of over 13,000 engaged consumers.

PARTNER BENEFITS

Highlight your compelling culinary or dining experiences with an audience that has indicated specific interest in Eat & Drink. A downstream link will promote visitation to your website.

PRICE

\$350

INVENTORY

Two (2) partner spots in fall and spring (four [4] spots total per fiscal year)

NEW First in Fright Featured Content

This e-news program invites you to be included in the body of the Visit NC First in Fright e-newsletter, which is part of our year-round haunted tourism initiative. This unique email segment is composed of over 10,000 dedicated consumer leads looking to connect with local lore and one-of-a-kind spooky experiences.

PARTNER BENEFITS

This program allows you to share your destination’s unique stories or relevant seasonal activities with an audience that has indicated a specific interest in haunted tourism.

PRICE

\$350

INVENTORY

Two (2) partner spots per fall e-newsletter (four [4] spots total per fiscal year)

MULTICHANNEL PROGRAMS

Featured Content Sponsorship

Sponsor a portion of content specific to your destination within a seasonal or thematic Story on VisitNC.com. In addition, your featured content will be promoted organically on Visit NC’s Instagram account in a two-slide Instagram Story that includes a link to your featured content during the season in which the Story is published, as well as an SEO-based article pin on Visit NC’s Pinterest.

PARTNER BENEFITS

These Stories have historically performed well and are handpicked by the Visit NC content team as highly engaging opportunities. Partners also benefit from added-value placement in the Visit NC e-newsletter (165,000+ subscribers).



PRICE
\$1,200

INVENTORY
Five (5) spots per fiscal year with two (2) spots reserved for Tier 1 partners



Fall 2025	Winter 2025/26	Spring 2026	Summer 2026
Grape Stomps & Harvest Festivals	Inclusion in one of the Gift Guides: <ul style="list-style-type: none"> Adventure Seeker Artful Adventurer Outdoor Explorer Romantic Wanderer Taste Enthusiasts 	Fabulous Spots for Fresh-Air Family Fun Showstopping Sips & Marvelous Cocktails	Dog-Friendly Hotels

DIGITAL PROGRAMS

NEW AARP Digital Program



To reach our Retire NC audience, AARP.org provides geotargeting to key out-of-market DMAs and behavioral interests likely to resonate with travel-enthusiast AARP members. AARP is a top destination for the 50+ audience.

This program includes a run-of-site display across desktop and mobile with geo- and interest targeting. By engaging with AARP through the Visit NC partner program, you can achieve a 27% discounted CPM compared to the standard rate.

Investment Options	Flight & Targeting Options	Available Channels & Media Rates	Required Assets
\$5,000 Per partner Per month	Campaign includes: <ul style="list-style-type: none"> Out-of-state travelers targeting (geo: FL, GA, NJ, NY, OH, PA, SC, TN, VA and Washington, DC) Food & Culture interest targeting 	Display: <ul style="list-style-type: none"> \$12 CPM 	Display <ul style="list-style-type: none"> 300 x 600 300 x 250
\$10,000 Per partner Per month	Campaign includes: <ul style="list-style-type: none"> Out-of-state travelers targeting (geo: FL, GA, NJ, NY, OH, PA, SC, TN, VA and Washington, DC) Food & Culture interest targeting 	Display <ul style="list-style-type: none"> \$12 CPM 	Display <ul style="list-style-type: none"> 300 x 600 300 x 250

NEW HypeAuditor's Creator Curation Service



HypeAuditor's Creator Curation Service is available to five (5) partners per fiscal year at \$1,500 per partner.

2. Curated List: Receive a curated list from luquire and Visit NC of 10 creators perfectly aligned with your brand and goals.

HypeAuditor is an AI-powered influencer discovery platform designed to help brands identify high-quality influencers and content creators that align with their target audience. The Creator Curation service streamlines this process by ensuring you connect with the right creators. Visit NC and luquire will guide you through the process and provide a curated list of creators. You will handle all influencer outreach and activation from there on. Here is how the process works:

3. Detailed Deck: Receive a comprehensive presentation featuring the selected creators, including content ideas and activation suggestions.

1. Partner Input: Complete a creator intake form outlining your wish list and specific needs.

Delivery Options: Choose the method that works best.

- Option A:** A guided walk-through of the deck with highlights of the creators and activation opportunities.
- Option B:** A detailed deck sent via email, paired with an influencer outreach template.

With Creator Curation, we aim to empower you to build meaningful collaborations and drive success in your campaigns.

DIGITAL PROGRAMS (CONTINUED)



AccuWeather

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

Options include:

- Ability to use weather as a trigger for travel inspiration and motivation (cold/inclement weather, Golf index, Beach index, Outdoor Activity index), as well as an option without the trigger
- Multiple pricing tiers and product availability: display, pre-roll video, custom high-impact unit
- Customizable audience third-party targeting options: food & culture, outdoor adventure, or sports enthusiasts
- Complete and detailed reporting of key performance indicators
- \$10,000 campaign minimums; added-value production with custom high-impact hero unit

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

This program continues to offer three (3) unique packages for you 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 plus high-impact creative, allow for flexibility in addressing various goals, budget levels and asset availability. Additionally, you can tailor your geo and audience selections with an additional opportunity to target against inclement weather conditions or activity indexes.

Investment Options	Flight & Targeting Options	Available Channels & Media Rates	Required Assets
<p>\$2,500</p> <p>Per Partner</p> <p>Per Month</p> <p>Per Audience</p>	<p>You will customize their campaign based on the following selects:</p> <ul style="list-style-type: none"> • One (1) month between July 2025 and June 2026 • Targeting options (choose any combination, minimum of five [5] states or five [5] DMAs): <ol style="list-style-type: none"> 1) Broad in-state in-market travelers (geo: NC) 2) Broad out-of-state in-market travelers (geo: FL, GA, NJ, NY, OH, PA, SC, TN, VA, Washington, DC) 3) In-state OR out-of-state markets specific to one (1) of the following interests: Food and Culture, Outdoor Adventure, Sports Enthusiasts 4) One (1) optional weather trigger: inclement weather (e.g., local conditions are “cold”) OR activity index (e.g., local conditions are ideal for “golf”) 	<p>\$2,500 investment tier is reserved for display only:</p> <p>Display</p> <ul style="list-style-type: none"> • No weather trigger: \$8.25-\$9.75 CPM • With weather trigger: \$8.75-\$10.25 CPM 	<p>Display</p> <ul style="list-style-type: none"> • 300 x 250, 320 x 50, 728 x 90 <p>Click-through URL</p>
<p>\$5,000</p> <p>Per Partner</p> <p>Per Month</p> <p>Per Audience</p>	<p>You will customize their campaign based on the following selects:</p> <ul style="list-style-type: none"> • One (1) month between July 2025 and June 2026 • Targeting options (choose any combination, minimum of five [5] states or five [5] DMAs): <ol style="list-style-type: none"> 1) Broad in-state in-market travelers (geo: NC) 2) Broad out-of-state in-market travelers (geo: FL, GA, NJ, NY, OH, PA, SC, TN, VA, Washington, DC) 3) In-state OR out-of-state markets specific to one (1) of the following interests: Food and Culture, Outdoor Adventure, Sports Enthusiasts 4) One (1) optional weather trigger: inclement weather (e.g., local conditions are “cold”) OR activity index (e.g., local conditions are ideal for “golf”) 	<p>\$5,000 investment tier includes display (cross-platform) and video (cross-platform):</p> <p>Display</p> <ul style="list-style-type: none"> • No weather trigger: \$7.5-\$9.75 CPM • With weather trigger: \$7.5-\$10.25 CPM 	<p>Display</p> <ul style="list-style-type: none"> • 300 x 250, 320 x 50, 728 x 90 <p>Click-through URL</p>
<p>\$10,000</p> <p>Per Partner</p> <p>Per Month</p> <p>Per Audience</p>	<p>You will customize their campaign based on the following selects:</p> <ul style="list-style-type: none"> • One (1) month between July 2025 and June 2026 • Targeting options (choose any combination, minimum of five [5] states or five [5] DMAs): <ol style="list-style-type: none"> 1) Broad in-state in-market travelers (geo: NC) 2) Broad out-of-state in-market travelers (geo: FL, GA, NJ, NY, OH, PA, SC, TN, VA, Washington, DC) 3) In-state OR out-of-state markets specific to one (1) of the following interests: Food and Culture, Outdoor Adventure, Sports Enthusiasts 4) One (1) optional weather trigger: inclement weather (e.g., local conditions are “cold”) OR activity index (e.g., local conditions are ideal for “golf”) 	<p>\$10,000 investment tier includes display (cross-platform) and high-impact unit:</p> <p>Display</p> <ul style="list-style-type: none"> • No weather trigger: \$8.75-\$10.25 CPM • With weather trigger: \$8.75-\$10.25 CPM <p>Custom High-Impact Unit</p> <ul style="list-style-type: none"> • No weather trigger: \$15 CPM • With weather trigger: \$15 CPM 	<p>Display</p> <ul style="list-style-type: none"> • 300 x 250, 320 x 50, 728 x 90 <p>Custom High-Impact Unit</p> <ul style="list-style-type: none"> • AccuWeather to build • Partner to provide logo, imagery, copy, fonts, brand guidelines, standard display PSDs (directional) <p>Click-through URL</p>

DIGITAL PROGRAMS (CONTINUED)



Garden & Gun Digital Program

The Garden & Gun digital program is available at investment tiers of \$2,500, \$5,000 or \$10,000 per two-month flight.

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

Garden & Gun is the only brand that moves from the sporting life to lush land and gardens, from architectural pursuits to adventurous travel and from food and drink to visual splendor. At its heart, G&G is about the richness of the South, and how a deep appreciation for its character can enhance life both within the region and beyond. GardenandGun.com is a direct route to reach those looking for the charm of the South. Whether visitors are searching for great travel destinations, events or other possibilities, Garden & Gun hosts it all.

Additionally, display units will be served across the site with the opportunity to hold a homepage takeover for one (1) week, leveraging exclusive positioning at 100% share of voice. By partnering with G&G through the Visit NC program, you will:

- Receive priority with dates and special partner pricing
- Individualized reporting delivered at campaign end, including impressions, clicks and CTR – 40% rate savings

10 partner maximum in total per flight; inquire about homepage takeover available dates.



Investment Options	Flight & Targeting Options	Available Channels & Media Rates	Required Assets
<p>\$2,500</p> <p>Per Partner</p>	<p>Flighting options: September-October 31, 2025 OR March 1-April 30, 2026</p> <p>Targeting GardenandGun.com site visitors cross-channel: • Food & Drink • Home & Garden • Arts & Culture • Travel, Music, Sporting</p>	<p>Display</p> <ul style="list-style-type: none"> • 227,500 guaranteed impressions • \$10.99 CPM 	<p>Display</p> <ul style="list-style-type: none"> • 300 x 250, 320 x 50, 728 x 90, 970 x 250, 300 x 600 <p>Click-through URL</p>
<p>\$5,000</p> <p>Per Partner</p>	<p>Flighting options: September-October 31, 2025 OR March 1-April 30, 2026</p> <p>Targeting GardenandGun.com site visitors cross-channel: • Food & Drink • Home & Garden • Arts & Culture • Travel, Music, Sporting</p>	<p>Display</p> <ul style="list-style-type: none"> • 550,500 guaranteed impressions • \$9.00 CPM 	<p>Display</p> <ul style="list-style-type: none"> • 300 x 250, 320 x 50, 728 x 90, 970 x 250, 300 x 600 <p>Click-through URL</p>
<p>\$10,000</p> <p>Per Partner</p>	<p>Flighting options: September-October 31, 2025 OR March 1-April 30, 2026</p> <p>Targeting GardenandGun.com site visitors cross-channel: • Food & Drink • Home & Garden • Arts & Culture • Travel, Music, Sporting</p>	<p>Display</p> <ul style="list-style-type: none"> • 910,000 guaranteed impressions • \$10.99 CPM 	<p>Display/Homepage takeover (HPTO)</p> <ul style="list-style-type: none"> • 300 x 250, 320 x 50, 728 x 90, 970 x 250, 300 x 600 <p>Click-through URL</p> <p><i>Homepage takeover at 100% share of voice: reserve one (1) week from five (5) total options within flight on a first-come, first-served basis</i></p>

DIGITAL PROGRAMS (CONTINUED)



OTT/CTV Program

The OTT/CTV program is available to partners at a minimum investment level of \$5,000.

(Paramount+, Hulu, etc.). In addition, 75% of individuals are now looking to cut costs with their video content consumption, leading to an increase in ad-supported streaming.

This program allows you to serve your video to the right person, at the right time, on the right device. The buy will reach desired viewers where they're consuming premium content across highly coveted OTT (over the top/Internet-connected devices such as Apple TV or Roku devices) and CTV (connected TV/ internet-enabled TV/smart TV). Inventory relationships are with Hulu, Peacock, SlingTV and more.

In OTT environments, in-stream video ads are played full-screen with 100% share of brand voice. These tactics strengthen ad recall, favorability and awareness.

- Awareness-building video viewership that's highly targeted, cost-efficient and measurable
- Media curated, executed and managed by Visit NC's agency media team at luquire
- Complete and detailed reporting of key performance indicators

With increasing fragmentation among TV audiences, OTT and CTV inventory expands traditional programming viewership by reaching cord-cutters and households with multiple streaming subscriptions

Investment	Flight & Targeting Options	Channels & Media Rates	Required Assets
\$5,000 Per Partner Per Month Per Audience	Customize campaign based on the following selects: • One (1) month between July 2025 and June 2026 • Targeting options (choose one [1]): 1) Broad in-state in-market travelers (geo: NC) 2) Broad out-of-state in-market travelers (geo: FL, GA, NJ, NY, OH, PA, SC, TN, VA, Washington, DC) 3) In-state OR out-of-state markets specific to one (1) of the following interests: Food & Culture, Outdoor Adventure, Sports Enthusiasts	OTT/CTV • \$35 CPM	OTT/CTV • :15 and/or :30 video
\$10,000 Per Partner Per Month Per Audience	Customize campaign based on the following selects: • One (1) month between July 2025 and June 2026 • Targeting options (choose one [1]): 1) Broad in-state in-market travelers (geo: NC) 2) Broad out-of-state in-market travelers (geo: FL, GA, NJ, NY, OH, PA, SC, TN, VA, Washington, DC) 3) In-state OR out-of-state markets specific to one (1) of the following interests: Food & Culture, Outdoor Adventure, Sports Enthusiasts	OTT/CTV • \$35 CPM	OTT/CTV • :15 and/or :30 video



Streaming & Podcast Audio – Unified Partnerships

This program is available to partners starting at two (2) different price points: \$5,000 and \$10,000.

Enjoy a specialized focus throughout each phase of the campaign:

This program allows you to leverage podcast and streaming audio with Unified Partnerships for strategic streaming campaigns. Powered by the iHeart Audience Network, this streaming audio delivery is “simplified audio advertising.” iHeartPodcasts is the #1 podcast publisher in the U.S. with more downloads than the next two publishers combined.¹ This offering will achieve one place to reach addressable audiences in premium audio inventory at scale. The iHeart Audience Network distributes brand-safe podcast and streaming inventory, advanced targeting and comprehensive measurement options.

- 1. Strategy Planning:** Alignment of objectives, targeting strategy and measurement opportunities to maximize investments
- 2. Setup and Deployment:** Campaign creation and deployment, inclusive of bid and budget implementation
- 3. Performance and Optimization:** Advanced campaign management techniques such as bid adjustments, pacing and delivery
- 4. Reporting and Insights:** Updated reporting features, available on a dashboard accessible at any time, including data analysis and aggregation to inform optimization and future recommendations

1. Podtrac, Monthly Ranker, July 2024.

Investment	Flight & Targeting Options	Channels & Media Rates	Required Assets
\$5,000 Per Partner Per Month	Customize campaign based on the following selects: • One (1) month between July 2025 and June 2026 • Targeting options (choose one [1]): 1) Broad in-state in-market travelers (geo: NC) 2) Broad out-of-state in-market travelers (geo: FL, GA, NJ, NY, OH, PA, SC, TN, VA, Washington, DC) 3) In-state OR out-of-state markets specific to one (1) of the following interests: Food & Culture, Outdoor Adventure, Sports Enthusiasts	Choose one (1) tactic per \$5,000 investment: • Standard Streaming Audio \$10 CPM - :15, :30 or :60 • Podcast Network - \$16 CPM	Assets vary based on investment and tactical selection(s): Audio :15, :30 and/or :60 MP3 audio or script Scripts :15, :30 and/or :60 scripts – no additional cost for production
\$10,000 Per Partner Per Month	Customize campaign based on the following selects: • One (1) month between July 2025 and June 2026 • Targeting options (choose one [1]): 1) Broad in-state in-market travelers (geo: NC) 2) Broad out-of-state in-market travelers (geo: FL, GA, NJ, NY, OH, PA, SC, TN, VA, Washington, DC) 3) In-state OR out-of-state markets specific to one (1) of the following interests: Food & Culture, Outdoor Adventure, Sports Enthusiasts	Choose up to two (2) tactics per \$10,000 investment: • Standard Streaming Audio \$10 CPM - :15, :30 or :60 • Podcast Network - \$16 CPM	Assets vary based on investment and tactical selection(s): Audio :15, :30 and/or :60 MP3 audio or script Scripts :15, :30 and/or :60 scripts – no additional cost for production

TRADITIONAL MEDIA PROGRAMS - PRINT



Garden & Gun

Quarter-Page Investment: \$6,000 per partner (24% savings on standard rates)
 Full-Page Investment: \$17,000 per partner (49% savings on standard rates)
 April/May 2026: Four (4) quarter page ads
 One (1) full-page partner



Southern Living

Quarter-Page Investment: \$9,500 per partner (54% savings on standard rates)
 April 2026: Four (4) quarter-page ads



Outside Magazine

Quarter-Page Investment: \$3,500 per partner (43% savings on standard rates)
 March/April 2026: Four (4) quarter-page ads



Bridal Guide

Quarter-Page Investment: \$5,000 per partner (69% savings on standard rates)
 September/October 2025: Four (4) quarter-page ads
 March/April 2026: Four (4) quarter-page ads

Local Market Combo: Large Markets

Atlanta Magazine, Philadelphia Magazine and Washingtonian

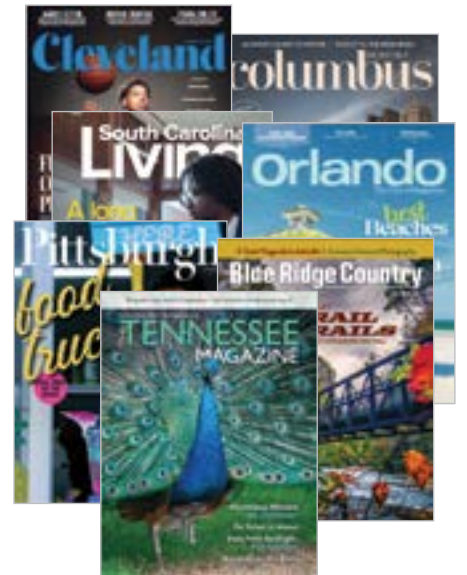
Quarter-Page Investment: \$8,000 per partner (29% savings on standard rates)
 April 2026: Four (4) quarter-page ads



Local Market Combo: Small Markets

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

Quarter-Page Investment: \$7,500 per partner (31% savings on standard rates)
 September 2025: Four (4) quarter-page ads
 April 2026: Four (4) quarter-page ads



Local Market Combo: In-State

Carolina Country and Our State

Quarter-Page Investment: \$3,500 per partner (20% savings on standard rates)
 September 2025: Four (4) quarter-page ads
 April 2026: Four (4) quarter-page ads



MATERIAL REQUIREMENTS

Full-page and quarter-page placements: You will be required to submit a print-ready ad in hi-res PDF format. Creative development is your responsibility. If you need creative support, please contact the **Partner Programs team**, vnpartnerprograms@luquire.com.

TRADITIONAL MEDIA PROGRAMS - PRINT (CONTINUED)

Publication	September '25	October '25
Garden & Gun Circulation: 400,000 Geography: National (56% in Southeast)		
Southern Living Circulation: 1,524,700 Geography: DE, FL, GA, MD, NC, NJ, NY, PA, SC, TN, VA, Washington D.C.		
Outside Magazine Circulation: 225,000 Geography: DE, FL, GA, IL, KY, MD, NJ, NY, OH, PA, SC, TN, VA, Washington D.C., WV		
Bridal Guide Circulation: 100,141 Geography: National	Brand/Co-Op Spread Four (4) Quarter-Page Ads, \$5,000 per partner	
Local Market Combo: Large Markets Atlanta Magazine, Philadelphia Magazine and Washingtonian Total Circulation: 214,921		
Local Market Combo: Small Markets Blue Ridge Country, Blue Ridge Outdoors, Cleveland Magazine, Columbus Monthly, Orlando Magazine, Pittsburgh Magazine, South Carolina Living and Tennessee Magazine Total Circulation: 1,659,000	Brand/Co-Op Spread Four (4) Quarter-Page Ads, \$7,500 per partner	
Local Market Combo: In-State Carolina Country and Our State Total Circulation: 914,687	Brand/Co-Op Spread Four (4) Quarter-Page Spots, \$3,500 per partner	

February '26	March '26	April '26	May '26	June '26
		Three-Page Section Four (4) Quarter-Page Spots, \$6,000 per partner One (1) Full-Page Spot, \$17,000 per partner		
		Brand/Co-Op Spread Four (4) Quarter-Page Spots, \$9,500 per partner		
	Brand/Co-Op Spread Four (4) Quarter-Page Ads, \$3,500 per partner			
	Brand/Co-Op Spread Four (4) Quarter-Page Ads, \$5,000 per partner			
		Brand/Co-Op Spread Four (4) Quarter-Page Spots, \$8,000 per partner		
		Brand/Co-Op Spread Four (4) Quarter-Page Spots, \$7,500 per partner		
		Brand/Co-Op Spread Four (4) Quarter-Page Spots, \$3,500 per partner		

TRADITIONAL MEDIA PROGRAMS (CONTINUED)



Local Market Television

We are making TV buying more accessible by offering three (3) different local cable TV advertising packages with our traditional/linear TV partner, Spectrum Reach. Choose from the three packages outlined below or work directly with Spectrum Reach to customize your own plan based on your budget, target geography and other needs.

Commercial lengths are 5, 10 or 30 seconds. Commercial production assistance is available through Spectrum with costs varying between \$250 and \$1,500.

The two (2) TV networks being offered are Travel Channel and Spectrum News 1, North Carolina’s only statewide local 24/7 news network.

Option	Commercial Schedule	Investment	Required Assets
Package 1	280 x 5-second commercials per month on Spectrum News 1	Monthly Investment Charlotte or Raleigh: \$3,000 Greensboro: \$2,000 Wilmington: \$1,000 Asheville or Greenville: \$500	:05 commercial Spectrum can assist with commercial production. Production cost: \$250
Package 2	200 x 10-second commercials/vignettes per month on Spectrum News 1, with your DMO/CVB as the sponsor of Wish You Were Here	Monthly Investment Charlotte or Raleigh: \$4,000 Greensboro: \$2,500 Wilmington: \$1,400 Asheville or Greenville: \$500	:10 commercial/vignette (sample available to view upon request) Spectrum can assist with commercial production. Production cost: \$450
Package 3	120 x 30-second commercials per month on both Travel Channel and Spectrum News 1; 240 commercials per month total	Monthly Investment Charlotte or Raleigh: \$8,000 Greensboro: \$5,000 Wilmington: \$2,000 Asheville or Greenville: \$500	:30 commercial Spectrum can assist with commercial production. Production cost: \$1,000 (\$1,500 if on-location shoot is needed)

PUBLIC RELATIONS PROGRAMS

Group Media Missions

Media missions are designed to let you network and share your destination’s story with top-tier travel and lifestyle media. Events planned for 2025 include:

In-State Media Mission

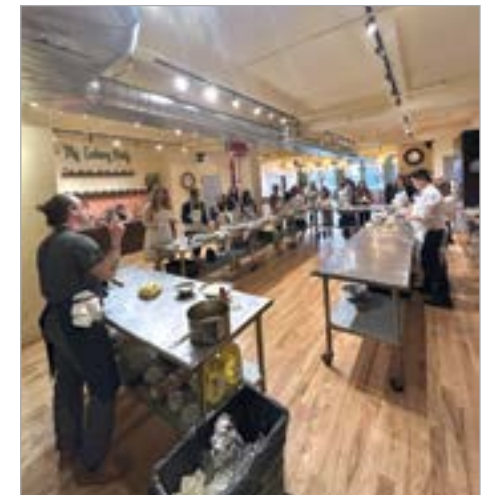
Market: Raleigh/Durham
Tentatively scheduled for September/October 2025
\$400 plus travel expenses

The event will be an interactive reception/trade show-style gathering with up to 35 destination partners and dozens of North Carolina-based 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 Media Missions

Registration is closed for the 2025 missions to Miami, Washington, DC, New York City, Chicago and Toronto. In late fall, the PR team will reach out via email to DMO directors and public relations specialists with the rundown of 2026 missions and an invitation to sign up.



For more information or to sign-up for any public relations programs, contact the **Visit NC PR Team**, media@visitnc.com.

CONSUMER TRADE SHOWS



Retire NC Trade Shows

ideal-LIVING Expos 2026

Each expo is open to five (5) partners for \$500 each.

- ideal-LIVING Expo – Parsippany, NJ January 2026
- ideal-LIVING Expo – Long Island, NY February 2026
- ideal-LIVING Expo – Greenwich, CT February 2026
- ideal-LIVING Expo – Greater Philadelphia, PA February 2026
- ideal-LIVING Expo – Greater DC Area (Tysons Corner, VA) February 2026

The yearlong Retire NC Guidebook (December 2025-December 2026) investment open for Certified Retirement Communities and Non-Certified Retirement Communities.

If you would like more information about Retire NC expos, please reach out to **André Nabors**, andre.nabors@visitnc.com.

Domestic Trade Shows

Each show is open to 10 partners for \$950 each.

TRAVEL & TRADE SHOWS

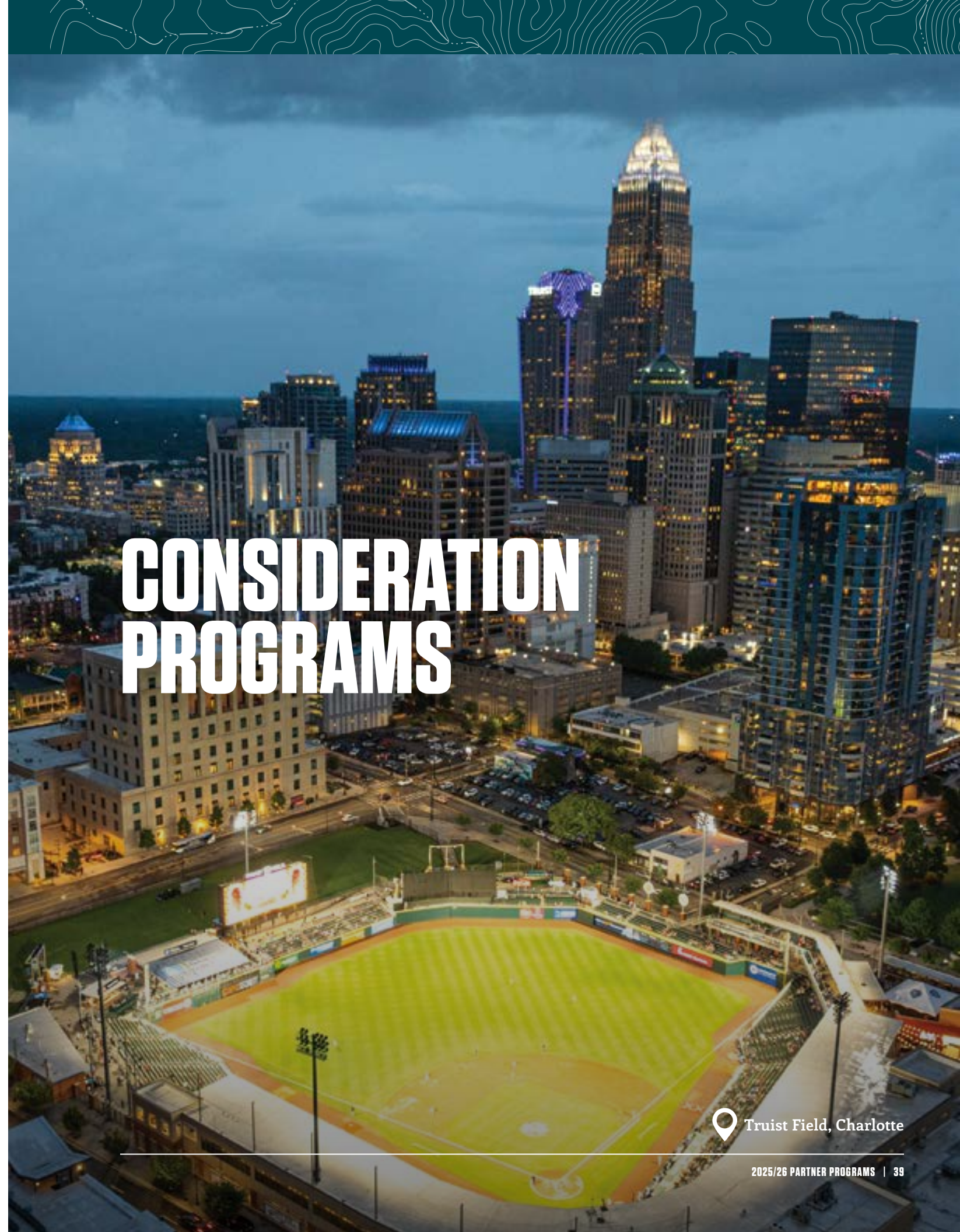
- Travel & Adventure Show – New York, NY January 25-26, 2026
- Travel & Adventure Show – Atlanta, GA Feb.28-March 1, 2026
- Travel & Adventure Show – Washington, DC March 7-8, 2026

“TRAVELS WITH DARLEY”

“Travels With Darley” is a travel show that airs on PBS. The project showcases Revolutionary War sites along with other popular and lesser-known attractions. Visit NC featured several sites and destinations in the NC Revolutionary Road Trip episode (Season 12, Episode 6) that aired February 8, 2025.

More filming opportunities are planned leading up to 2026. Costs for this are TBD.

If you would like more information about Domestic Trade Shows or “Travels With Darley,” please reach out to **André Nabors**, andre.nabors@visitnc.com.



CONSIDERATION PROGRAMS

Truist Field, Charlotte

SOCIAL PROGRAMS

Instagram Story Feature

Using your content, our social media team will develop an Instagram Story that will be featured from Visit NC’s account. Once the content is received, our team will develop your assets into a Story, adding text, captions and other fun engagement features to make it social media-friendly. Stories will go live on a date agreed upon by you and Visit NC and will last for 24 hours in the Story feed.

PARTNER BENEFITS

In the 2023/24 partner program year, Visit NC’s Instagram Story features saw an average of over 9,500 impressions and over 200 engagements per Story.



VISITNC.COM PROGRAMS

Interest Overview Page Feature

Here is your chance to be highlighted on one (1) of VisitNC.com’s interest overview pages: Adventures & Outdoors, Rest & Rejuvenation, Eat & Drink, Romantic Getaways, History & Heritage or Arts & Entertainment. These pages are discoverable all year long and hold content that is specific to the highlighted interest.

PARTNER BENEFITS

These pages are linked directly from the new navigation bar. The feature offers prominent placement on these pages.

PRICE

\$2,000

INVENTORY

Three (3) partner spots per 12-month flight

PRICE

\$1,000

INVENTORY

Two (2) partner spots per season with five (5) slides per feature

Seasonal Overview	
Summer 2025	July, August, September 2025
Fall 2025	October, November, December 2025
Winter 2026	January, February, March 2026
Spring 2026	April, May, June 2026

Seasonal Overview Page Feature

Highlight your destination on one of VisitNC.com’s seasonal overview pages, which highlight season-specific content yet are discoverable all year long. Both the Interest Overview and Seasonal Overview Page Features will be formatted as shown below.

PARTNER BENEFITS

The average seasonal overview page receives approximately 41,000 page views per calendar year.

PRICE

\$2,000

INVENTORY

Five (5) partner spots per fiscal year



VISITNC.COM PROGRAMS (CONTINUED)

Native Advertising

This program allows you to buy into pages of the VisitNC.com site where your short-form native ad can appear only for three (3) months. Native ads are designed to fit in with the overall look and feel of the site and will only appear within content relevant to the ad, creating a seamless user experience.

PARTNER BENEFITS

Native ads guarantee placement on VisitNC.com's thematic pages that live alongside relevant content and inspiring images.

PRICE

\$500

INVENTORY

Three (3) ads available per content page

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

Location Overviews
Mountains > Asheville & the Foothills Mountains > High Country Mountains > Smoky Mountains & Cherokee
Piedmont > Charlotte Region Piedmont > Greensboro & Winston-Salem Piedmont > Pinehurst & the Sandhills Piedmont > Raleigh, Durham & the Triangle
Coast > Inner Coastal Plain Coast > Northeast Sounds & Inner Banks Coast > Outer Banks & Crystal Coast Coast > Southern Beaches



E-NEWS PROGRAMS

For Real Content Series

This content series showcases the genuine, local and authentic experiences found in NC for inclusion in Visit NC's monthly e-newsletter. Take advantage of this placement to highlight the real experiences waiting to be discovered in your destination.

PARTNER BENEFITS

The Visit NC email list is currently at 165,000+ opt-in subscribers and growing, with the ability to capitalize on specific segments. We will leverage these audiences to increase engagement with your brand's site(s) and allow for real-time insights into clicks and content interaction.

PRICE

\$750

INVENTORY

12 spots per fiscal year (one [1] spot per month)

MULTICHANNEL PROGRAMS

E-News Insider Authorship

This program allows you to be a lead voice for Visit NC’s monthly e-newsletter. You will be featured in the email header with a personalized introduction, have a landing page to share insider recommendations and more.

PARTNER BENEFITS

The Insider Authorship is regularly among in the top three highest-clicked items in the monthly e-newsletter. The Visit NC email list is currently at 165,000+ opt-in subscribers and growing, with the ability to capitalize on specific segments. We will leverage these audiences to increase engagement with your brand’s site(s) and allow for real-time insights into clicks and content interaction.



PRICE

\$2,000

INVENTORY

One (1) partner spot per season (four [4] spots per fiscal year)

Custom Content

Custom content stories will be written by the Visit NC editorial team based on input and collaboration with you on desired content and key messages to cover. Your custom content piece will be published on VisitNC.com; placed on and promoted through three (3) posts on Instagram Stories, Facebook and your choice of Twitter (X) or Threads, as well as an SEO-based pin on Pinterest.

PARTNER BENEFITS

Custom content published on VisitNC.com will be included in the monthly Travel Insider e-newsletter (165,000+ subscribers) and be eligible for the Custom Content Refresh program moving forward.

PRICE

\$3,000

INVENTORY

One (1) partner spot per month



Custom Content Refresh

Freshen up your existing custom content stories without changing the overall structure or theme. The Visit NC editorial team will work with you to provide content updates as well as any new links or images. You will maintain joint ownership of the content with Visit NC. Refreshed stories will also be placed on Pinterest as an SEO-based article pin.

PARTNER BENEFITS

This program invites you to promote the new, exciting locations in your destination; links, images and the date at the bottom will all be updated, which helps the story’s SEO. The story will also be included in the monthly Travel Insider e-newsletter (165,000+ subscribers).

PRICE

\$1,250

INVENTORY

One (1) partner spot per month

MULTICHANNEL PROGRAMS (CONTINUED)



NEW Pinterest SEO Promotion

This new program allows you to add a destination-forward pin published on a relevant board on the Visit NC Pinterest channel. Visit NC will collaborate with you in creating your pin prior to publishing with relevant SEO titles and descriptions within 30 days of your VisitNC.com content publish date. The pin will then be promoted to a target audience through a platform campaign with a \$500 ad spend. Pinterest promotions are limited to one (1) featured pin per VisitNC.com content program purchased per fiscal year.

PARTNER BENEFITS

Visit NC’s Pinterest channel has 10,000 followers and an average of 2.4 million monthly profile views. By optimizing article pins, we are increasing traffic to partner-specific content on Visit NC’s website. Benefits are available to all partners participating in Custom Content, Custom Content Refresh and/or Featured Content Sponsorship.

AVAILABLE BOARDS

- Mountains
- Coast
- Piedmont
- Seasonal
- Kids & Family
- Sports & Recreation
- Natural Attractions
- Eat & Drink
- Outdoor Adventures
- Relaxing Getaways
- City Travel
- Arts & Entertainment

PRICE

\$500

INVENTORY

Available to all partners participating in any of the following:

- Custom Content
- Custom Content Refresh
- Featured Content Sponsorship



DIGITAL PROGRAMS

Curated Display/Online Video Cross-Device Program

The Display/Online Video Cross-Device program is available to partners at a minimum investment level of \$5,000.

This program allows you to be seen across a specifically tailored list of travel-endemic websites with a larger emphasis on curated premium travel website inventory and predictive algorithms. Display is a scalable format that allows you to efficiently optimize for driving site traffic, sign-ups and form fills (pixel required). It promotes awareness via carefully curated premium travel websites.

The online video tactic captures users’ attention via sight, sound and motion, encouraging travelers to lean in and engage with the campaign message, strengthening recall and intent. Profiles exposed to multiple tactics such as display and video within the same day show conversion lifts of 30% to 50%.

- Media curated, managed and executed by Visit NC’s agency media team at luquire
- Complete and detailed reporting of key performance indicators
- Avoidance of multiple vendor buys and associated campaign minimums

Investment	Flight & Targeting Options	Channels & Media Rates	Required Assets
<p>\$5,000</p> <p>Per Partner Per Month Per Tactic</p>	<p>Customize your campaign based on the following selects:</p> <ul style="list-style-type: none"> • One (1) month between June 2025 and July 2026 • Targeting options (choose one [1]): <ol style="list-style-type: none"> 1) Broad in-state in-market travelers (geo: NC) 2) Broad out-of-state in-market travelers (geo: FL, GA, NJ, NY, OH, PA, SC, TN, VA, Washington, DC) 3) In-state OR out-of-state markets specific to one (1) of the following interests: Food & Culture, Outdoor Adventure, Sports Enthusiasts 	<p>Choose one (1) tactic:</p> <p>Display</p> <ul style="list-style-type: none"> • \$12 CPM <p>Native</p> <ul style="list-style-type: none"> • \$12 CPM <p>Video</p> <ul style="list-style-type: none"> • \$24 CPM 	<p>Display</p> <ul style="list-style-type: none"> • 160 x 600, 300 x 250, 300 x 50, 300 x 600, 320 x 50, 728 x 90 <p>Native</p> <ul style="list-style-type: none"> • Custom image and copy <p>Video</p> <ul style="list-style-type: none"> • :06, :15 or :30 video <p>Click-through URL</p>
<p>\$10,000</p> <p>Per Partner Per Month Per Tactic</p>	<p>Customize your campaign based on the following selects:</p> <ul style="list-style-type: none"> • One (1) month between June 2025 and July 2026 • Targeting options (choose one [1]): <ol style="list-style-type: none"> 1) Broad in-state in-market travelers (geo: NC) 2) Broad out-of-state in-market travelers (geo: FL, GA, NJ, NY, OH, PA, SC, TN, VA, Washington, DC) 3) In-state OR out-of-state markets specific to one (1) of the following interests: Food & Culture, Outdoor Adventure, Sports Enthusiasts 	<p>Choose one (1) tactic:</p> <p>Display</p> <ul style="list-style-type: none"> • \$12 CPM <p>Native</p> <ul style="list-style-type: none"> • \$12 CPM <p>Video</p> <ul style="list-style-type: none"> • \$24 CPM 	<p>Display</p> <ul style="list-style-type: none"> • 160 x 600, 300 x 250, 300 x 50, 300 x 600, 320 x 50, 728 x 90 <p>Native</p> <ul style="list-style-type: none"> • Custom image and copy <p>Video</p> <ul style="list-style-type: none"> • :06, :15 or :30 video <p>Click-through URL</p>

DIGITAL PROGRAMS (CONTINUED)



Our State Custom Article Opportunity

Each Our State paid content article co-op will be shared by three (3) partners at an investment of \$2,500 per partner. Articles will center on the themes listed below and will be hosted on OurState.com for one (1) year as a sponsored piece.

You will collaborate with the Our State digital team to determine the direction of the content for your destination. The article will feature highlights of your destinations that fit the theme of the piece and will be written by the Our State team following the Our State brand standards. You will receive one (1) display ad linking to the URL of your choice; the display ads will rotate on the page.

The article will be promoted through:

- Inclusion in at least one (1) relevant Our State email newsletter
- Paid and organic promotion on Our State’s Facebook and X (Twitter) social media channels

Themes for this upcoming year include:

- September 2025: Memorable Mountain Visits
- January 2026: Enchanting Towns and Cities for Winter Exploration
- April 2026: Charming Coastal Towns



Investment	Flight & Targeting Options	Channels & Media Rates	Required Assets
<p>\$2,500</p> <p>Per Partner</p> <p>Per Spot</p> <p>Three (3) spots for September 2025</p> <p>Three (3) spots for January 2026</p> <p>Three (3) spots for April 2026</p>	<p>Article will be featured on OurState.com, promoted on Our State’s Facebook and Twitter (X) accounts, and included in at least one (1) email newsletter</p>	<p>\$2,500 per partner, per seasonal article</p>	<ul style="list-style-type: none"> • Hi-res imagery to accompany article (4-6 to choose from) • Static image for display ad: 600 x 500 (JPG) • Click-through URL



NEW Our State “Field Trips” E-News Series

This 14-day custom e-newsletter series is available to seven (7) partners at an investment of \$2,000 per partner.

Your destination as the sole Visit NC partner will be featured on two (2) consecutive days of the 14-day email newsletter series on the theme of “field trips.”

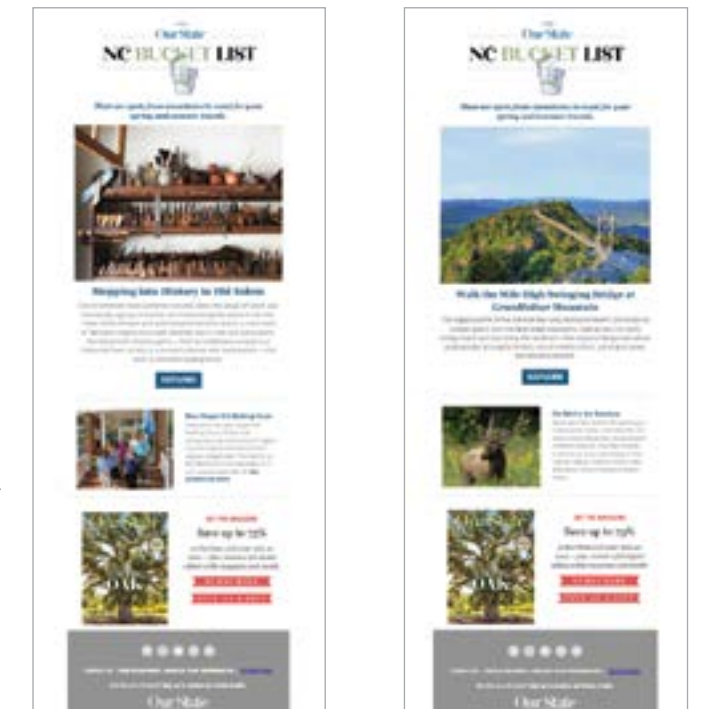
The Our State “Field Trips” series follows the success of last year’s partner program, which highlighted “Bucket List” items during spring 2024. That series saw an average open rate of over 60%.

This year’s custom creation for Visit NC partners’ Our State “Field Trips” series will provide travel inspiration for the young and the young at heart with the nostalgia-evoking theme of a “field trip.” There are two (2) 14-consecutive-day offerings for the upcoming year timed to reach fall and spring travel planners.

Each email will highlight a can’t-miss stop across the state — from resplendent gardens and nature trails to fascinating museums and quirky roadside attractions — covering a variety of places from the mountains to the coast. The fall campaign will run in August 2025, and the spring campaign will run in March 2026.

As the sole partner featured on two (2) consecutive days of the 14-day-long series, you will receive:

- A listing in two (2) consecutive sponsored newsletters that includes one (1) photo, copy and a link to the website of choice per day of your sponsorship
- A detailed analytics report that includes email opens, clicks and the number of recipients



Investment	Flight & Targeting Options	Channels & Media Rates	Required Assets
<p>\$2,000</p> <p>Per Partner</p> <p>Per Two (2) Day feature</p> <p>Seven (7) spots for Fall</p> <p>Seven (7) spots for Spring</p>	<p>Customize your campaign based on the following selects:</p> <ul style="list-style-type: none"> • One (1) send per e-blast date • Targeting at least 20,000 opt-in subscribers from curated Our State lists <p><i>* Inquire about available deployment dates.</i></p>	<p>\$2,000 Per Partner for Two (2) Email Deployments</p>	<ul style="list-style-type: none"> • Header (five [5] words max) • Description (40 words max) • Image/Digital Ad: 528 x 440 pixels (JPG) • Click-through URL

DIGITAL PROGRAMS (CONTINUED)



Outside Dedicated E-News Program

The Outside dedicated e-newsletter program is available at a starting investment level of \$6,200 per deployment.

- Customizable geotargeting
- 100% SOV
- Detailed reporting with sends, opens, open rate, clicks and CTR to follow deployment
- 33% rate savings and avoidance of \$10,000 minimum

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, you can share your personal message (100% SOV) straight to the inbox of 62,000+ opt-in subscribers. With geotargeting capabilities, you have the flexibility to build out a scalable send list within specified core markets relevant to your target audience.

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



Investment	Flight & Targeting Options	Channels & Media Rates	Required Assets
\$6,200 Per Partner Per Deployment Six (6) Deployments for Fall Six (6) Deployments for Spring	Customize your campaign based on the following selects: <ul style="list-style-type: none"> • One (1) send per e-blast date • Visit NC’s Broad Market List (FL, GA, NJ, NY, OH, PA, SC, TN, VA, Washington, DC – approximately 62,000 sends) • Minimum send of 30,000 (\$3,000 – e.g., FL, GA, NJ, NY, OH, PA, SC, TN, VA, Washington DC); can customize states if interested in different ones <p><i>Inquire about available deployment dates.</i></p>	E-newsletter <ul style="list-style-type: none"> • \$0.10 per send (total of 62,000 sends) 	E-newsletter <ul style="list-style-type: none"> • 600 x 300 image with logo • Subject line • Promotional copy (600-800 characters max) • Click-through URL

Paid Social Media – Unified Partnerships

Paid social media advertising to partners starting at \$5,000.

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

This program allows you to leverage Unified Social for strategic paid social campaigns at scale on all 10 of the major social platforms, including Facebook, Instagram, Twitter (X), TikTok, YouTube, Snapchat, Pinterest, LinkedIn, Reddit and Nextdoor. Paid social allows you to drive true engagement and amplify your message outside of your current followers. This program enables you to strategically reach your audience with paid social ads without exhausting the bandwidth of internal teams.

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

Investment	Flight & Targeting Options	Channels & Media Rates	Required Assets
\$5,000 Per Partner Per Month Per Tactic	Customize your campaign based on the following selects: <ul style="list-style-type: none"> • One (1) month between July 2025 and June 2026 • Targeting options (choose one [1]): <ol style="list-style-type: none"> 1) Broad in-state in-market travelers (geo: NC) 2) Broad out-of-state in-market travelers (geo: FL, GA, NJ, NY, OH, PA, SC, TN, VA, Washington, DC) 3) In-state OR out-of-state markets specific to one (1) of the following interests: Food & Culture, Outdoor Adventure, Sports Enthusiasts 	Choose one (1) tactic: <ul style="list-style-type: none"> Static Post <ul style="list-style-type: none"> • \$8 CPM Story Ad <ul style="list-style-type: none"> • \$8 CPM Video Post <ul style="list-style-type: none"> • \$12 CPM 	Static Post <ul style="list-style-type: none"> • Static Image – high res with less than 20% text • Headline: 25 characters • Link Description: 30 characters Video <ul style="list-style-type: none"> • :06, :15 or :30 video • Headline: 25 characters • Link Description: 30 characters Story Ad <ul style="list-style-type: none"> • :06 or :10 video Click-through URL
\$10,000 Per Partner Per Month Per Tactic Per Audience	Customize your campaign based on the following selects: <ul style="list-style-type: none"> • One (1) month between July 2025 and June 2026 • Targeting options (choose one [1]): <ol style="list-style-type: none"> 1) Broad in-state in-market travelers (geo: NC) 2) Broad out-of-state in-market travelers (geo: FL, GA, NJ, NY, OH, PA, SC, TN, VA, Washington, DC) 3) In-state OR out-of-state markets specific to one (1) of the following interests: Food & Culture, Outdoor Adventure, Sports Enthusiasts 	Choose up to two (2) tactics: <ul style="list-style-type: none"> Static Post <ul style="list-style-type: none"> • \$8 CPM Story Ad <ul style="list-style-type: none"> • \$8 CPM Video Post <ul style="list-style-type: none"> • \$12 CPM 	Static Post <ul style="list-style-type: none"> • Static Image – high res with less than 20% text • Headline: 25 characters • Link Description: 30 characters Video <ul style="list-style-type: none"> • :06, :15 or :30 video • Headline: 25 characters • Link Description: 30 characters Story Ad <ul style="list-style-type: none"> • :06 or :10 video Click-through URL

MARKETING PROGRAMS



The Official North Carolina Travel Guide

A trusted source for selecting where to go, where to stay and what to do while visiting North Carolina, the Official North Carolina Travel Guide is the primary consumer fulfillment publication for the state in its international and national marketing efforts. As a partner in the guide, your message will be seen by consumers who have expressed interest in visiting North Carolina. Highlights include:

- Official fulfillment piece for Visit NC’s marketing campaign, VisitNC.com requests and the 1-800-VisitNC call center.
- Distributed at North Carolina’s Welcome Centers, which see more than 7 million visitors a year.
- Added value of 60,000 printed travel guides polybagged and distributed to Dotdash Meredith’s magazine subscribers in North Carolina’s select markets with timing for optimal conversion. The travel guides will appear alongside popular titles such as Better Homes & Gardens, Southern Living and Real Simple.
- 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:
 - It 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 Dotdash Meredith properties, in-magazine promotions and more.

Opportunities & Rates

Ad Unit Size	Net Rate	Early Bird Discount ¹
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 ²	\$525	\$500
Logo + Bold Listing ²	\$961	\$915

Places to Live ³ Places to Stay ⁴ 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 1	\$35,123	\$33,450
Facing Table of Contents	\$33,748	\$32,141
Back Cover Map Gatefold	\$43,620	\$41,439

1. Early Bird Discount Deadline: July 31, 2025
 Ad and Materials Deadlines: September 1, 2025
 Delivery Date: December 18, 2025

2. Only available for local information services.
 3. Open to CRC Communities and their developments.
 4. Open only to vacation rentals and B&Bs.

Digital Edition

Video Engagement With Consumers Added Value for All Display Partners⁵

Capture the attention of readers with dynamic use of video. Your supplied video will be embedded into the digital edition of the 2026 Official North Carolina Travel Guide and showcase the unique and exciting experiences that await visitors in your destination. Partners must supply a YouTube link to existing video creative.

If you have any questions or would like to advertise in the North Carolina Travel Guide, please reach out to **Stacey Rosseter**, stacey.rosseter@dotdashmdp.com, **678-571-7445**.

5. Excludes Places to Stay, Explore or Live.

To view the Official North Carolina Travel Guide 2026 Media Kit, scan here:



CONVERSION PROGRAMS

MULTICHANNEL PROGRAMS

Featured Event

Call more attention to your events and festivals via VisitNC.com's Featured Event listings for 60 days. Each Featured Event includes additional placement in an e-news Events roundup.

PARTNER BENEFITS

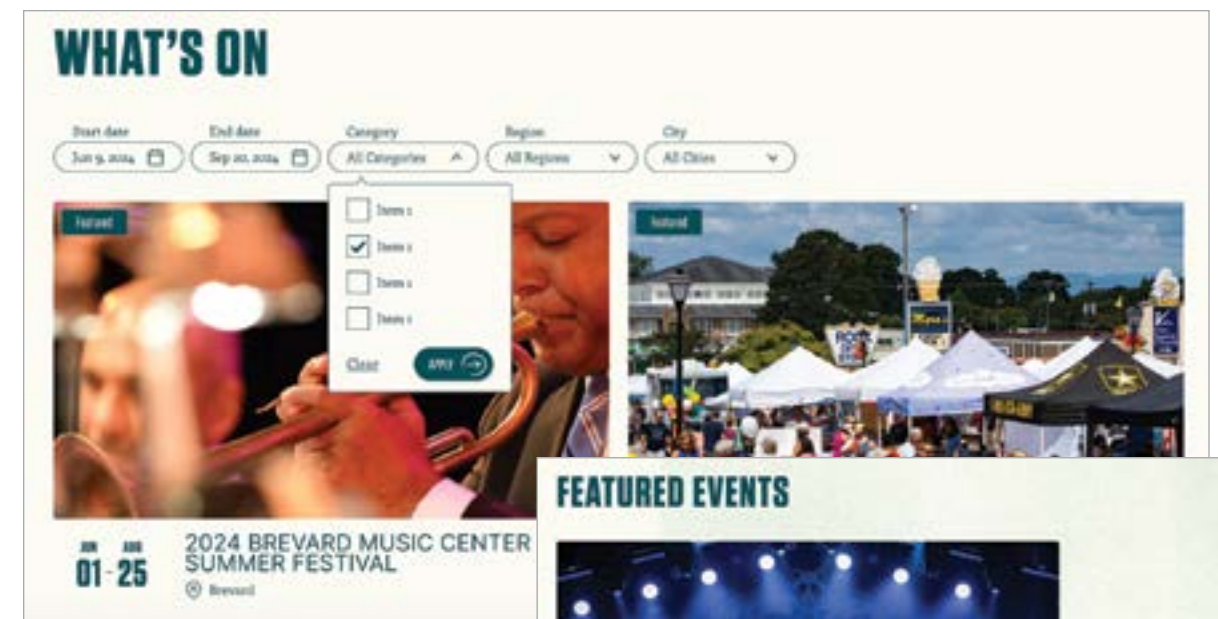
Featured events are a cost-effective way to provide timely event information to attendees and visitors, especially engaged e-news subscribers.

PRICE

\$200 for Featured Event listing
\$400 for new Carousel Feature placement

INVENTORY

Available in 60-day increments. Event dates must be provided on partner interest forms before spot is secured.



Example of Featured Event listing



Example of Carousel Feature placement

MULTICHANNEL PROGRAMS (CONTINUED)

Featured Event: Instagram Story Roundup

Leveraging your Featured Event listing on VisitNC.com, Visit NC’s social media team will develop one (1) slide per partner in an Instagram Story roundup of upcoming events throughout the state.

PARTNER BENEFITS

Price includes a 60-day Featured Event listing on VisitNC.com and will be added to the “Upcoming Events” highlight on Visit NC’s Instagram feed until the end of the month or season that the event is held.



PRICE

\$500

INVENTORY

Eight (8) partner spots per season

Seasonal Overview	
Summer 2025	July, August, September 2025
Fall 2025	October, November, December 2025
Winter 2026	January, February, March 2026
Spring 2026	April, May, June 2026

Featured Event: Facebook Promotion

Leveraging your Featured Event listing on VisitNC.com, Visit NC’s social media team will create an organic Facebook Event on Visit NC’s Facebook page with your destination’s Facebook page set as a cohost. The event will then be promoted to a target audience through a Facebook Event Response campaign with a \$500 ad spend. Campaign targeting ensures we reach interested audiences, while cohosting the event allows you to assist in community management needs with attendee questions.

PARTNER BENEFITS

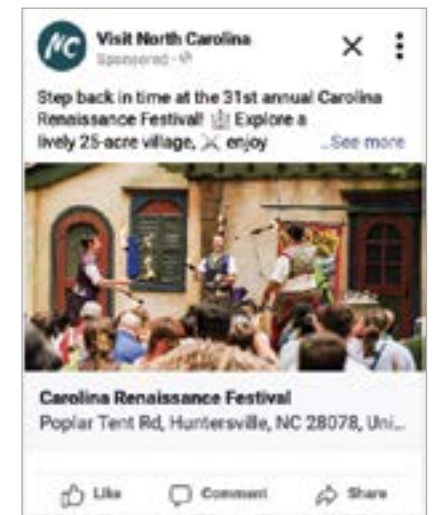
Price includes a 60-day Featured Event listing on VisitNC.com. Facebook events will remain on Visit NC’s event page for 30 days leading up to the event date.

PRICE

\$1,000

INVENTORY

Two (2) partner spots per season



Recommended Platform for Event Types & Demographics

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

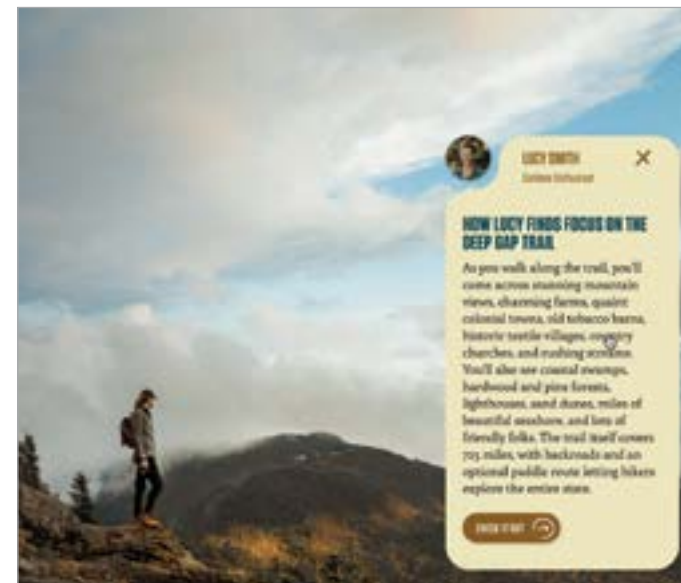
MULTICHANNEL PROGRAMS (CONTINUED)

NEW Featured Local's Tip

This brand new program invites you to promote a local's tip in an interactive module on the redesigned Visit NC site. The module will live on an interest overview page or subregional overview page and feature high-quality imagery, a snackable tip and a downstream link.

PARTNER BENEFITS

Users arriving on a specific landing page will benefit from insider knowledge only you know, and the downstream link will promote visitation to your website.



PRICE

\$1,000

INVENTORY

Four (4) spots per six-month flight (eight [8] spots per fiscal year)



DIGITAL PROGRAMS

Travel Intent Driven Programmatic Media – Sojern

Drive visitation and increase visitor revenue with a targeted programmatic advertising campaign with Sojern. **Programs are available at a starting investment of \$5,000 and will include a 50% match in media value from Sojern.**

Leveraging thousands of travel data sources paired with machine learning technology, partner Sojern reaches travelers at the optimal points in their path to purchase. Through travel intent signals, Sojern not only identifies travelers who are actively booking travel but also can pinpoint those travelers who are coming to North Carolina and serve them your ads leading up to their trip and while they're here on their visit.

Sojern offers scalable plans and best practices to meet the needs of destination stakeholders of all sizes, from rural communities and major metros to mountain, beach and leisure destinations. Insight reports include an economic impact report for each participant.

You will also have direct access to the Sojern Visit NC co-op portal to track real-time results. Display ad creative services are also available, if needed, at no additional cost.

Once opted into the program, Sojern will work with you to build and implement a custom digital advertising campaign specifically aimed at increasing visitor business and revenue for your organization. Campaign channels and impressions will be based on your goals and KPIs for the campaign. Sojern will work with you to set KPIs, identify the best channels to achieve your goals, place pixels on your website and create digital assets, if needed, at no additional cost. The campaign will run a minimum of three (3) consecutive months.

Sojern is also a Brand USA Affinity Partner and a Certified Marketing Partner of Google within the travel space.

DIGITAL PROGRAMS (CONTINUED)



Travel Intent Driven Programmatic Media – Sojern (continued)

Investment	Flight & Targeting Options	Channels & Media Rates	Required Assets
<p>\$2,500</p> <p>+50% Media Match from Sojern</p> <p>Per Partner Per Three (3) Months Per Audience</p>	<p>Further customize your campaign based on the following selects:</p> <ul style="list-style-type: none"> • Minimum flight of three (3) months between July 2025 and June 2026 • Targeting options (choose one [1]): <ol style="list-style-type: none"> 1) In-state travel intenders (geo: NC) 2) Out-of-state traveler intenders (geo: FL, GA, NJ, NY, OH, PA, SC, TN, VA, Washington, DC) 3) In-state OR out-of-state markets specific to one (1) of the following interests: Food & Culture, Outdoor Adventure, Sports Enthusiasts 	<p>Select up to two (2) options:</p> <p>Display</p> <ul style="list-style-type: none"> • \$7.50 CPM <p>Native</p> <ul style="list-style-type: none"> • \$9 CPM <p>Video</p> <ul style="list-style-type: none"> • \$21 CPM 	<p>Display</p> <ul style="list-style-type: none"> • 300 x 600, 160 x 600, 728 x 90, 300 x 250, 320 x 50, 300 x 50 <p>Native</p> <ul style="list-style-type: none"> • 1200 x 627 image • Headline/title (up to 25 characters) • Body text (up to 90 characters) <p>Video</p> <ul style="list-style-type: none"> • :15 or :30 video <p>Click-through URL</p>
<p>\$5,000</p> <p>+50% Media Match from Sojern</p> <p>Per Partner Per Three (3) Months Per Audience</p>	<p>Further customize your campaign based on the following selects:</p> <ul style="list-style-type: none"> • Minimum flight of three (3) months between July 2025 and June 2026 • Targeting options (choose one [1]): <ol style="list-style-type: none"> 1) In-state travel intenders (geo: NC) 2) Out-of-state traveler intenders (geo: FL, GA, NJ, NY, OH, PA, SC, TN, VA, Washington, DC) 3) In-state OR out-of-state markets specific to one (1) of the following interests: Food & Culture, Outdoor Adventure, Sports Enthusiasts 	<p>Select up to two (2) options:</p> <p>Display</p> <ul style="list-style-type: none"> • \$7.50 CPM <p>Native</p> <ul style="list-style-type: none"> • \$9 CPM <p>Video</p> <ul style="list-style-type: none"> • \$21 CPM 	<p>Display</p> <ul style="list-style-type: none"> • 300 x 600, 160 x 600, 728 x 90, 300 x 250, 320 x 50, 300 x 50 <p>Native</p> <ul style="list-style-type: none"> • 1200 x 627 image • Headline/title (up to 25 characters) • Body text (up to 90 characters) <p>Video</p> <ul style="list-style-type: none"> • :15 or :30 video <p>Click-through URL</p>
<p>\$10,000</p> <p>+50% Media Match from Sojern</p> <p>Per Partner Per Three (3) Months Per Audience</p>	<p>Further customize your campaign based on the following selects:</p> <ul style="list-style-type: none"> • Minimum flight of three (3) months between July 2025 and June 2026 • Targeting options (choose one [1]): <ol style="list-style-type: none"> 1) In-state travel intenders (geo: NC) 2) Out-of-state traveler intenders (geo: FL, GA, NJ, NY, OH, PA, SC, TN, VA, Washington, DC) 3) In-state OR out-of-state markets specific to one (1) of the following interests: Food & Culture, Outdoor Adventure, Sports Enthusiasts 	<p>Select up to two (2) options:</p> <p>Display</p> <ul style="list-style-type: none"> • \$7.50 CPM <p>Native</p> <ul style="list-style-type: none"> • \$9 CPM <p>Video</p> <ul style="list-style-type: none"> • \$21 CPM 	<p>Display</p> <ul style="list-style-type: none"> • 300 x 600, 160 x 600, 728 x 90, 300 x 250, 320 x 50, 300 x 50 <p>Native</p> <ul style="list-style-type: none"> • 1200 x 627 image • Headline/title (up to 25 characters) • Body text (up to 90 characters) <p>Video</p> <ul style="list-style-type: none"> • :15 or :30 video <p>Click-through URL</p>



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