

SAMPLE DISPLAY MEDIA PLAN

The display advertising program has been designed to allow for flexibility in addressing various partner objectives and goals; therefore, each individual partner buy will be unique from a targeting, flighting and investment perspective. For illustrative purposes, the following sample media plan has been crafted to demonstrate possible combinations of targeting options.

\$5,000 Sample Media Plan				
Placement Type	Placement Name	Impressions	CPM Rate	Investment
Run of Site	ROS	26,000	\$50	\$1,300
Run of Channel	Things to Do & Trip Ideas (Search Results)	15,000	\$55	\$825
Run of Sub-Channel	Things to Do > Sports & Golf	10,000	\$60	\$600
Sub-Channel Front	Cities & Regions > Piedmont	20,000	\$65	\$1,300
Targeted Page	Things to Do > Sports & Golf > Golf	15,000	\$65	\$975
Added-Value (10%)	Placement(s) Based on Availability *			\$500 Value
Total Media Plan				\$5,500

*Added-Value: All display advertising contracts will receive 10% added-value weight (impressions) in placements where available.

PLACEMENT TYPE DESCRIPTIONS

Please note the following placements represent a short list of sample display placements. Other placement options available.

Placement Type	CPM Rate	Placement Name	Placement Description
Run of Site	\$50 CPM	ROS	Includes inventory across all VisitNC.com pages
Run of Channel	\$55 CPM	Things to Do	Includes the channel front, all sub-channel fronts and all targeted pages within the Things to Do family
		Cities & Regions	Includes the channel front, all sub-channel fronts and all targeted pages within the Cities & Regions family
Includes the following...			
Run of Sub-Channel	\$60 CPM	Things to Do > Signature Attractions	Targeted pages: Seasonal; Beaches; Biltmore & Historic Sites; Blue Ridge Parkway; Film; Furniture & Shopping; Lighthouses & Ferries
		Things to Do > Arts & Entertainment	Targeted pages: Amusement, Theme & Water Parks; Film; Local Artisans; Art & History Museums; Music; Furniture & Shopping
		Things to Do > Eat & Drink	Targeted pages: Beer; Food; Wine
Channel Front	\$65 CPM	VisitNC.com > Things to Do	www.visitnc.com/things-to-do
		VisitNC.com > Cities & Regions	www.visitnc.com/cities-regions
Sub-Channel Front	\$65 CPM	VisitNC.com > Things to Do > Signature Attractions	www.visitnc.com/signature-attractions
		VisitNC.com > Things to Do > Arts & Entertainment	www.visitnc.com/arts-entertainment
		VisitNC.com > Things to Do > Eat & Drink	www.visitnc.com/eat-drink
		VisitNC.com > Things to Do > History & Heritage	www.visitnc.com/history-heritage
Targeted Page	\$65 CPM	VisitNC.com > Things to Do > Signature Attractions > Film	www.visitnc.com/film
		VisitNC.com > Cities & Regions > Coast > Crystal Coast	www.visitnc.com/crystal-coast

Visit North Carolina maintains the right to adjust placement offerings, as needed.