

2017 OFFICIAL NORTH CAROLINA TRAVEL GUIDE



BROUGHT TO YOU BY:



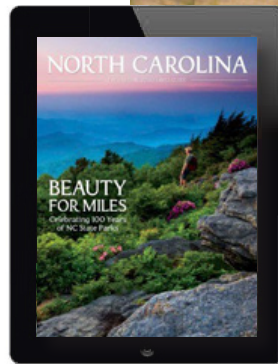
Reach consumers as they plan North Carolina vacations

The Official North Carolina Travel Guide is the primary consumer fulfillment publication for the state in its international and national marketing efforts to promote North Carolina as a premiere travel destination. The guide serves as the best source for selecting where to go, where to stay and what to do while visiting North Carolina. It is available in print and online.



▶ **THE GUIDE** gives readers an inside look at all that North Carolina has to offer in an engaging, consumer-style magazine format.

▶ **DIGITAL EDITION** provide tech-savvy travelers with instant access to the guide. Lives on North Carolina's official travel planning website



North Carolina by the numbers

- ▶ North Carolina is one of the top 10 **most visited states in the nation**
- ▶ **37 million** overnight trips per year
- ▶ **81% of trips** were for leisure
- ▶ Travelers spent over **\$21 billion**

Source: North Carolina Overnight Visitor Profile, TNS Travels America, 2015

Travel guides inspire travel of U.S. women

- ▶ **Nearly 50% used a travel guide** for inspiration while researching and planning their next trip
- ▶ **64% took more quick getaways** in the past year
- ▶ **Typically recommend a vacation** to an average of 9 other people when they return

Source: 2016 Meredith Travel Research Study

ADDITIONAL OFFICIAL NORTH CAROLINA TRAVEL GUIDE PROMOTION WILL INCLUDE:

- ▶ Bonus 50,000 copies delivered to known travelers who subscribe to some of Meredith's popular publications such as *Midwest Living*, *Better Homes and Gardens*, and *Family Circle*
- ▶ National promotion within several Meredith publications reaching almost 21 million subscribers
- ▶ North Carolina tourism segments on key local Meredith TV stations
- ▶ Enewsletters sent to almost 1.2 million opt-in subscribers
- ▶ Promotion on Meredith websites



The North Carolina Guide Influences Travel

- ▶ **60%** of those surveyed **brought the visitors guide when they visited North Carolina**
- ▶ **More than 80** percent of the visitor guide readers **used the guide to identify things to do and see in North Carolina**
- ▶ After reading the North Carolina Travel Guide—**70% of consumers wanted to extend the length of their trip to North Carolina**

Source: 2015 NC Travel Guide Survey

2017 OFFICIAL NORTH CAROLINA TRAVEL GUIDE

**2017
Rates +
Deadlines**

**Ad Space +
Materials Due:**
September 19, 2016

**Early Bird
Discount:**
July 31, 2016

Published:
December 15, 2016*

**Total
Distribution:**
500,000

INTEGRATED MEDIA RATES	NET
Cover Gatefold (4 pages)	\$111,875
Cover Gatefold (3 pages)	\$96,797
Interior Gatefold (3 pages)	\$87,129
Opening Two-Page Spread (pages 2-3)	\$64,454
Inside Front Cover	\$38,010
Inside Back Cover	\$36,610
Page One	\$35,123
Facing Table of Contents	\$33,748
Two-Page Spread	\$52,744
Two-Page Spread print placement in forward features	\$60,478
Full Page	\$28,403
Print placement in forward features	\$32,485
2/3 Page (Vertical)	\$23,153
1/2 Page (Horizontal)	\$16,695
1/3 Page (Square)	\$11,340
1/6 Page (Vertical)	\$6,248
1/12 Page (Square)	\$3,990
Bold Listing	\$525
Logo + Bold Listing	\$961

Dates and circulation subject to change.

ADDED VALUE

DIGITAL MAGAZINE POP-UP MAGAZINE ADS:

Within the digital edition, advertisers have the option to include a pop up box to enhance your ad and encourage readers to discover additional information about your brand.

LARGE POP-UP AD SPECS:

Available for 2/3 page and larger.

- ▶ Finished size: 4" w x 3" h
- ▶ Graphic: .jpg or .tiff format at 72 dpi (max size 50K)
- ▶ Body text: maximum of 525 characters

**LARGE
POP-UP
AD**



SMALL POP-UP AD SPECS:

Available for 1/2 page and smaller.

- ▶ Finished size: 2.5" w x 1.5" h
- ▶ Body text: maximum of 200 characters

**SMALL
POP-UP
AD**



FOR MORE INFORMATION CONTACT:

ADVERTISING SALES

Gary Dennis
President
Navigate Media
678-507-0110 ext. 106
gary@navigate-media.com

ADVERTISING SALES

Stacey Rosseter
Integrated Account Manager
Navigate Media
678-571-7445
srosseter@navigate-media.com

INSERTION ORDERS

Michaela Lester
Senior Production Manager
Meredith Corporation
515-284-3847
michaela.lester@meredith.com

MATERIALS

Kyle Dirks
Ad Production Supervisor
Meredith Corporation
515-284-3583
kyle.dirks@meredith.com

Official North Carolina Travel Guide

2017 ADVERTISING INSERTION ORDER FORM



TO PLACE AN AD PLEASE COMPLETE THIS FORM AND EMAIL TO:

Michaela Lester, Senior Production Manager
 Meredith Corporation
 1716 Locust Street, Des Moines, IA 50309-3023
 515.284.3847 | fax 515.284.2109
 michaela.lester@meredith.com

Kristen Harding, Marketing Coordinator
 Navigate Media
 1875 Old Alabama Road Suite 1320, Roswell, GA 30076
 678.507.0110 ext. 100
 kharding@navigate-media.com

Name of Advertiser _____

Address _____

City _____ State _____ Zip _____

Contact Person _____

Email _____

Phone _____ Fax _____

Name of Agency _____

Address _____

City _____ State _____ Zip _____

Contact Person _____

Email _____

Phone _____ Fax _____

Sales Representative Navigate Media

BILL TO: Advertiser Agency
Party being invoiced must sign the document.

<p>▶ Signature _____</p> <p>▶ Date _____</p>
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FOR MATERIAL QUESTIONS CONTACT:

Kyle Dirks, Ad Production Supervisor
 Meredith Content Center
 1716 Locust Street (LN-122), Des Moines, IA 50309
 515.284.3583
 kyle.dirks@meredith.com

*Meredith will not be held responsible for lost or damaged materials.

ADVERTISING INFORMATION

Insertion order and materials due: September 19, 2016

- Cover Gatefold (4 pages)
- Cover Gatefold (3 pages)
- Interior Gatefold (3 pages)
- Opening Two-Page Spread (pages 2-3)
- Inside Front Cover
- Inside Back Cover
- Page One
- Facing Table of Contents
- Two-Page Spread
- Two-Page Spread (placement in forward features)
- Full Page
- Full Page (placement in forward features)
- 2/3 Page (Vertical)
- 1/2 Page (Horizontal)
- 1/3 Page (Square)
- 1/6 Page (Vertical)
- 1/12 Page (Square)
- Bold Listing
- Logo + Bold Listing
- Large pop-up ad (available for 2/3 page ad and larger)
- Small pop-up ad (available for 1/2 page ad and smaller)

RATE: \$ _____

DISCOUNT: _____ % (Deadline: July 31, 2016)

NET: \$ _____

PAYMENT METHOD:

- Payment in advance now via credit card, ach wire or check.
- Net 30 payment terms—apply for credit.
(Complete Meredith Credit application; invoices mailed 11/11/2016)

CHECKS PAYABLE TO: Meredith Corporation
MAIL TO: P.O. Box 730148, Dallas, TX 75373-0148

TERMS: NET 30 DAYS. AGENCY AND ADVERTISER WILL BE HELD JOINTLY AND SEVERALLY LIABLE TO PUBLISHER. In the event of non-payment, Agency and Advertiser shall also be liable for all collection expenses (including attorney's fees). If Meredith Corporation refers Agency/Advertiser invoice(s) to a collection agency or attorney, any discounts, including agency commission, shall not apply and shall be deemed revoked. **Agency will be billed unless otherwise specified.** All terms and conditions of the above-referenced magazine's rate card apply and are incorporated herein by reference. These terms may not be altered in any way without the written consent of Meredith Corporation. By signing above, the Authorized Representative represents and warrants that s/he has full authority to find the above-identified company to the terms and conditions set forth above and incorporated herein.

North Carolina Travel Guide 2017

MECHANICAL REQUIREMENTS

Trim Size: 7-7/8" x 10-1/2"

Materials due: 09/19/16

UNIT SIZE	NON BLEED	BLEED	BLEED LIVE AREA	TRIM
	Width x Length	Width x Length	Width x Length	Width x Length
<i>Spread</i>	15-1/4" x 10"	16" x 10-3/4"	15-1/4" x 10"	15-3/4" x 10-1/2"
<i>Page</i>	7-3/8" x 10"	8-1/8" x 10-3/4"	7-3/8" x 10"	7-7/8" x 10-1/2"
<i>2/3 Vertical</i>	4-3/16" x 8-5/8"	Not Available		
<i>1/2 Horizontal</i>	6-3/8" x 4-1/8"	Not Available		
<i>1/3 Square</i>	4-3/16" x 4-3/16"	Not Available		
<i>1/6 Vertical</i>	2" x 4-1/4"	Not Available		
<i>1/12 Square</i>	2" x 1-7/8"	Not Available		

Material Requirements: Digital (see next page)

Submit FILES via **MEREDITH AD EXPRESS** powered by SendMyAd.

To Join go to: <https://meredith.sendmyad.com>

NOTE: When establishing an account please observe the Minimum Requirements to avoid processing errors.

- Create an account if you have not already done so.
- Choose: "Send My Ad".
- Choose Publication: North Carolina
- Choose Issue: i.e. 2017
- Meredith will no longer accept color proofs.
- Any proofs sent will be used for content only.

For Material Extensions

or

Production Questions Contact:

Michaela Lester

Phone: 515-284-3847

Email: michaela.lester@meredith.com

Material Questions to:

Kyle Dirks

Phone: 515/284-3583

Email: kyle.dirks@meredith.com



04.11.16



File Requirements for PRINT

File Formats:

- Preferred format: PDF/X-1A
- Acceptable format: PDF

For instructions on how to create a PDF go to –
<http://www.meredith.com/ad-specs>

File Resolution Requirements:

- Vector (PDF/X-1A, PDF)
- 300 dpi for images/2400 dpi for Line Work

Retention of Materials:

Materials for all processes will be held for one year then destroyed, unless otherwise notified.

File Submission Site:

Submit FILES via **Meredith Ad Express**

To Join go to: <https://meredith.sendmyad.com>

- Firefox browser is recommended.
 - When establishing an account please observe the Minimum Requirements to avoid processing errors.
1. Create an account, if not already established.
 2. Choose: "Send My Ad"
 3. Choose the publication: i.e North Carolina
 4. Choose the issue: e.g. 2017

File specifications/General Guidelines:

- Do not apply style attributes to basic fonts.
- Free fonts and/or system fonts should not be used, or at a minimum, be outlined.
- Include and/or embed all fonts, images/scans, logos and artwork.
- Do not nest PDF files in other PDF files.
- Do not nest EPS files in other EPS files.
- Use of illegal characters in file names will not be accepted. (Example: &, /, -, ~, %, (,) #, ', \$ etc or anything after the extension).
- Limit File Name to 24 characters INCLUDING the extension.
- On 4/C ads, Pantone colors, other spot colors, and non-CMYK elements must be converted to CMYK.
- Four color solids should not exceed SWOP density of 300%.
- To create a rich black use 100% K and 60% C.
- Color type, reverse type and/or line art should not be less than .007 at the thinnest part of the character. Single color type should be no less than .004 at the thinnest part of the character.
- To avoid low-res (soft type) or 4/c black type, type should be built in Quark, Indesign or Illustrator and not within Photoshop.
- Reverse type should use a dominant color (usually 70% or more) for the shape of the letters. Where practical and not detrimental to the appearance of the job, make the type in the subordinate colors slightly larger to minimize register problems on the production press.
- All supplied materials intended for use in Meredith publications must be properly trapped.

Rotogravure Titles:

Better Homes & Gardens, Family Circle, Parents & Martha Stewart Living magazines will require a 5% minimum dot to print the highlight areas & square-up on edges. Fade off dot is 3%.

Live Matter Requirements:

- Set the offset setting to .167 when creating PDF/X-1A files so the standard trim, bleed and center marks are included but not in the "live" image area or "bleed" area.
- Single page ads should be built to 100% trim size with the marks & bleeds option turned on. If ad bleeds, extend bleed a minimum of 1/8" beyond trim. Keep live matter in a minimum of 1/4" inside trim dimensions.
- Partial page ads should be built to 100% of their actual trim size with the marks & bleeds option turned on. If ad bleeds, extend bleed a minimum of 1/8" beyond trim. Keep live matter a minimum of 1/4" inside trim dimensions.
- All non-bleeds ads should be built to 100% of the non-bleed specs.
- All Bleed Ads – Keep live matter a minimum of 3/8" inside the bleed dimensions on all four sides.
- Spread Ads: Keep live matter 1/4" away from either side of center or 1/2" total across the gutter. For spread ads with a headline crossing over the gutter, contact production department if the visual spacing between words or letter is critical.

NOTE:

New files are required for ads that need type changes such as key-codes, addresses, phone numbers, etc.

Proof Requirements:

- Meredith will no longer accept color proofs.
- Any proofs sent will be used for content only.
- Meredith will produce a SWOP certified proof from the uploaded PDF/x-1a file to be used as color guidance on press.

Files must be prepared to Meredith's published specs, in accordance with SWOP 2013 specifications. If the above guidelines are not met, the color and quality of print reproduction may vary.