

For more information,  
[PARTNERS.VISITNC.COM/PARTNER-PROGRAMS](http://PARTNERS.VISITNC.COM/PARTNER-PROGRAMS)

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VISIT NORTH CAROLINA



Partner  
PROGRAMS  
.....  
**NC**  
.....  
2017  
2018



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## OVERVIEW

Dear Visit North Carolina Partner,

Collaboration with partners and communities within all 100 counties of the state fueled another record year for North Carolina's travel industry in 2016. Our collective efforts to market North Carolina as a preferred destination for travelers and film production generated a 5.1 percent increase in statewide lodging demand and more than 35 million room nights sold. Continuing to outpace both regional and national averages, 2016 represented the largest demand growth in six years and capped an increase of nearly 24 percent over the same time period.

Your partnership and the power of our collaborative marketing efforts help North Carolina prosper in the face of stiff competition, stretching the reach and impact of Visit North Carolina's marketing budget ranking 32nd among the 50 U.S. states.

Our success is contingent on your success, and we remain committed to providing cooperative marketing opportunities that benefit partner organizations of all sizes and in all regions of the state. Working together we better leverage limited marketing budgets, extend our media buying power and collective voice, and strengthen the state's position in an increasingly competitive marketplace.

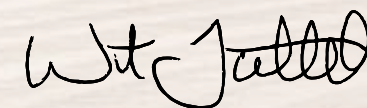
Please review the range of partner opportunities being offered for 2017-2018 featured in this brochure, including proven performers from prior years and new initiatives such as a Google paid search program, second screen targeting, additional large format print opportunities and more.

Among those opportunities is our most important marketing tool, VisitNC.com. Following a record year in 2015, the site also set new performance records in 2016 with more than 6.8 million user sessions, an increase of 10 percent over the previous year. More importantly, VisitNC.com continued to demonstrate high levels of consumer engagement while delivering nearly 2 million downstream referrals to partners' own websites.

As a North Carolina travel industry partner, you may purchase programs individually or bundle multiple opportunities into a more comprehensive plan customized to your needs and objectives. Please contact Brooks Luquire or Michelle Reino with our advertising agency Luquire George Andrews to learn more about the programs featured in this brochure.

We are grateful for your partnership in helping make North Carolina a premier travel destination, and we look forward to continued collaboration and success in the coming year.

Best regards,



Wit Tuttell  
Executive Director  
Visit North Carolina



Visit North Carolina maintains the right to adjust program elements as needed based on budget fluctuations and partner interest.

		PUBLICATION	DEMOGRAPHICS	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
CONSUMER PRINT	Local Market Combo Package: Large Market Total Circulation: 857,808 Geography: Regional <i>Atlanta Magazine, Our State, Philadelphia Magazine, Washington Post Magazine</i>	Median Age: 51 Female: 55% Average HH Income: \$114,883			Brand/Co-Op Spread Four (4) Quarter-Page Spots \$8,000 Per Partner Space Due: 5/1/17 Materials Due: 6/5/17								Brand/Co-Op Spread Four (4) Quarter-Page Spots \$8,000 Per Partner Space Due: 12/18/17 Materials Due: 1/2/18		
	Local Market Combo Package: Northern Total Circulation: 348,368 Geography: Regional <i>Richmond Magazine, The Roanoker Magazine, Pittsburgh Magazine, Cleveland Magazine, Columbus Monthly, Nashville Lifestyles, Blue Ridge Country</i>	Median Age: 54 Female: 59% Average HH Income: \$123,900											Brand/Co-Op Spread Four (4) Quarter-Page Spots \$5,000 Per Partner Space Due: 11/11/17 Materials Due: 12/11/17	Brand/Co-Op Spread Four (4) Quarter-Page Spots \$5,000 Per Partner Space Due: 1/15/18 Materials Due: 2/15/18	
	Local Market Combo Package: Southern Total Circulation: 744,000 Geography: Regional <i>Columbia Metropolitan, South Carolina Living, The Town Magazine (Greenville), Jacksonville Magazine, Charlotte Magazine, Walter Magazine (Raleigh), Orlando Magazine, Tampa Magazine</i>	Median Age: 50 Female: 59% Average HH Income: \$153,320				Brand/Co-Op Spread Four (4) Quarter-Page Spots \$6,800 Per Partner Space Due: 5/2/17 Materials Due: 6/2/17								Brand/Co-Op Spread Four (4) Quarter-Page Spots \$6,800 Per Partner Space Due: 1/8/18 Materials Due: 2/8/18	
	Coastal Living Circulation: 450,000 Geography: Regional GA, FL, NC, SC, TN, VA, D.C., MD, NJ, NY, OH, PA, AL, CT, DE, IL, IN, KY, MA, ME, MS, NH, RI, VT, WI, WV	Median Age: 55 Female: 72% Average HH Income: \$86,138												Brand/Co-Op Spread Six (6) Directory Spots \$2,000 Per Partner Space Due: 11/20/17 Materials Due: 12/18/17	
	Family Fun Circulation: 453,700 Geography: Regional AL, FL, GA, KY, MS, NC, SC, TN, WV, VA	Median Age: 43 Female: 86% Average HH Income: \$65,060				Brand/Co-Op Spread Four (4) Quarter-Page Spots \$3,800 Per Partner Space Due: 4/12/17 Materials Due: 5/12/17									Brand/Co-Op Spread Six (6) Directory Spots \$2,500 Per Partner Space Due: 12/15/17 Materials Due: 1/15/18
	Garden & Gun Circulation: 375,000 Geography: National	Median Age: 50 Male: 52% Average HH Income: \$370,800	Brand Spread One (1) Full-Page Spot \$14,000 Per Partner Space Due: 3/22/17 Materials Due: 3/27/17	Co-Op Spread Six (6) Directory Spots, \$2,500 Per Partner One (1) Full-Page Spot, \$14,000 Per Partner Space Due: 3/31/17 Materials Due: 4/21/17							Partner Spread Two (2) Full-Page Spots \$14,000 Per Partner Space Due: 9/22/17 Materials Due: 10/24/17			Five-Page North Carolina Section Six (6) Directory Spots, \$2,500 Per Partner Four (4) Quarter-Page Spots, \$5,000 Per Partner Two (2) Full-Page Spots, \$14,000 Per Partner Space Due: 11/20/17, Materials Due: 12/19/17	
	Hearst Travel Group: Country Living, Good Housekeeping, Woman's Day Circulation: 1,654,215 Geography: Regional FL, GA, NC, SC, TN, VA, D.C.	Median Age: 56 Female: 88% Average HH Income: \$64,359						Brand/Co-Op Spread Six (6) Directory Spots \$5,600 Per Partner Space Due: 5/12/17 Materials Due: 6/13/17						Brand/Co-Op Spread Four (4) Quarter-Page Spots \$8,400 Per Partner Space Due: 11/13/17 Materials Due: 12/12/17	
	Outside Magazine Circulation: 282,729 Geography: Regional FL, GA, MD, NC, NJ, NY, OH, PA, SC, TN, VA, D.C.	Median Age: 44 Male: 67% Average HH Income: \$100,166					Brand/Co-Op Spread Four (4) Quarter-Page Spots \$4,400 Per Partner Space Due: 4/24/17 Materials Due: 5/23/17								3-Page Brand/Co-Op Spread Six (6) Directory Spots, \$2,200 Per Partner One (1) Full-Page Spot, \$9,000 Per Partner Space Due: 12/15/17 Materials Due: 1/15/18
	Southern Living Circulation: 1,383,000 Geography: Regional DE, FL, GA, MD, NC, NJ, NY, PA, SC, TN, VA, D.C.	Median Age: 55 Female: 72% Average HH Income: \$69,510					Brand/Co-Op Spread Four (4) Quarter-Page Spots \$8,400 Per Partner Space Due: 4/28/17 Materials Due: 5/30/17								3-Page Brand/Co-Op Spread Six (6) Directory Spots \$5,600 Per Partner One (1) Full-Page Spot \$25,000 Per Partner Space Due: 1/2/18 Materials Due: 2/1/18
RETIRENC PRINT	Where to Retire Circulation: 200,000 Geography: National	Median Age: 64 Male: 56% Average HH Income: \$142,000											Co-Op Spread Six (6) Directory Spots \$500 Per CRC Partner/\$1,000 Per Non-CRC Partner Space Due: 10/9/17, Materials Due: 11/9/17		
	New Jersey Monthly Circulation: 87,290 Geography: New Jersey	Median Age: 60 Female: 59% Average HH Income: \$206,000											Co-Op Spread Six (6) Directory Spots \$500 Per CRC Partner \$1,000 Per Non-CRC Partner Space Due: 1/2/18, Materials Due: 1/29/18		
	ideal-LIVING Circulation: 100,000 Geography: National	Median Age: 56 Female: 65% Average HH Income: \$181,000								Co-Op Spread Twelve (12) Directory Spots \$500 Per CRC Partner/\$1,000 Per Non-CRC Partner Space Due: 9/4/17, Materials Due: 10/2/17			Co-Op Spread Twelve (12) Directory Spots \$500 Per CRC Partner/\$1,000 Per Non-CRC Partner Space Due: 12/15/17, Materials Due: 1/15/18		



**PRINT** | Consumer PRINT



**LOCAL MARKET COMBO: LARGE MARKETS**  
 ATLANTA MAGAZINE, OUR STATE,  
 PHILADELPHIA MAGAZINE,  
 WASHINGTON POST MAGAZINE

**Quarter-Page Investment:** \$8,000 Per Partner  
 46% savings on standard rates

**September 2017 Availability:** Four (4) Quarter-Page Partners

**April 2018 Availability:** Four (4) Quarter-Page Partners



**LOCAL MARKET COMBO: NORTHERN MARKETS**  
 RICHMOND MAGAZINE, THE ROANOKER MAGAZINE,  
 PITTSBURGH MAGAZINE, CLEVELAND MAGAZINE,  
 COLUMBUS MONTHLY, NASHVILLE LIFESTYLES,  
 BLUE RIDGE COUNTRY

**Quarter-Page Investment:** \$5,000 Per Partner  
 56% savings on standard rates

**April 2018 Availability:** Four (4) Quarter-Page Partners

**May 2018 Availability:** Four (4) Quarter-Page Partners



**LOCAL MARKET COMBO: SOUTHERN MARKETS**  
 COLUMBIA METROPOLITAN, SOUTH CAROLINA LIVING,  
 THE TOWN MAGAZINE (GREENVILLE),  
 JACKSONVILLE MAGAZINE, CHARLOTTE MAGAZINE,  
 WALTER MAGAZINE (RALEIGH), ORLANDO MAGAZINE,  
 TAMPA MAGAZINE

**Quarter-Page Investment:** \$6,800 Per Partner  
 43% savings on standard rates

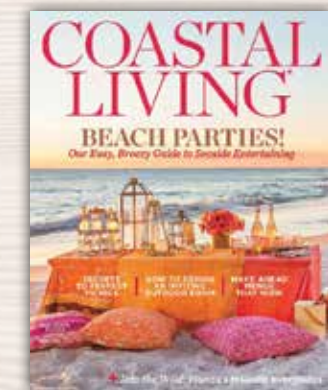
**September 2017 Availability:** Four (4) Quarter-Page Partners

**April 2018 Availability:** Four (4) Quarter-Page Partners



**COASTAL LIVING**  
**Directory Investment:** \$2,000 Per Partner  
 61% savings on standard rates

**April 2018 Availability:** Six (6) Directory Partners



**FAMILY FUN**  
**Directory Investment:** \$2,500 Per Partner  
 82% savings on standard rates

**Quarter-Page Investment:** \$3,800 Per Partner  
 85% savings on standard rates

**September 2017 Availability:** Four (4) Quarter-Page Partners

**May 2018 Availability:** Six (6) Directory Partners





**GARDEN & GUN**

Directory Investment: **\$2,500 Per Partner**  
 Quarter-Page Investment: **\$5,000 Per Partner**  
 Full-Page Investment: **\$14,000 Per Partner**  
*68% savings on standard rates*

June/July 2017 Availability: One (1) Full-Page Partner  
 August/September 2017 Availability: One (1) Full-Page Partner  
 Six (6) Directory Partners

February/March 2018 Availability: Two (2) Full-Page Partners  
 April/May 2018 Availability: Two (2) Full-Page Partners  
 Four (4) Quarter-Page Partners  
 Six (6) Directory Partners



**HEARST TRAVEL GROUP:  
COUNTRY LIVING, WOMAN'S DAY  
AND GOOD HOUSEKEEPING**

Directory Investment: **\$5,600 Per Partner**  
*40% savings on standard rates*

Quarter-Page Investment: **\$8,400 Per Partner**  
*53% savings on standard rates*

October 2017 Availability: Six (6) Directory Partners  
 April 2018 Availability: Four (4) Quarter-Page Partners



**OUTSIDE MAGAZINE**

Directory Investment: **\$2,200 Per Partner**  
*76% savings on standard rates*

Quarter-Page Investment: **\$4,400 Per Partner**  
*63% savings on standard rates*

Full-Page Investment: **\$9,000 Per Partner**  
*71% savings on standard rates*

September 2017 Availability: Four (4) Quarter-Page Partners  
 May 2018 Availability: Six (6) Directory Partners  
 One (1) Full-Page Partner



**SOUTHERN LIVING**

Directory Investment: **\$5,600 Per Partner**  
*53% savings on standard rates*

Quarter-Page Investment: **\$8,400 Per Partner**  
*86% savings on standard rates*

Full-Page Investment: **\$25,000**  
*82% savings on standard rates*

September 2017 Availability: Four (4) Quarter-Page Partners  
 May 2018 Availability: Six (6) Directory Partners  
 One (1) Full-Page Partner



*Explore the wonders of North Carolina.*

- BRUNSWICK ISLANDS**  
Set your life on family time on one of America's favorite barrier island beaches. Deep sea and pier fishing, kayaking, shelling, birding, sea turtles and lighthouses. More than 30 championship golf courses. World-famous Calabash seafood. Wide variety of accommodations for virtually any budget. Request your free vacation guide today!  
NCSouthwest.com  
800.795.7263
- GREENSBORO**  
Play in the center of it all in Greensboro, N.C. The Greensboro Science Center is the perfect attraction for the whole family with a zoo, science center and aquarium in one location! For more information or to request a free visitor's guide, visit our website or call the number below:  
VisitGreensboroNC.com  
800.344.2382
- THE OUTER BANKS**  
We're down to open spaces. With 1000 miles of open access beaches, you'll find plenty of open space. Along with history, mystery, adventure, festivals, great gallery finds, unique shops and the friendliest seafood around. Get your free travel guide today and find what speaks to your OuterBanks soul!  
OuterBanks.org  
877.629.4386
- ROCKINGHAM COUNTY**  
Nestled in NC's foothills, Rockingham County is the perfect place to experience nature's playground. Here, you can float on our rivers, hit the lakes, experience premier hunting & sporting reserves, go horseback riding, sample local wine, play in a park, or simply soak up the sun. So come, camp and play in Rockingham County!  
NCRockham.com  
800.316.8000 (7625)
- GRANDFATHER MOUNTAIN**  
Grandfather Mountain's pristine wildlife and sweeping vistas are perfect for rejuvenation, excitement and family memories. Enjoy the amazing panoramic views from the Mile High Skyway Bridge, stand eye to eye with nature's wilder in natural habitats and learn more about the wonders around you from our museum, trails and friendly naturalists.  
Grandfather.com  
800.468.7325
- ASHEBORO**  
Go wild in Ashboro, great home of the North Carolina Zoo! The North Carolina Zoo, the nation's largest natural habitat walk-through zoo, delivers fun with family and friends. Face-to-face animal encounters, encircling outdoor art and glorious gardens, and a conservatory located in the heart of North Carolina.  
HeartOfNorthCarolina.com  
800.626.2672

*Plan your getaway visitnc.com*

Directory Ad Example

Quarter-Page Ad Example

Like getaways, some trails are more fun than others.

**PLAY ON NC**  
CASHIERS  
CHEROKEE  
DALLASBORO  
SYLVIA  
DiscoverJockeyNC.com

**KINDA' COUNTRY. KINDA' COOL**

Roan County's dichotomy of engaging countryside and urban vibe make it the place where you can truly be an original.

**VISIT ROAN COUNTY**  
NORTH CAROLINA  
Be an original.  
800.332.2343 | VisitSalisburyNC.com

**IN OUR SOUTH**  
LAUGHTER IS ALWAYS IN BLOOM

Find Food Getaway Packages, seasonal events and more online at VisitWinstonSalem.com/Spring

visit **winston-salem**  
Your Southern Wake-Up Call!

**PLAN YOUR GETAWAY TO VISIT THE YADKIN**  
of the YADKIN VALLEY

*though powerful enough to cut straight through mountains - they never choose to surrender.*

Twisting and turning among tulip poplars, these waters weave through an untamed forest. They say even the mist creeps as it journeys over lookouts and landmarks. A scenic highway follows along for the views while hiking trails lead into stunning backdrops. As one of the few rivers that runs north - it teaches all those who cross its path, to choose their own.

visitnc.com

**NC**  
NORTH CAROLINA



In addition to the mainstream consumer print publications Visit North Carolina offers co-ops for, there are also three retirement-focused co-ops in *Where to Retire*, *New Jersey Monthly* and *ideal-LIVING*.

**NEW!** WHERE TO RETIRE

**Directory Investment:** \$500 Per Partner for Certified Retirement Communities  
\$1,000 Per Partner for Non-Certified Retirement Communities

**March/April 2018 Availability:** Six (6) Directory Partners



**NEW!** NEW JERSEY MONTHLY

**Directory Investment:** \$500 Per Partner for Certified Retirement Communities  
\$1,000 Per Partner for Non-Certified Retirement Communities

**April 2018 Availability:** Six (6) Directory Partners



IDEAL-LIVING

**Directory Investment:** \$500 Per Partner for Certified Retirement Communities  
\$1,000 Per Partner for Non-Certified Retirement Communities

**Winter Availability (January, February, March 2018):** Twelve (12) Directory Partners

**Spring Availability (April, May, June 2018):** Twelve (12) Directory Partners



RetireNC Ad Example



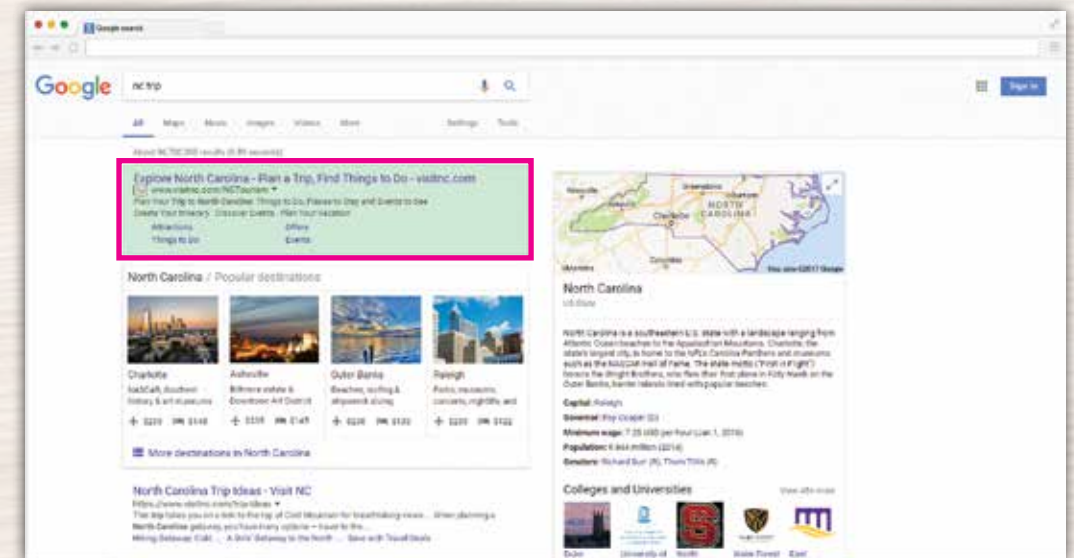
Visit North Carolina is excited to extend its collaboration with Madden Media to offer a new paid search co-op program, increasing exposure and driving traffic to partner sites by serving text-based ads next to search results on Google.

Paid search (pay-per-click, or PPC, advertising) is one of the most effective platforms to maximize marketing value and ensure that a greater share of relevant and interested consumers make it to your website instead of competitor sites. With this co-op offering, each individual partner program will be managed by Google-certified experts who use geo-qualified keywords unique to the destination to serve paid search ads to relevant users. Tailored with specific calls-to-action, users will be driven directly to the most appropriate content on the partner website.

- Centralized Google AdWords account creation and management by Google-certified experts
- Custom keyword selection based on thorough research and opportunity assessment
- Ad group assignments and custom ad copy development with actionable text
- Hands-on optimization, A/B testing and Google AdWords conversion tracking to maximize ROI
- Complete and detailed reporting of key performance indicators

INVESTMENT	FLIGHT	RATE	CLICKS
\$2,000 Per Partner	4 Months	Estimated \$1.43 CPC	1,400 Guaranteed Minimum
\$4,000 Per Partner	4 Months	Estimated \$1.43 CPC	2,800 Guaranteed Minimum
\$5,000 Per Partner	4 Months	Estimated \$1.43 CPC	3,500 Guaranteed Minimum
\$6,000 Per Partner	4 Months	Estimated \$1.43 CPC	4,200 Guaranteed Minimum

Custom packages available upon partner request







Your expert in adventure & experiential travel

The iExplore.com program is open to five (5) partners at an investment level of \$5,000 per partner. *This is an 80% cost savings on standard rates.*

Visit North Carolina is partnering with iExplore.com, a trusted source for experiential and adventure travel. Extending from past brand success with iExplore.com and to include sponsored content co-op offerings with a travel-focused site, this program will put iExplore.com editorial writers on the ground to explore partner destinations and develop custom content based on their own experiences. Each content package will be promoted and distributed through various channels, including iExplore.com's on-site placements as well as organic social.

- Travel-specific activation, with integrated content for natural brand discovery and engagement
- Authentic content based on iExplore.com writer's personal and in-market experience in North Carolina
- Custom-curated content with a robust distribution strategy, including on-site promotional drivers and organic social posts across owned channels of iExplore.com and TravelMindset.com (sister site)
- Quality control throughout the campaign life, including content approval stages
- Complete and detailed reporting of key performance indicators

**Partners will receive:**

FLIGHT*	CONTENT SOURCE	CONTENT DELIVERABLES & PROMOTIONAL SUPPORT	IMPRESSIONS**
Choice of a 3-4 month flight in 2017 Fall or 2018 Spring	<ul style="list-style-type: none"> <li>• iExplore.com editorial writer travels to partner destination</li> <li>• Program includes writer's travel expenses</li> </ul>	<ul style="list-style-type: none"> <li>• 2 custom-curated articles</li> <li>• On-site media: homepage feature, activity sponsorship and ROS display</li> <li>• On-site media: inclusion in a NC-exclusive e-newsletter</li> <li>• Organic social media: multiple Facebook, Instagram and Twitter posts</li> </ul>	1,260,000 Estimated (via on-site and social promotional drivers; does not include article page views)

\* Exact 3-4 month flight periods are TBD  
\*\* Article page views will vary by partner

The AtlantaMagazine.com program is available to five (5) partners at an investment level of \$1,500 per partner.

Visit North Carolina is partnering with AtlantaMagazine.com, the digital arm of *Atlanta Magazine* — the city's premier lifestyle publication — to publish original custom content. The content will be developed by the Visit NC editorial team with partner input and will be published on the AtlantaMagazine.com Travel section for two consecutive months of your choosing. Articles will also receive on-site and social promotion to drive article views.

- Market-specific activation, with integrated content for natural brand discovery and engagement
- Quality control throughout the campaign life, including content approval stage
- Complete and detailed reporting of key performance indicators

**Partners will receive:**

FLIGHT	CONTENT SOURCE	CONTENT DELIVERABLES & PROMOTIONAL SUPPORT
2 Months (exact timing up to partner)	Visit NC editorial team to work with partner	<ul style="list-style-type: none"> <li>• 1 custom-curated article</li> <li>• On-site media: inclusion in the Travel section for two months</li> <li>• Organic social media</li> <li>• Dedicated spend toward paid social media amplification</li> </ul>

Article page views will vary by partner



The PhillyVoice.com program is open to five (5) partners at an investment level of \$1,500 per partner.

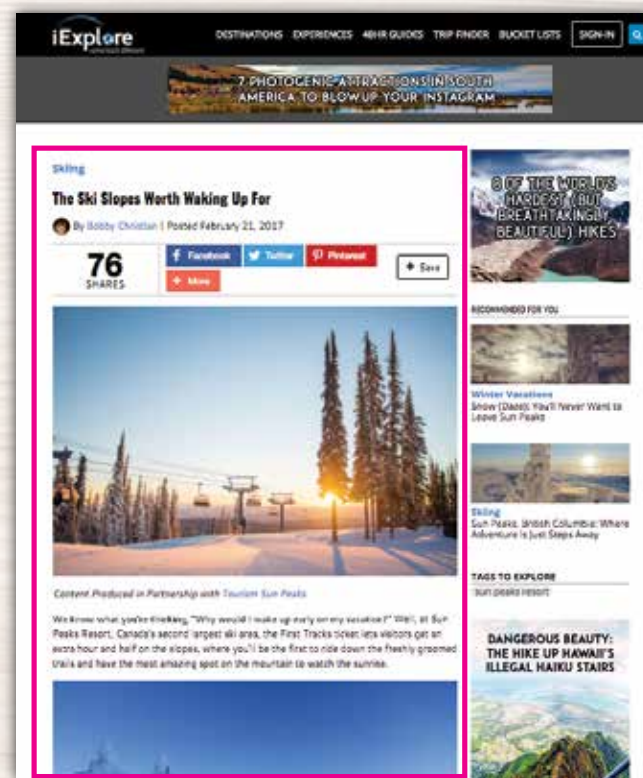
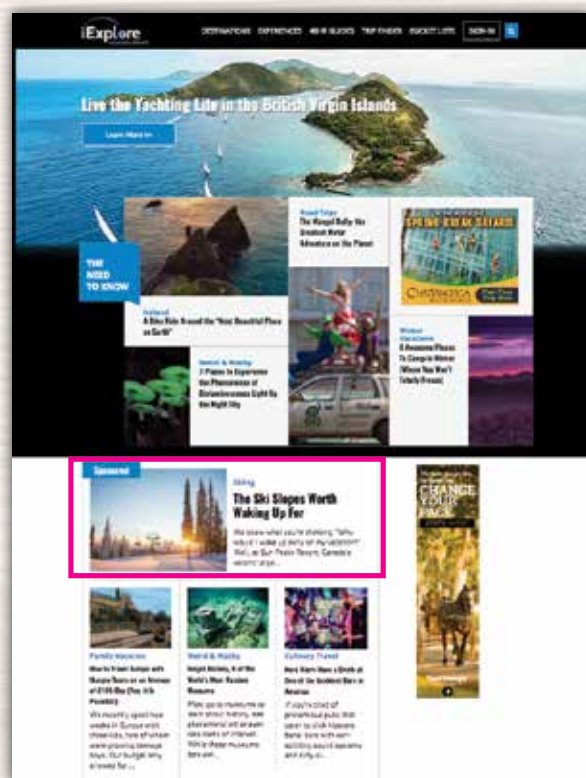
Visit North Carolina is partnering with PhillyVoice.com, an emerging local and 100% digital media property in the Philadelphia DMA. Understanding the increasing need for distribution of authentic branded content, this particular package allows for custom content development by the PhillyVoice.com editorial team with well-rounded support via on-site promotion as well as organic and paid social media amplification.

- Market-specific activation, with integrated content for natural brand discovery and engagement
- Quality control throughout the campaign life, including content approval stage
- Complete and detailed reporting of key performance indicators

**Partners will receive:**

FLIGHT	CONTENT SOURCE	CONTENT DELIVERABLES & PROMOTIONAL SUPPORT
Est. 1-2 Weeks (exact timing up to partner)	PhillyVoice.com editorial team to work with partner	<ul style="list-style-type: none"> <li>• 1 custom-curated article</li> <li>• On-site media: homepage feature and sponsored content widget</li> <li>• Organic social media</li> <li>• Dedicated spend toward paid social media amplification</li> <li>• Added-value media: one week of "The Weekend" inclusion</li> </ul>

Article page views will vary by partner







# DIGITAL | Second Screen TARGETING



The Samba TV program is open to five (5) partners at an investment level of \$5,000 per partner. *This is a 50% cost savings on standard rates.*

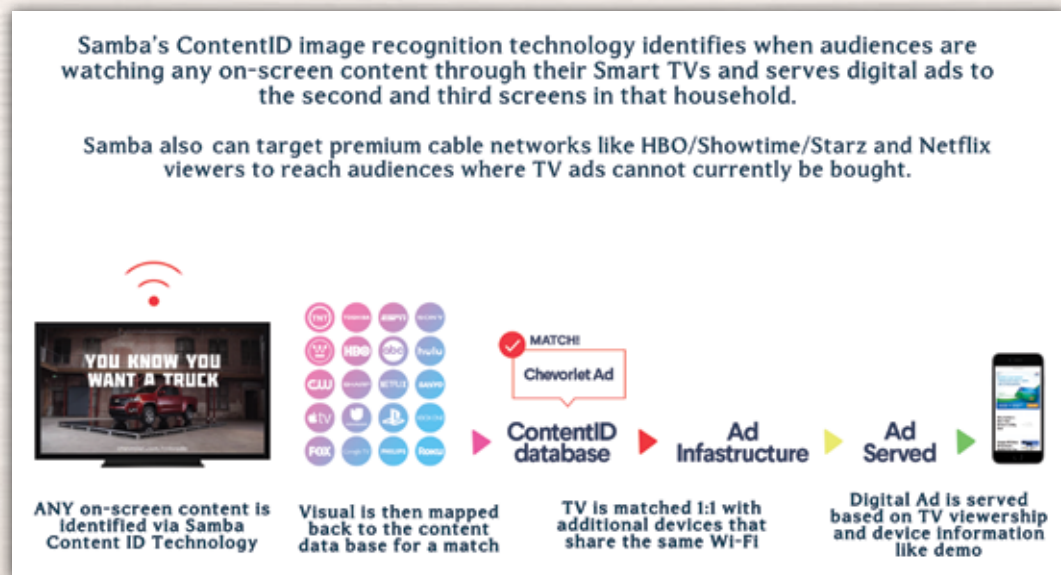
Visit North Carolina is collaborating with Samba to offer a unique program that can tap TV audiences on a one-to-one level. Utilizing proprietary content recognition technology built directly within millions of TVs, Samba will identify desired TV viewers within your markets based on programming consumption, then sync and retarget off real-time viewership data to serve digital ads on viewers' second and third screens (e.g., desktop, mobile, tablet, connected TV). From linear to digital, Samba bridges platforms to reach viewers as they're consuming their favorite TV content.

- Personalize brand experiences across screens, as four out of five Americans are second-screening while watching TV
- Drive brand awareness by supplementing existing TV schedules and/or reaching untapped audiences
- Recognize content that appears on all TV screens from any source, whether live or time-shifted
  - Linear TV
  - Over-the-top (OTT) devices (e.g., Apple TV, Roku)
  - Commercials
  - Movies
  - Video games
- Customized media flight, tailored to each partner's objectives and needs
- Complete and detailed reporting of key performance indicators

### Partners will receive:

FLIGHT	TARGETING	RATE	IMPRESSIONS	AVAILABLE CREATIVE FORMATS & SIZES
Choice of a one-month flight in 2018 Spring	Select parameters per objective and target audience(s): <ul style="list-style-type: none"> <li>• Geo (e.g., DMA, state)</li> <li>• Demo (e.g., gender, age)</li> <li>• Behavioral (e.g., travel intender)</li> <li>• Programming (e.g., genre, TV show, TV network)</li> <li>• Device (e.g., desktop, mobile, tablet, connected TV)</li> <li>• Ad Format (e.g., display, pre-roll video)</li> </ul>	Display: Est. \$9-10 CPM Pre-Roll Video: Est. \$26-\$28 CPM	\$10k Total Media Value Impressions will vary by desired targeting parameters	Desktop Display - 300x250, 728x90 Mobile Display - 300x250, 320x480, 320x50 Tablet Display - 300x250, 728x90, 1024x768 Desktop Pre-Roll Video - 640x360 Mobile Pre-Roll Video - 640x360 Tablet Pre-Roll Video - 640x360 Connected TV Pre-Roll Video - 1280x720

*Added-value weight to be determined as campaign flight approaches*



# DIGITAL | Influencer PROGRAM



The RhythmOne influencer program is open to six (6) partners at an investment level of \$6,000 per partner. *This is a 25% cost savings on standard rates.*

Based on high partner interest in its inaugural year, Visit North Carolina is thrilled to be renewing our partnership with RhythmOne, allowing partners to continue weaving brand stories into custom content and social platforms in an authentic fashion. Influencer marketing drives brand recognition and positive brand sentiment in a stream of peer-to-peer dialogue – delivered organically in the voice of influencers within their own written content.

- Fully managed program, leveraging RhythmOne's influencer network and expertise
- Quality control throughout the campaign life, including influencer and content approval stages
- Complete and detailed reporting of key performance indicators

### Partners will receive:

FLIGHT*	CONTENT SOURCE **	CONTENT DELIVERABLES & PROMOTIONAL SUPPORT	IMPRESSIONS
Choice of one 45-day flight in 2017 Fall or 2018 Spring	<ul style="list-style-type: none"> <li>• One dedicated mid-tier influencer travels to partner destination</li> <li>• Program includes influencer's travel expenses</li> </ul>	<ul style="list-style-type: none"> <li>• Pre-trip: 1 custom Pinterest board</li> <li>• Pre-trip: 1 Instagram promotion</li> <li>• Mid-trip: 5 real-time social boosts</li> <li>• Post-trip: 1 recap blog post</li> <li>• Post-trip: 3 social syndication shares</li> <li>• Additional targeted social amplification based on CPE pricing</li> </ul>	\$8k Total Media Value  640,000 Estimated (via content syndication, real-time boosts, paid social amplification and promotional units)

*\* Exact 45-day flight periods are TBD; maximum of three (3) partners per each seasonal flight; first-come, first-served basis  
\*\* Package includes content creation from a mid-tier influencer. If a partner requires more premium talent, the partner will be responsible for additional costs.*

# DIGITAL | History Display PROGRAM



The HistoryNet.com program is open to ten (10) partners at an investment level of \$750 per partner.

Visit North Carolina is proud to offer this history co-op again, which provides a diverse content base covering all facets of military and social history, serving as an extensive resource for heritage travel and history enthusiasts. HistoryNet.com operates as the central digital arm of nine history magazines: *America's Civil War, American History, Aviation History, Civil War Times, Military History, MHQ: The Quarterly Journal of Military History, Wild West, World War II* and *Vietnam*.



### Partners will receive:

PLACEMENT	FLIGHT	TARGETING	RATE	IMPRESSIONS	CREATIVE ASSETS
ROS 300x250	July 1, 2017 - June 30, 2018	Geo-Targeting*	\$6.00 CPM	125,000 Guaranteed	Display: 300x250 and Landing Page URL
Heritage Travel Directory 300x250	July 1, 2017 - June 30, 2018	N/A	Added Value	4,000 Estimated	Display: 300x250, Text (Max 25 Characters) and Landing Page URL
E-newsletter 300x250	Inclusion in one monthly drop **	N/A	Added Value	100,000 Estimated	Display: 300x250 and Landing Page URL

*\* Geo-Targets: FL, GA, MD, NC, NJ, NY, OH, PA, SC, TN, VA, D.C.  
\*\* TBD monthly selection for e-newsletter inclusion*





Visit North Carolina is excited to bring back the successful collaboration with Madden Media to offer the exclusive retargeting program based on VisitNC.com's own audience data. This is a truly unique offering that is not available through any other property.

With this retargeting co-op program, partners can take advantage of VisitNC.com's vast site traffic and reach prospective travelers who have expressed interest in North Carolina. After users visit VisitNC.com, they will be served and targeted across the web with partner-specific display ads that include strong calls-to-action that drive to the respective partner site and encourage them to further explore the destination.

- Extended scale by targeting desired VisitNC.com audiences and following them across the web
- Strong calls-to-action bring users directly to partner sites
- Ongoing optimization in order to deliver maximum ROI
- Complete and detailed reporting of key performance indicators

**AVAILABLE AUDIENCE SEGMENTS**

Based on VisitNC.com Page Titles

- **Mountains** (Includes all subregion pages within this region)
- **Piedmont** (Includes all subregion pages within this region)
- **Coast** (Includes all subregion pages within this region)
- **Attractions** (Includes Things to Do, Events, Signature Attractions)
- **Kids & Family** (Includes Zoos & Aquariums)
- **Romance** (Includes Wine, Resorts & Spas)
- **Outdoors** (Includes Biking, Hiking)
- **Travel Deals** (Includes Places to Stay)
- **Culinary** (Includes Eat & Drink, Beer)
- **Culture** (Includes Arts & Entertainment, History & Heritage)



INVESTMENT	FLIGHT	TARGETING	RATE	IMPRESSIONS	CREATIVE ASSETS
\$2,500 Per Partner	45 Days	1 Audience Segment & General Pool	\$13.16 CPM	190,000 Guaranteed Minimum	Display: 160x600, 300x250, 300x600, 728x90
\$5,000 Per Partner	3 Months	2 Audience Segments & General Pool	\$12.82 CPM	390,000 Guaranteed Minimum	
\$10,000 Per Partner	6 Months	3 Audience Segments & General Pool	\$12.05 CPM	830,000 Guaranteed Minimum	



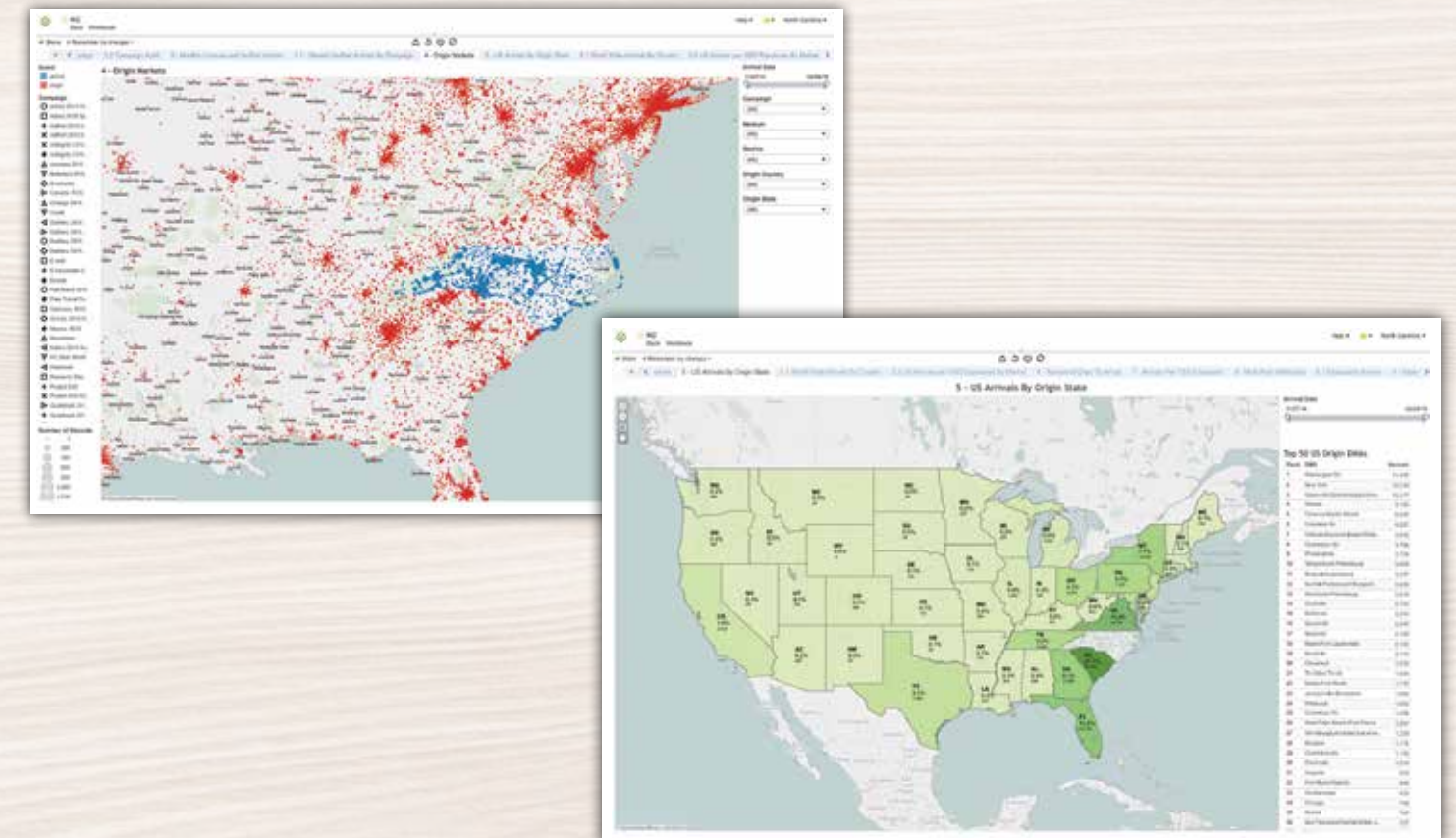
Visit North Carolina is excited to bring the proprietary measurement and analytics technology of Arrivalist back to our partners for the third year in a row. Arrivalist tracks and measures a sample of actual arrivals to your destination based on factors including visits to your website, exposure to your display advertising and other forms of paid media. Arrivalist will work with you to place tracking pixels on your desired website pages and any additional advertising mediums. When a potential visitor interacts with your site and digital advertising and travels to your destination, you'll be able to track the arrival as a conversion and optimize your digital efforts accordingly.

Participating partners will receive access to multiple reports throughout the duration of the one-year co-op, including:

- Media Efficiency Report (Arrivals per 1,000 Impressions)
- Origin Markets Report (Arrivals by Region)
- Arrivals by State with Top Origin DMAs
- Arrivals by Exposure Frequency
- Days-to-Arrival Report

The exclusive Visit North Carolina partner rate is \$8,000, which allows you to measure arrivals from Owned Media and Paid Media up to 10,000,000 impressions per year. This is more than 70% savings on standard rates. One-year partnerships with Arrivalist are available only for the fiscal year of July 1, 2017 – June 30, 2018.

**Sample Reports**





NEW!

## Visit North Carolina PHOTO NETWORK

Visit North Carolina launched the Photo Network in 2016, utilizing a dozen professional photographers across the state. Their talents and expertise allow Visit NC to acquire high-resolution, up-to-date photography covering a wide range of seasons, activities and scenes, including outdoor adventure, dining, family fun, downtown attractions, mountain landscapes, beaches and more.

Visit NC's partners can now take advantage of the Photo Network and these seasoned photographers for their own photography needs through the different investment levels below.

INVESTMENT	NUMBER OF HIGH-RESOLUTION PHOTOS	SHOOT LOCATIONS
\$2,400 Per Partner	10	2
\$3,500 Per Partner	15	3
\$4,500 Per Partner	20	5



Final photo selections are for owned digital, web and social media use only. Any print requests will be handled on an if-asked basis and would be settled between the partner and the photographer. Visit NC will have dual ownership of the final shots to use on VisitNC.com, social and digital.

NEW!

## D.C. and Atlanta TRANSIT ADVERTISING

New this year, Visit North Carolina is excited to offer the opportunity for partners to advertise on buses, trains and transit shelters in Washington, D.C. and Atlanta. This program provides a 30-day presence in either of these key markets giving partners the ability to target passengers with both internal and external signage.

The Atlanta package is open to two (2) partners. It will run from March 15 – April 15, 2018 and includes the following for an investment of \$20,000 per partner:

- 20 Colossal Rail Cards
- 85 Interior Bus/Car Cards
- 6 Fullbacks/Taillights
- 10 Transit Shelters
- 6 Dioramas
- 15 Bus Kings

The Washington, D.C. package is open to two (2) partners. It will run from March 15 – April 15, 2018 and includes the following for an investment of \$20,000 per partner:

- 60 Interior Bus Cards
- 25 Fullbacks/Taillights
- 5 Shelter Panels

Partner is responsible for providing creative assets.



Transit Shelter



Bus Kings



Colossal Rail Cards



Interior Bus Cards



Fullbacks/Taillights



## Video PRODUCTION

The Video Production Package is available to partners for \$7,500 per video. Partners would also have access to B-roll footage for other purposes for a nominal fee.

Bill Russ and Mark Forester are teaming up again to provide video production services to Visit North Carolina's tourism partners. Bill's images of North Carolina have been viewed by millions of readers in domestic and international publications. While head of video for Journal Communications, Mark produced dozens of travel videos for VisitNC.com, filming in more than 100 locations around the state. The two are bringing together their talents, experience and unmatched familiarity with the industry to produce short-form travel videos for tourism destinations and attractions.

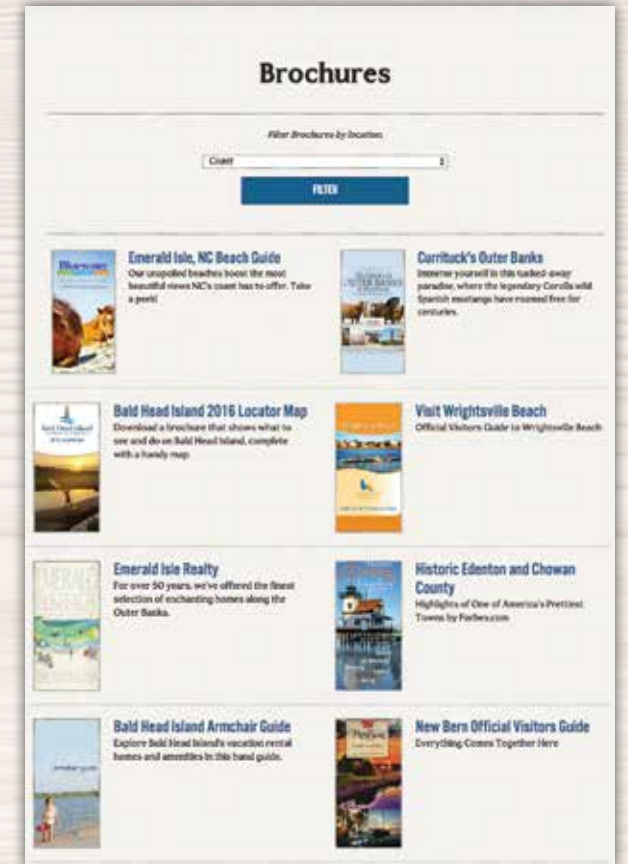
Partners will receive a 3-5-minute promotional video which can be used for all marketing purposes, including posting to websites, showing in visitor centers, and for presentations at meetings and conferences. Upon request, Bill and Mark can also produce 60- and 30-second videos from the same footage at no additional cost. One completed video will also be posted on the partner's listing on VisitNC.com at no charge (a \$300 value).



## NEW! VISITNC.COM | Brochure LISTINGS

Brochure Listings are available in 12-month increments at a cost of \$300 per year per brochure.

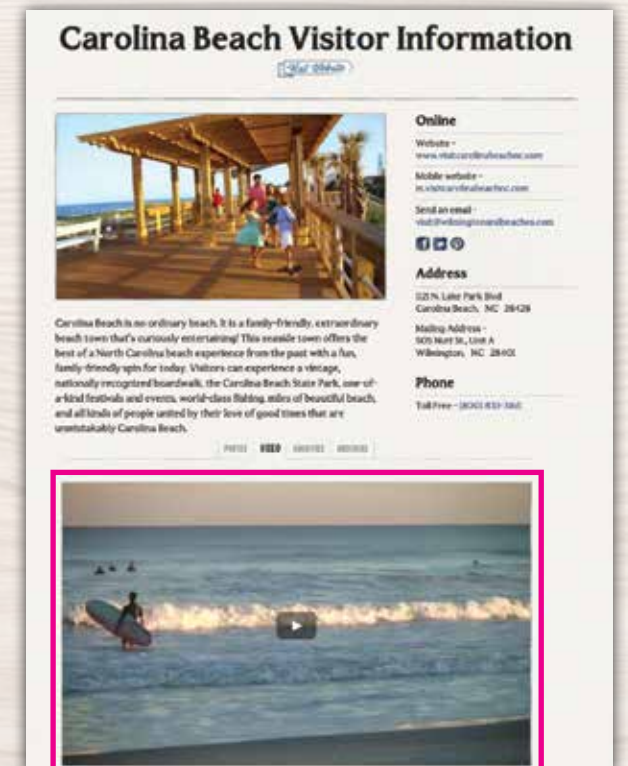
Partners will now have the opportunity to add their brochures and rack cards to VisitNC.com, where they will live on the Brochures page as well as on the partner's individual listing.



## NEW! VISITNC.COM | Video LISTINGS

Partners can post one video to their VisitNC.com listing at a cost of \$300 per year.

Partners can enhance their standard listing on VisitNC.com by adding one video, which provides potential visitors with more engaging content. Videos can be switched out quarterly or as needed by the partner.

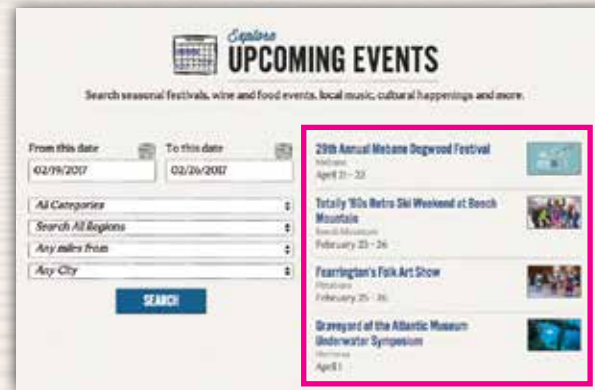




**VISITNC.COM** | *Featured EVENTS*

Featured Events are available in 30-day increments at a cost of \$150 per event.

Participating partners have the opportunity to call more attention to their events and festivals via VisitNC.com's Featured Event listings. This continues to be a cost-effective opportunity for partners to provide timely event information throughout multiple prominent areas on the site, including the homepage and within relevant content on VisitNC.com. In addition, Featured Events receive valuable placement in Visit North Carolina's bi-weekly Events E-newsletter distributed to more than 40,000 subscribers.



**VISITNC.COM** | *Travel DEALS*

Travel Deals are available in 60-day increments at a cost of \$250 per deal.

Participating partners are able to promote special North Carolina travel offers and packages to interested visitors on VisitNC.com. In addition to being featured on the site's homepage, Travel Deals are also featured on a rotating basis on every page throughout VisitNC.com, as well as within the dedicated deals section. Partners will also be included in a monthly Travel Deals E-newsletter distributed to more than 46,000 subscribers.



**NEW!** **VISITNC.COM** | *Featured Event SOCIAL PROMOTION*

Featured Event Social Promotion opportunities are available for \$500 each (this includes a 30-day listing on VisitNC.com). Inventory: Four (4) Partner Spots Per Month

This opportunity allows partners to gain increased traffic and engagement to their Featured Events. Our Social Media Manager will create unique content on Facebook or Twitter to promote your event, which will then be amplified with a paid spend.



**NEW!** **VISITNC.COM** | *Travel Deal SOCIAL PROMOTION*

Travel Deal Social Promotion opportunities are available for \$600 each (this includes a 60-day listing on VisitNC.com). Inventory: Four (4) Partner Spots Per Month

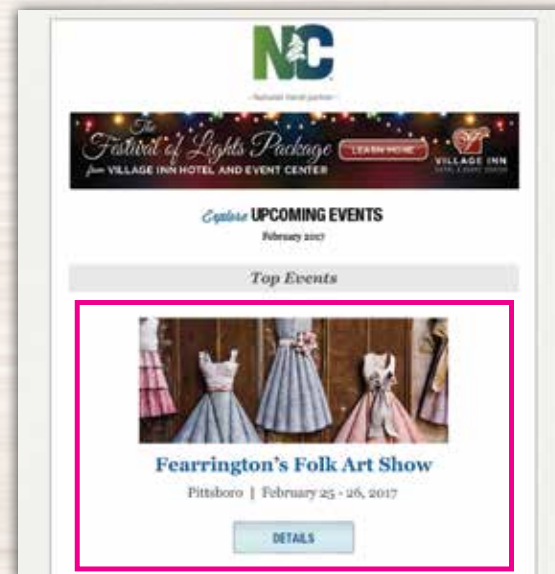
This opportunity allows partners to gain increased traffic and engagement to their Travel Deals. Our Social Media Manager will create unique content on Facebook or Twitter to promote your deal, which will then be amplified with a paid spend.



**NEW!** **VISITNC.COM** | *Featured Event E-NEWSLETTER SPOTLIGHT*

Featured Event E-newsletter Spotlights are available for \$500 each (this includes a 30-day listing on VisitNC.com). Inventory: Two (2) Partner Spots Per E-newsletter (four (4) partners per month)

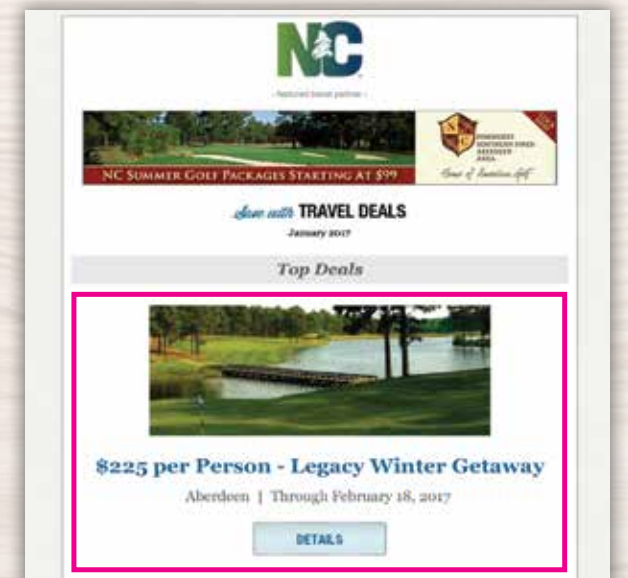
Partners can sign up for one of two spots in each of the Events E-newsletters where their event will be spotlighted for maximum exposure.



**NEW!** **VISITNC.COM** | *Travel Deal E-NEWSLETTER SPOTLIGHT*

Travel Deal E-Newsletter Spotlights are available for \$600 each (this includes a 60-day listing on VisitNC.com). Inventory: Two (2) Partner Spots Per E-newsletter

Partners can sign up for one of two spots in each of the Travel Deals E-newsletters where their deal will be spotlighted for maximum exposure.

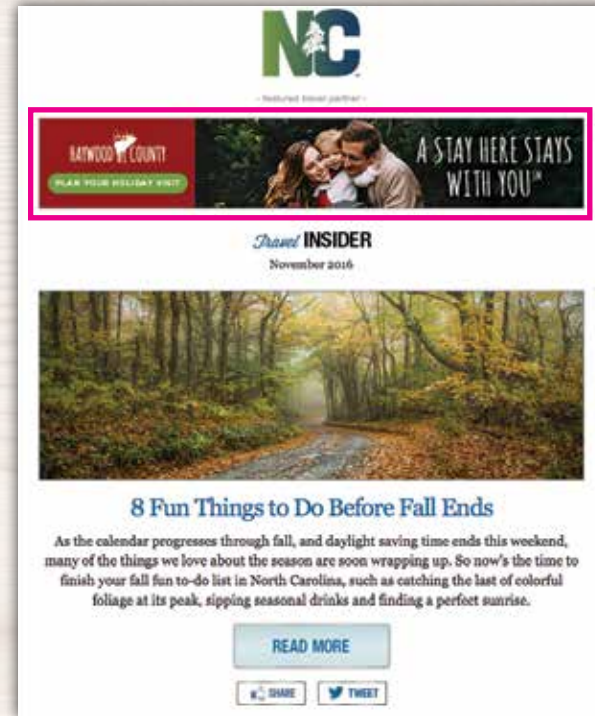




Participating partners will be able to communicate their message via prominent 550x90 leaderboard display ad branding within each e-newsletter. This continues to be a great opportunity for partners to reach an engaged audience who has shown interest in learning more about what North Carolina has to offer. Sponsored E-newsletters are sold on a per distribution basis at the various investment levels listed below.

E-NEWSLETTER	DISTRIBUTION	LIST SIZE*	COST
Travel Insider	Monthly	48,000	\$1,000
Events	Bi-Weekly 2x per month	41,000	\$1,000
Travel Deals	Monthly	46,000	\$500
Resorts & Golf	Monthly	9,400	\$350
NC Beer Month	Bi-Weekly (March and April Only) 2x per month	9,500	\$500
Retire NC	Quarterly	8,400	\$350

\*List sizes can vary due to Visit North Carolina re-engagement campaigns.



Homepage Sweepstakes are available in one-month increments for \$3,500 plus the travel prize package.

Inventory: Ten (10) Partner Spots

Partners will continue to have the opportunity to feature month-long sweepstakes promotions on the homepage of VisitNC.com. As one of the site's largest drivers of qualified partner leads, this program offers premium brand exposure with both internal and external support, including:

- VisitNC.com online display ads driving traffic to the internal promotional page
- Inclusion in four distributions of the Visit North Carolina monthly e-newsletters, plus one e-newsletter dedicated solely to your sweepstakes that goes out to approximately 15,000 subscribers
- One-month targeted lead generation campaign driving a minimum of 2,500 sweepstakes entries in addition to incremental partner leads
- Promotion on Visit NC's social channels
- End of program reporting that provides number of entries, leads and downstream clicks to partner site



Custom Content + E-newsletter packages are available for \$4,000. Inventory: Twelve (12) Partner Spots (one (1) per month)

Visit North Carolina is offering partners the opportunity to work with our content team to develop a new trip idea or story to be featured on VisitNC.com and to live on your partner site. Your custom content will be written by the Visit NC team based on collaboration with you on the desired content and key messages to cover, and you will maintain joint ownership of the content with Visit NC. The new trip idea or story will be featured in our Travel Insider E-newsletter distributed to approximately 48,000 subscribers. In addition, the content will be posted on Visit NC's social channels with at least three (3) posts.





One-Day Social Media Spotlights are available for \$2,500 plus lodging and activity expenses.

Inventory: Twenty-four (24) Partner Spots (two (2) spotlights per month)

This opportunity offers partners exclusive presence on Visit North Carolina's social media channels (265,000+ followers) to leverage our passionate and engaged follower base to specifically feature your area.

How does it work? Our Social Media Manager will work directly with you and/or your partners to determine what will be featured for the one-day social spotlight. Then they will travel to your location to gather spotlight content for social media use. Potential Visit North Carolina channels for inclusion would be Facebook, Twitter, Instagram and Snapchat.

Partners participating in a spotlight will receive the following:

- Social trip idea content
- Social quality pictures
- 8-12 posts
- One (1) promoted post valued at \$250 (for extended reach)
- Detailed recap report
- Tourism Social Media 101 Report of Best Practices

Minimum 45-60 day lead time confirmation preferred for travel planning purposes.



## PUBLIC RELATIONS

Public relations co-ops are managed by Eleanor Talley and DCI. These programs will be contracted and billed separately from your other Visit North Carolina partner programs.

**MEDIA MISSIONS** \$300-\$1,250 (PLUS EXPENSES)

Participating in media missions with Visit North Carolina is one of the most effective ways for DMOs and TDAs to connect one-on-one with targeted media in national and regional markets. Registration fee includes event attendance, inclusion in story ideas distributed to all attendees and opportunity to suggest experience or theming ideas.

Media Missions may include:

- In-State (Summer 2017): \$300
- Regional (Fall 2017): \$750
- National/New York (Spring 2018): \$1,250

**DESK-SIDE MEDIA APPOINTMENTS** \$6,500 (PLUS EXPENSES)

Desk-side media appointments are available to partners on an individual basis. Schedules will include six to 10 appointments depending on the market, which can include Atlanta, New York and Washington, D.C. Other markets are available upon request. The schedule provided will include briefing details on each outlet and contact as well as recommended speaking topics. Appointments can be escorted by a DCI representative for an additional cost.

### MEDIA LISTS

Visit NC is pleased to offer partners the opportunity to purchase media lists. Two options are available.

#### Option 1: Raw List — \$550

Using defined parameters, we will pull a raw list of up to 500 contacts from Visit NC's media database. The list is not curated but does include contact details (outlet name, journalist name, city, state, email, telephone, outlet profile, journalist profile) as available within the existing database.

#### Option 2: Curated List — \$1,200

Using defined parameters, we will curate a list of up to 100 contacts from Visit NC's media database. The list includes contact details (outlet name, journalist name, city, state, email, telephone, outlet profile, journalist profile) and additional notes where available (including recent interest in North Carolina or previous visits to North Carolina.) Contacts can be spread across up to three themes.

**CUSTOM RESEARCH** STARTING AT \$6,500, BASED ON SCOPE OF THE RESEARCH INITIATIVE

**Consumer Perception Study:** This is a survey of 1,000 North American consumers to give insight into current travelers' perceptions of your destination and motivations for choosing it as a leisure destination.

**Media Perception Study:** This study provides an assessment of what editorial decision makers and content creators know and perceive about a destination. Outreach to editors and freelance writers can be targeted by demographic, geographic or niche audience. Results will include an analysis of a minimum of 50 media responses and provide unique and actionable insights into key messaging, pitch themes and program recommendations.

**Key Message Evaluation & Story Telling Strategy:** Providing a fresh perspective on your destination assets, this initiative includes a visit by DCI PR staff for immersion and meetings with key stakeholders to gain a deeper understanding of the essence and key differentiators of your destination. Following the visit, DCI will prepare a report outlining recommended key messaging strategy supported by tailored story ideas accompanied by a segmented target media list and be available to discuss questions.

Additional research opportunities can be customized upon request.