

For more information,
[PARTNERS.VISITNC.COM/PARTNER-PROGRAMS](https://partners.visitnc.com/partner-programs)

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VISIT NORTH CAROLINA



Partner
PROGRAMS

NC
2018
2019

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OVERVIEW

Dear Visit North Carolina Partner,

Thank you very much for your partnership in marketing North Carolina as a premier travel destination. The collaboration we enjoy with partners within all 100 counties of our beautiful and welcoming state smartly leverages our collective investments and continues to grow tourism’s positive impact on communities throughout North Carolina.

Visit North Carolina is launching a new, research-driven and fully integrated marketing campaign in spring 2018 to inspire more travelers in our key domestic and international markets to come and enjoy the rich diversity of experiences that make a trip to North Carolina fulfilling and memorable.

In tandem with the new campaign, the range of co-op programs in 2018-2019 detailed in this brochure is also refreshed and expanded. You will find numerous proven performers including print, digital and the Official North Carolina Travel Guide combined with new offerings in public relations, streaming TV, and international opportunities where Visit North Carolina’s partnerships with Brand USA and Travel South USA also benefit you.

Among those opportunities is our most important marketing tool, VisitNC.com. Building on years of record performance and being mindful of emerging technologies, best practices and consumer desires, we’re relaunching VisitNC.com in spring 2018. The new site is designed with a “mobile first” approach and emphasizes giving users what other search engines and travel planning tools can’t – a unique and inspirational guide to all North Carolina has to offer.

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. You’ll find appropriate contact information for each program noted within the brochure, and Brooks Luquire or Michelle Reino with our marketing agency, Luquire George Andrews, will work with you to help find affordable programs that best complement your own efforts.

We are grateful for your partnership in helping keep North Carolina competitive in an increasingly cluttered marketplace, and we look forward to continued collaboration and success in the coming year.

Best regards,



Wit Tuttell
Executive Director
Visit North Carolina

| PUBLICATION | | DEMOGRAPHICS | JULY | AUGUST | SEPTEMBER | OCTOBER | NOVEMBER | DECEMBER | JANUARY | FEBRUARY | MARCH | APRIL | MAY | JUNE |
|----------------|---|---|--|---|--|---|---|----------|---|--|---|---|--|------|
| CONSUMER PRINT | Local Market Combo: Large Markets Total Circulation: 877,332 Geography: Regional <i>Atlanta Magazine, Our State, Philadelphia Magazine, The Washington Post Magazine</i> | Median Age: 51 Female: 55% Average HHI: \$114,883 | | | Brand/Co-Op Spread Four (4) Quarter-Page Spots \$8,200 Per Partner Space Due: 5/15/18 Materials Due: 5/29/18 | | | | | | | Brand/Co-Op Spread Four (4) Quarter-Page Spots \$8,200 Per Partner Space Due: 12/1/18 Materials Due: 12/18/18 | | |
| | Local Market Combo: Northern Markets Total Circulation: 362,944 Geography: Regional <i>Richmond Magazine, The Roanoker, Pittsburgh Magazine, Cleveland Magazine, Columbus Magazine, Coastal Virginia Magazine, Nashville Lifestyles, Blue Ridge Country</i> | Median Age: 41 Female: 51% Average HHI: \$123,900 | | | Brand/Co-Op Spread Four (4) Quarter-Page Spots \$5,600 Per Partner Space Due: 5/28/18 Materials Due: 6/11/18 | | | | | | | Brand/Co-Op Spread Four (4) Quarter-Page Spots \$5,600 Per Partner Space Due: 12/1/18 Materials Due: 12/17/18 | | |
| | Local Market Combo: Southern Markets Total Circulation: 755,600 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 HHI: \$153,320 | | | Brand/Co-Op Spread Four (4) Quarter-Page Spots \$6,800 Per Partner Space Due: 5/21/18 Materials Due: 6/6/18 | | | | | | | Brand/Co-Op Spread Four (4) Quarter-Page Spots \$6,800 Per Partner Space Due: 11/15/18 Materials Due: 12/5/18 | | |
| | Local Market Combo: Extended Markets Total Circulation: 285,000 Geography: Regional <i>Modern Luxury - Dallas, Modern Luxury - Miami, Manhattan Magazine, Modern Luxury - Chicago, Modern Luxury - Washington, D.C.</i> | Median Age: 45 Female: 61% Average HHI: \$404,192 | | | Brand/Co-Op Spread Four (4) Quarter-Page Spots \$4,200 Per Partner Space Due: 6/15/18 Materials Due: 7/2/18 | | | | | | | Brand/Co-Op Spread Four (4) Quarter-Page Spots \$4,200 Per Partner Space Due: 1/15/19 Materials Due: 2/4/19 | | |
| | Coastal Living Circulation: 446,000 Geography: 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: 47 Female: 71% Average HHI: \$100,444 | | | | | | | | | | Brand/Co-Op Spread Six (6) Directory Spots \$2,250 Per Partner Space Due: 12/1/18 Materials Due: 12/19/18 | | |
| | Family Fun Circulation: 387,900 Geography: AL, FL, GA, KY, MS, NC, SC, TN, WV, VA | Median Age: 42 Female: 86% Average HHI: \$69,032 | | Brand/Co-Op Spread Four (4) Quarter-Page Spots \$3,800 Per Partner Space Due: 5/1/18 Materials Due: 5/14/18 | | | | | | | Brand/Co-Op Spread Six (6) Directory Spots \$2,500 Per Partner Space Due: 12/1/18 Materials Due: 12/14/18 | | | |
| | Garden & Gun Circulation: 400,000 Geography: National (59% in Southeast) | Median Age: 50 Male: 54% Average HHI: \$370,800 | Brand/Co-Op Spread One (1) Full-Page Spot \$15,000 Per Partner Space Due: 3/14/18 Materials Due: 3/16/18 | Four-Page North Carolina Section One (1) Full-Page Spot, \$15,000 Per Partner Twelve (12) Directory Spots, \$2,750 Per Partner Space Due: 4/1/18 Materials Due: 4/13/18 | | | | | Partner Spread One (1) Full-Page Spot, \$15,000 Per Partner Four (4) Quarter-Page Spots, \$5,250 Per Partner Space Due: 10/1/18 Materials Due: 10/12/18 | Six-Page North Carolina Section Two (2) Full-Page Spots, \$15,000 Per Partner Two (2) Half-Page Spots, \$10,000 Per Partner Four (4) Quarter-Page Spots, \$5,250 Per Partner Six (6) Directory Spots, \$2,750 Per Partner Space Due: 12/1/18, Materials Due: 12/14/18 | | | | |
| | Hearst Travel Group Circulation: 1,341,304 Geography: FL, GA, NC, SC, TN, VA, D.C. <i>Country Living, Woman's Day, Good Housekeeping</i> | Median Age: 56 Female: 88% Average HHI: \$64,359 | | | | Brand/Co-Op Spread Six (6) Directory Spots \$5,600 Per Partner Space Due: 5/21/18 Materials Due: 6/6/18 | | | | | | Brand/Co-Op Spread Four (4) Quarter-Page Spots \$8,400 Per Partner Space Due: 11/19/18 Materials Due: 12/5/18 | | |
| | Outside Magazine Circulation: 282,700 Geography: FL, GA, MD, NC, NJ, NY, OH, PA, SC, TN, VA-D.C. | Median Age: 43 Male: 70% Average HHI: \$81,000 | | | Brand/Co-Op Spread Four (4) Quarter-Page Spots \$4,400 Per Partner Space Due: 5/7/18 Materials Due: 5/21/18 | | | | | | Brand/Co-Op Spread Two (2) Half-Page Spots \$6,500 Per Partner Space Due: 11/1/18 Materials Due: 11/14/18 | | Three-Page North Carolina Section One (1) Full-Page Spot, \$11,000 Per Partner Six (6) Directory Spots, \$2,200 Per Partner Space Due: 1/2/19 Materials Due: 1/15/19 | |
| | Oxford American - NC Music Issue Circulation: 50,000 Geography: National (67% in Southeast) | Average HHI: \$75,000 | | | | | Brand/Co-Op Spread Four (4) Quarter-Page Spots \$1,000 Per Partner Space Due: 8/6/18, Materials Due: 8/21/18 | | | | | | | |
| | Southern Living Circulation: 1,435,000 Geography: DE, FL, GA, MD, NC, NJ, NY, PA, SC, TN, VA-D.C., OH, IL, MI, WI, KY, WV | Median Age: 52 Female: 79% Average HHI: \$90,203 | | | Brand/Co-Op Spread Four (4) Quarter-Page Spots \$8,600 Per Partner Space Due: 5/15/18 Materials Due: 6/1/18 | | | | | | | Three-Page North Carolina Section Two (2) Half-Page Spots \$14,500 Per Partner Six (6) Directory Spots \$5,800 Per Partner Space Due: 12/1/18 Materials Due: 12/14/18 | | |

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

PRINT | Consumer PRINT

LOCAL MARKET COMBO: LARGE MARKETS

Atlanta Magazine, Our State, Philadelphia Magazine, The Washington Post Magazine

Quarter-Page Investment: \$8,200 Per Partner
65% savings on standard rates

September 2018: Four (4) Quarter-Page Partners

April 2019: Four (4) Quarter-Page Partners



LOCAL MARKET COMBO: NORTHERN MARKETS

Richmond Magazine, The Roanoker Magazine, Pittsburgh Magazine, Cleveland Magazine, Columbus Monthly, Coastal Virginia Magazine, Nashville Lifestyles and Blue Ridge Country

Quarter-Page Investment: \$5,600 Per Partner
66% savings on standard rates

September 2018: Four (4) Quarter-Page Partners

April 2019: 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 and Tampa Magazine

Quarter-Page Investment: \$6,800 Per Partner
54% savings on standard rates

September 2018: Four (4) Quarter-Page Partners

April 2019: Four (4) Quarter-Page Partners



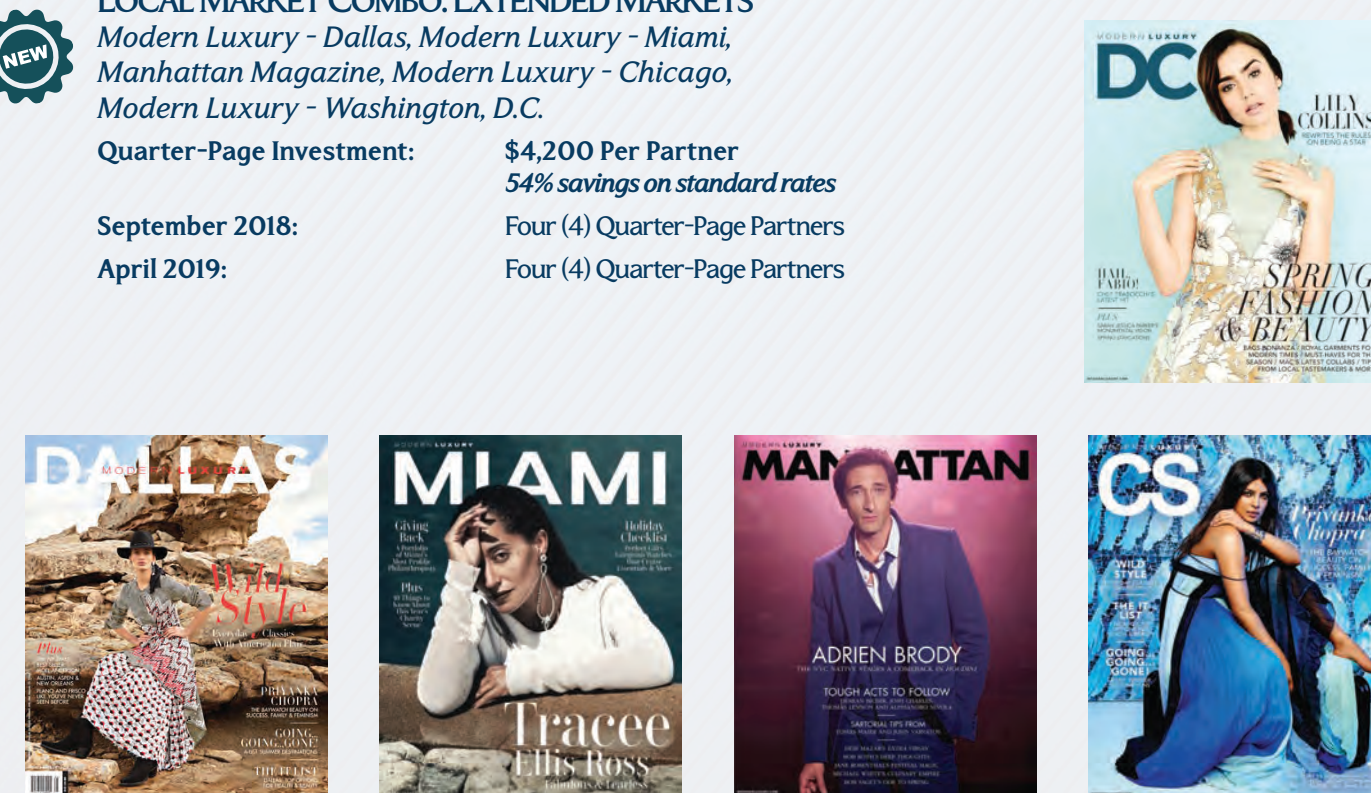
LOCAL MARKET COMBO: EXTENDED MARKETS

Modern Luxury - Dallas, Modern Luxury - Miami, Manhattan Magazine, Modern Luxury - Chicago, Modern Luxury - Washington, D.C.

Quarter-Page Investment: \$4,200 Per Partner
54% savings on standard rates

September 2018: Four (4) Quarter-Page Partners

April 2019: Four (4) Quarter-Page Partners



PRINT | Consumer
PRINT

COASTAL LIVING

Directory Investment: \$2,250 Per Partner
56% savings on standard rates

April 2019: Six (6) Directory Partners



FAMILY FUN

Directory Investment: \$2,500 Per Partner
78% savings on standard rates

Quarter-Page Investment: \$3,800 Per Partner
82% savings on standard rates

August/September 2018: Four (4) Quarter-Page Partners

April/May 2019: Six (6) Directory Partners



GARDEN & GUN

Directory Investment: \$2,750 Per Partner

Quarter-Page Investment: \$5,250 Per Partner

Half-Page Investment: \$10,000 Per Partner
61% savings on standard rates

Full-Page Investment: \$15,000 Per Partner
67% savings on standard rates

June/July 2018: One (1) Full-Page Partner

August/September 2018: Twelve (12) Directory Partners

February/March 2019: Four (4) Quarter-Page Partners

April/May 2019: One (1) Full-Page Partner

Six (6) Directory Partners

Four (4) Quarter-Page Partners

Two (2) Half-Page Partners

Two (2) Full-Page 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 2018: Six (6) Directory Partners

April 2019: Four (4) Quarter-Page Partners



OUTSIDE MAGAZINE

Directory Investment: \$2,200 Per Partner

Quarter-Page Investment: \$4,400 Per Partner

Half-Page Investment: \$6,500 Per Partner

Full-Page Investment: \$11,000 Per Partner
51% savings on standard rates

September 2018: Four (4) Quarter-Page Partners

March 2019: Two (2) Half-Page Partners

May 2019: Six (6) Directory Partners

One (1) Full-Page Partner



OXFORD AMERICAN -
NORTH CAROLINA MUSIC ISSUE

Quarter-Page Investment: \$1,000 Per Partner

November 2018: Four (4) Quarter-Page Partners



SOUTHERN LIVING

Directory Investment: \$5,800 Per Partner
60% savings on standard rates

Quarter-Page Investment: \$8,600 Per Partner
89% savings on standard rates

Half-Page Investment: \$14,500
86% savings on standard rates

September 2018: Four (4) Quarter-Page Partners

April 2019: Six (6) Directory Partners

Two (2) Half-Page Partners



Retire NC
PRINT

In addition to the mainstream consumer advertising programs Visit North Carolina offers, there is also the Retire NC program which targets potential retirees looking to relocate to North Carolina.

WHERE TO RETIRE

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

September/October 2018: Six (6) Directory Partners

March/April 2019: Six (6) Directory Partners



IDEAL-LIVING

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

Fall 2018: Six (6) Directory Partners

Winter 2019: Six (6) Directory Partners

Spring 2019: Six (6) Directory Partners



RECREATION NEWS

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

September 2018: Six (6) Directory Partners

April 2019: Six (6) Directory Partners



Retire NC
EXPOS

Attendees at the following expos are looking for information about areas for relocation. However, many have not made their decisions and are looking for tour packages. Certified Retirement Community Partners will have the opportunity to network with these attendees directly and follow up with leads from the expo. These co-op programs are contracted and billed separately from other Visit North Carolina partner programs.

IDEAL-LIVING EXPO (SEPTEMBER 8-9, 2018)

Morris County, NJ
\$500 Per Partner
Open to five (5) Certified Retirement Community Partners
This expo brings in approximately 800 participants interested in learning more about desirable retirement destinations.

IDEAL-LIVING EXPO (SEPTEMBER 22-23, 2018)

Greater D.C. Area
\$500 Per Partner
Open to five (5) Certified Retirement Community Partners
Of the 8 expos ideal-LIVING hosts, this is one of the largest, bringing in 1,100 attendees.

If you have questions or would like to participate in the Retire NC Expos, please reach out to Andre Nabors, andre.nabors@visitnc.com.

| PUBLICATION | | DEMOGRAPHICS | JULY | AUGUST | SEPTEMBER | OCTOBER | NOVEMBER | DECEMBER | JANUARY | FEBRUARY | MARCH | APRIL | MAY | JUNE |
|-----------------|--|---|------|---|---|---------|----------|----------|--|----------|---|---|-----|------|
| RETIRE NC PRINT | Where to Retire Circulation: 200,000 Geography: National | Median Age: 65 Male: 59% Average HHI: \$148,000 | | | Six (6) Directory Spots \$500 Per CRC Partner/\$1,000 Per Non-CRC Partner Space Due: 4/13/18, Materials Due: 5/1/18 | | | | | | Six (6) Directory Spots \$500 Per CRC Partner/\$1,000 Per Non-CRC Partner Space Due: 10/15/18, Materials Due: 11/5/18 | | | |
| | ideal-LIVING Circulation: 100,000 Geography: National | Median Age: 56 Average HHI: \$185,000 | | Six (6) Directory Spots \$500 Per CRC Partner/\$1,000 Per Non-CRC Partner Space Due: 5/15/18, Materials Due: 6/1/18 | | | | | Six (6) Directory Spots \$500 Per CRC Partner/\$1,000 Per Non-CRC Partner Space Due: 9/15/18, Materials Due: 10/1/18 | | | Six (6) Directory Spots \$500 Per CRC Partner/\$1,000 Per Non-CRC Partner Space Due: 12/17/18, Materials Due: 1/2/19 | | |
| | Recreation News Circulation: 220,000 Geography: Baltimore & Washington, D.C. Government Employees | Median Age: 52 Female: 53% Average HHI: \$108,500 | | | Six (6) Directory Spots \$500 Per CRC Partner/ \$1,000 Per Non-CRC Partner Space Due: 6/1/18 Materials Due: 6/15/18 | | | | | | | Six (6) Directory Spots \$500 Per CRC Partner/ \$1,000 Per Non-CRC Partner Space Due: 1/1/19 Materials Due: 1/15/19 | | |

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



DIGITAL

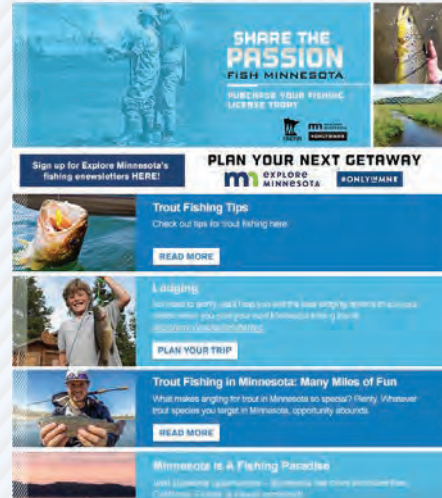
Take 5 Media Group
TARGETED EMAIL



Take 5 Media Group sources, owns and operates its own organic and proprietary U.S. domestic consumer database, feeding a unique mix of prospecting and retention solutions across various online channels (e.g., email, display, social media) and offline channels (e.g., direct mail). Strict data-sourcing guidelines ensure clean, compliant data, thus fueling intelligent and effective multitouch campaigns.

This co-op offering leverages Take 5's email marketing services to reach highly targeted, qualified subscribers with in-market travel intent — other audience selects will be overlaid based on partner needs to further refine campaign reach (e.g., family vacationers, history buffs, golf enthusiasts, retirees). Each program option is performance-driven and designed with frequency in mind in order to re-engage audiences and build on messaging.

- Customizable dedicated email programs
- Guaranteed results of at least a 1.5% CTR
- Complete and detailed reporting of key performance indicators



Custom Email

| OFFERING | INVESTMENT | DELIVERABLES |
|---|---------------------|---|
| Email (2 Deployments) | \$2,200 Per Partner | <ul style="list-style-type: none">• Choice of a 2-week flight• Choice of targeting selects (e.g., geo, demo, behavior, lifestyle trigger)• 2 targeted emails (same 50,000 recipients per deployment)• Estimated 100,000 total impressions• Cost savings of 56% compared to standard rates |
| Email (3 Deployments) | \$3,000 Per Partner | <ul style="list-style-type: none">• Choice of a 4-week flight• Choice of targeting selects (e.g., geo, demo, behavior, lifestyle trigger)• 3 targeted emails (same 50,000 recipients per deployment)• Estimated 150,000 total impressions• Cost savings of 60% compared to standard rates |
| Email (2 Deployments) + Display Retargeting | \$2,500 Per Partner | <ul style="list-style-type: none">• Choice of a 3-week flight• Choice of targeting selects (e.g., geo, demo, behavior, lifestyle trigger)• 2 targeted emails (same 25,000 recipients per deployment)• Display retargeting to email openers, starting after first email drop• Estimated 135,000 total impressions• Cost savings of 55% compared to standard rates |
| Optional Add-On: Creative Development | \$500 Per Partner | <ul style="list-style-type: none">• Take 5's creative team will work with you to build 1 HTML email for the campaign• Minor changes (1 image, URLs) can be updated between distributions• Development of retargeting ads is also included if that program option is selected |

Custom packages available upon request



DIGITAL

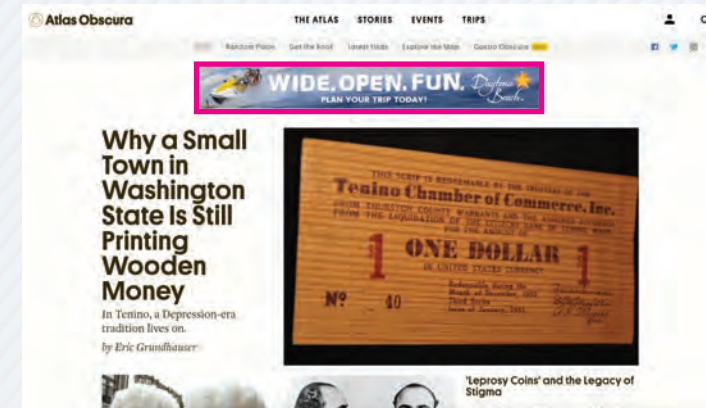
AtlasObscura.com
WONDROUS TRAVEL



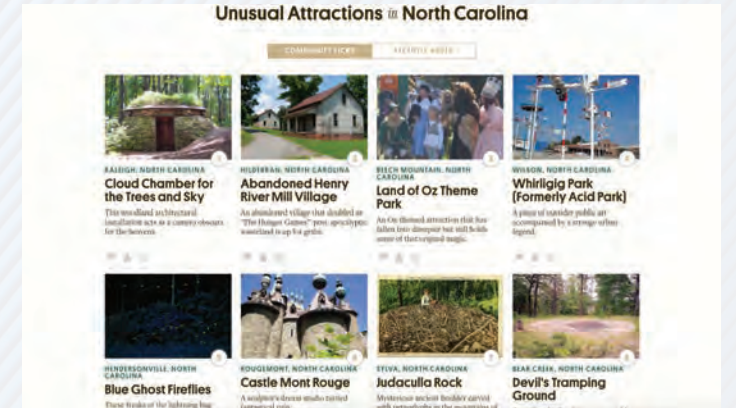
Atlas Obscura is the definitive travel guide to the world's hidden places. Receiving 5.1 million unique monthly visitors, the site's mission is to help people escape the ordinary and experience a sense of wonder and curiosity. They believe there is something new to discover every day.

This co-op offers diverse program options to cater to varying partner needs, including targeted display, e-newsletter sponsorships and the ability to work with Atlas Obscura's editorial team to add a new "Place" entry to their database of over 13,000 unique, hidden and wonderful things to see and do.

- Exposure among a passionate, socially engaged community of explorers looking for their next destination
- Assortment of tactical options at various price points
- Complete and detailed reporting of key performance indicators



Targeted Display



Place Page

| OFFERING | INVESTMENT | DELIVERABLES |
|---|---------------------|--|
| Targeted Display | \$1,875 Per Partner | <ul style="list-style-type: none">• Choice of a 1-month flight• Targeted display on AtlasObscura.com• Cross-device, including geo and contextual targeting• Estimated 75,000 total impressions• Cost savings of 17% compared to standard rates |
| Atlas Obscura Place Page or Gastro Obscura Food Page | \$2,500 Per Partner | <ul style="list-style-type: none">• Choice of a 3-month flight• Database addition of a new Place or Food page, promoted via targeted posts on owned Facebook and Twitter channels• Added value includes 100% SOV display on newly created Place/Food page• Page is promoted over 3 months, but content will live forever• Estimated 150,000 total impressions• New submissions must be truly unique and adhere to editorial guidelines• Cost savings of 17% compared to standard rates |
| Atlas Obscura E-newsletter Sponsorship | \$4,000 Per Partner | <ul style="list-style-type: none">• Choice of a 1-week sponsorship flight (first come, first served)• Exclusive sponsored tagline and display companion within the e-newsletter for 5 consecutive days• Added value includes native placement within the e-newsletter on 1 select day during the sponsorship week and 100% SOV display on relevant Place and/or Food page(s)• Estimated 2,000,000 total impressions (excluding added value)• Cost savings of 20% compared to standard rates |

Custom packages available upon request

Visit North Carolina has successfully partnered with Jebbit for several years to develop engaging and interactive content that sustains user attention and teaches them about travel in North Carolina. These fun quiz-style pieces of content also work to help collect information about users and their travel preferences, which can be used for future targeting. Partners will now have the opportunity to partner with Jebbit to develop their own interactive content through one of two packages.

- Drive mobile conversions by collecting and activating relevant consumer data through innovative mobile experiences
- Customized interactive content
- Complete and detailed reporting of key performance indicators

| INVESTMENT | DELIVERABLES |
|---|--|
| \$1,500 Per Partner | <ul style="list-style-type: none">• 1 piece of content (live up to 30 days)• 4 questions with lead capture• Choice of 2 templates with styling flexibility (update logos, colors and imagery)• Access to analytics and lead data |
| \$2,500 Per Partner | <ul style="list-style-type: none">• 1 piece of content (live up to 30 days)• 4 or more questions with lead capture• Custom styling• Use of auto-trigger email immediately following lead capture• Access to analytics and lead data |
| Optional Add-On: Visit NC Promotional Support \$650 | <ul style="list-style-type: none">• Interested partners can work with the Visit NC social media team to promote their Jebbit content• A Facebook dark post campaign will be targeted to their desired audience (\$500 spend)• Social reporting and analytics will be provided following the campaign |

The program is open to two partners per quarter. Partners are responsible for distributing the content on their owned and paid media channels (Jebbit will provide best practices guidelines).

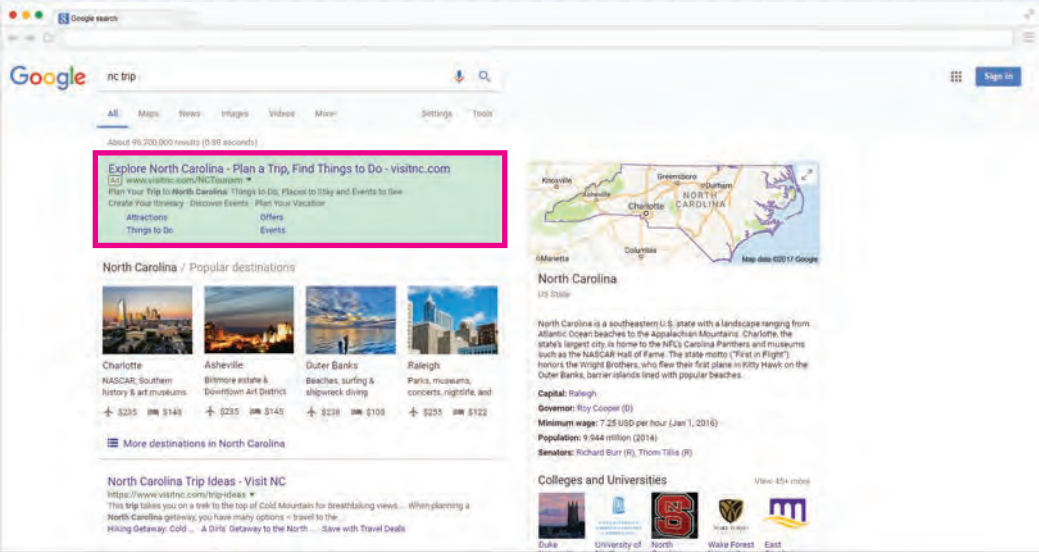


Visit North Carolina is excited to continue its partnership with Madden Media to offer the paid search co-op program, increasing exposure and driving traffic to partner sites by serving text-based ads next to search results on Google. With this co-op offering, each individual partner program will be 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 request





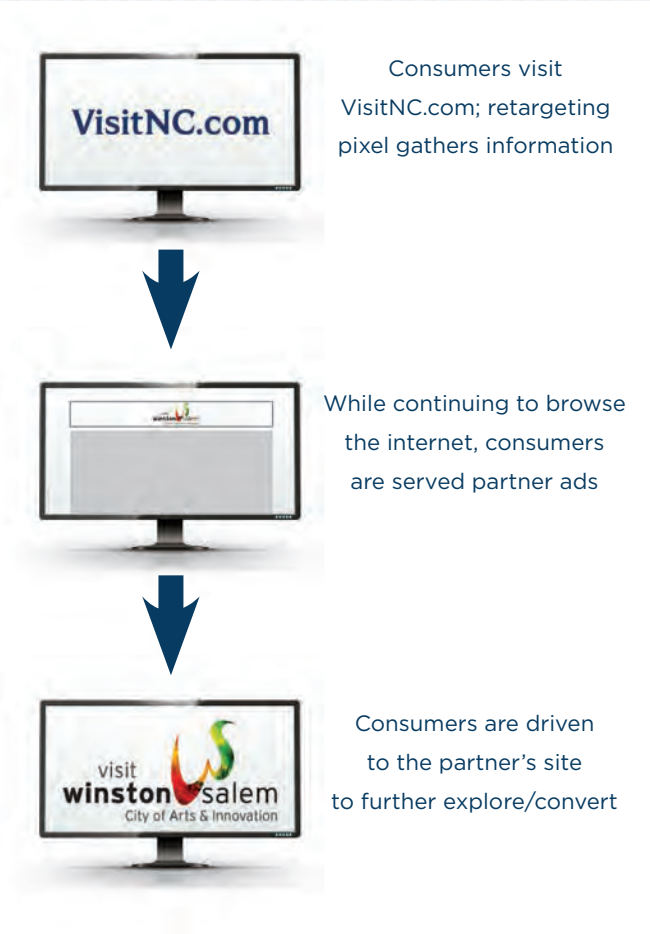
Visit North Carolina and Madden Media will again be offering this exclusive retargeting program based on VisitNC.com’s audience data. This is a truly unique offering that is not available through any other property.

With this 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 and drive to the respective partner site.

- Extended scale by targeting desired VisitNC.com audiences and following them across the web
- Ongoing optimization in order to deliver maximum ROI
- Complete and detailed reporting of key performance indicators

| 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 | |

Custom packages available upon request
Please contact Michelle Reino or Brooks Luquire for more information about available audience segments.



The AtlantaMagazine.com program is available to five (5) partners at an investment level of \$3,000 per partner.

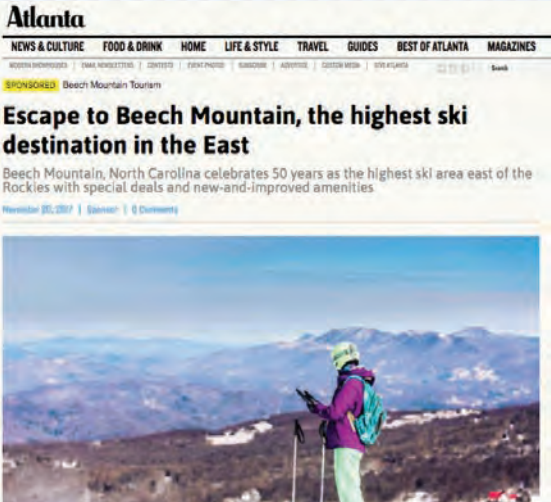
Visit North Carolina will continue its partnership with AtlantaMagazine.com to publish original custom content. The content will be developed by the Visit NC editorial team with partner input and will be published on the AtlantaMagazine.com Travel section for two consecutive months of your choosing. 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 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">• 1 custom-curated article• On-site media: inclusion in the Travel section for 2 months• Organic social media• Dedicated spend toward paid social media amplification• Dedicated email blast to AtlantaMagazine.com subscribers |

Article page views will vary by partner



The PhillyVoice.com program is open to five (5) partners at an investment level of \$2,500 per partner.

Visit North Carolina will continue its partnership with PhillyVoice.com, a local and 100% digital media property. 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 campaign life, including content approval stage
- Complete and detailed reporting of key performance indicators

Partners will receive:

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

Article page views will vary by partner



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.

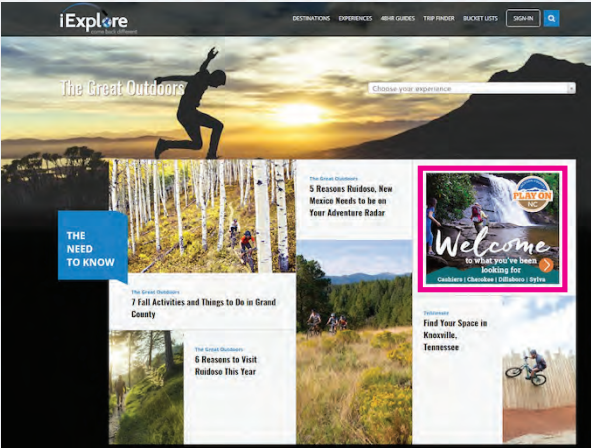
Visit North Carolina will continue its partnership with iExplore.com, a trusted source for experiential and adventure travel. This program will put iExplore.com editorial writers on the ground to explore partner destinations and develop custom content based on their own experiences. Each content package will be promoted and distributed through various channels, including iExplore.com's on-site placements as well as organic social.

- 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 Fall 2018 or Spring 2019 | <ul style="list-style-type: none">• iExplore.com editorial writer travels to partner destination• Program includes writer's travel expenses | <ul style="list-style-type: none">• 2 custom-curated articles• On-site media: homepage feature, activity sponsorship and ROS display• On-site media: inclusion in a NC exclusive e-newsletter• Organic social media: multiple Facebook, Instagram and Twitter posts | 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



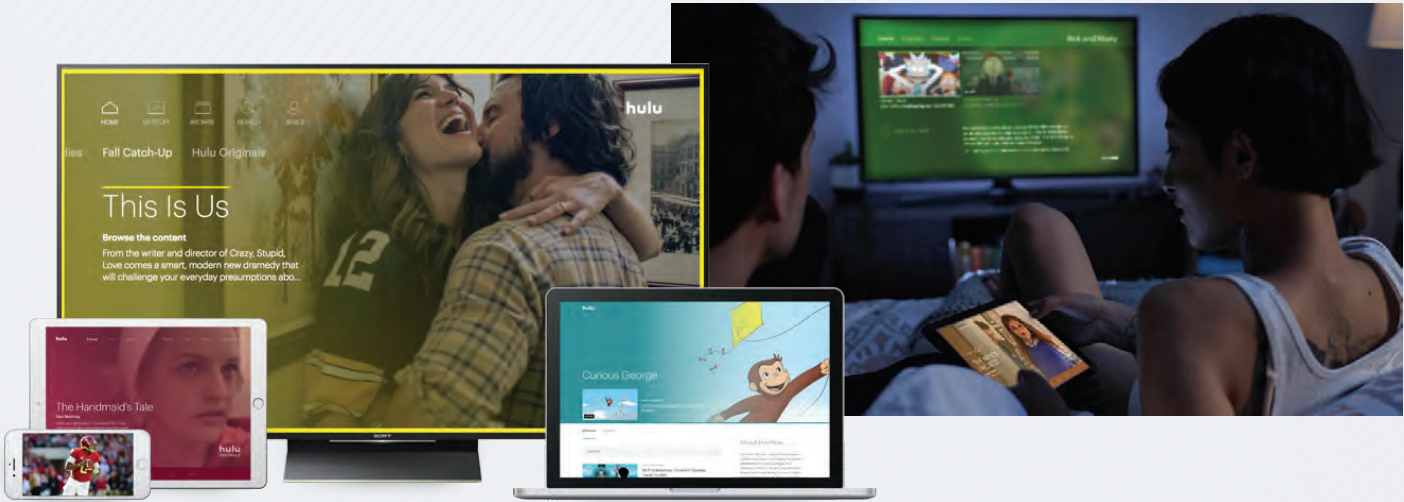
The Ferry Advertising program is available for \$3,000 per year. Inventory: Five (5) partner spots

In partnership with the NC Department of Transportation Ferry Division, Visit North Carolina's partners will now have the opportunity to submit video footage about their destination that will be played on a loop during the Pamlico Sound trips (Cedar Island-Ocracoke-Swan Quarter) and also on the Passenger Ferry beginning in summer 2018. Footage can be up to 10 minutes long. Partners will also be able to provide the Ferry Division with brochures or rack cards to be displayed in ferry terminals.



The Hulu advertising program is available for \$12,000 per partner, per market. Inventory: Two (2) partner spots in Atlanta and two (2) partner spots in Washington, D.C. This is a 60% cost savings on standard rates.

Visit North Carolina is excited to offer partners the opportunity to advertise on the popular streaming service, Hulu, for the first time this year. Opportunities will be available to run :30 ads in either Atlanta or Washington, D.C., for a 1-month period during spring 2019. The commercial spots are non-skippable and must be watched prior to content playing — guaranteeing viewership. The programming Hulu offers includes the best of last night's TV, fan favorite shows, movies and Hulu-exclusive original programming. This is an exciting new offering for partners to get in front of an engaged audience without having to invest in a traditional television buy.



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, social media and print editorial use only. Print advertising rights aren’t granted with these terms but could be handled on an if-asked basis and negotiated between the partner and the photographer. Visit NC will have dual ownership of the final photos.



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. Upon request, Bill and Mark can also produce a 60- or 30-second video from the same footage for \$500.

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- to 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. The completed video will also be posted on the partner’s listing on VisitNC.com at no charge (a \$300 value).



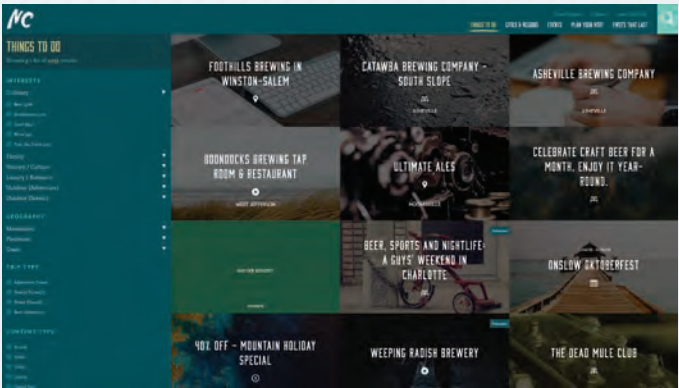
Native Advertising opportunities are available in 3-month increments for \$500 per placement. Inventory: Five (5) partners per content page (see below for available pages).

Visit North Carolina is excited to introduce the new Native Advertising program on VisitNC.com. This new feature of the site will allow partners the opportunity to buy into pages of VisitNC.com where their short-form native ad can appear within the site’s existing content grid. Native ads are designed to fit in with the overall look and feel of the site and will only appear within content relevant to the ad, making for a seamless user experience. Partners will be responsible for providing an image and suggested copy for each of their native placements. The Visit NC team will then optimize that content and get the ads ready for placement on VisitNC.com.

Each content page will be open to a maximum of five partners on a first-come, first-served basis, in which all participating partners will receive equal share of voice. Upon investing in a single content placement, a partner will run for three months based on a start date of choice. Partners can invest in multiple flights and multiple placements, as inventory allows.

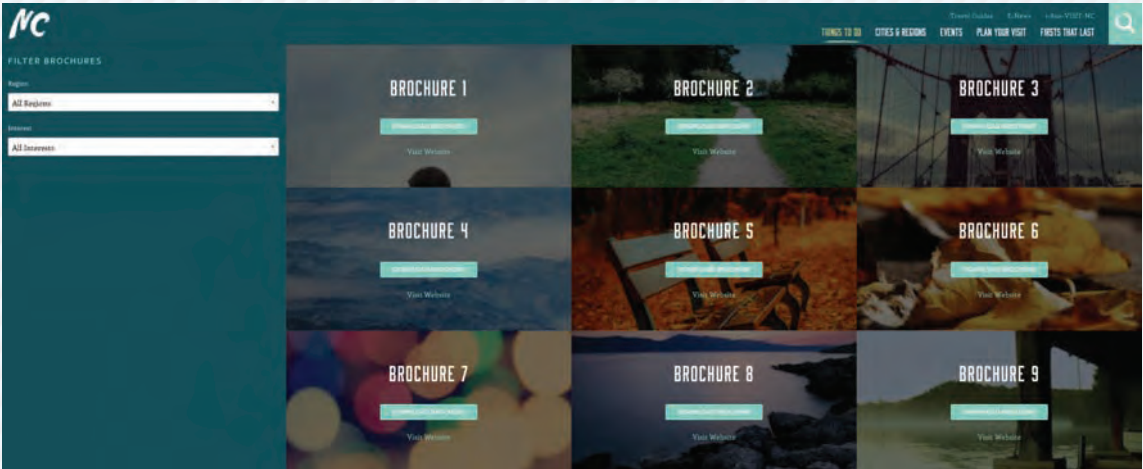
| INTEREST OVERVIEWS |
|--|
| Things To Do |
| <div>Arts & Entertainment</div> <div>Arts & Entertainment > Furniture & Shopping</div> <div>Arts & Entertainment > Museums</div> <div>Arts & Entertainment > TV & Film</div> |
| <div>Eat & Drink</div> <div>Eat & Drink > Beer</div> <div>Eat & Drink > Wine</div> |
| <div>History & Heritage</div> <div>History & Heritage > Blackbeard & Maritime History</div> |
| <div>Kids & Family</div> <div>Kids & Family > Amusement, Theme & Water Parks</div> <div>Kids & Family > Zoos & Aquariums</div> |
| <div>Natural Attractions</div> <div>Natural Attractions > Beaches, Rivers & Lakes</div> <div>Natural Attractions > Blue Ridge Parkway & Scenic Drives</div> <div>Natural Attractions > State & National Parks</div> <div>Natural Attractions > Waterfalls</div> |
| <div>Outdoor Recreation</div> <div>Outdoor Recreation > Biking</div> <div>Outdoor Recreation > Camping</div> <div>Outdoor Recreation > Fishing & Hunting</div> <div>Outdoor Recreation > Hiking</div> <div>Outdoor Recreation > Motorcycling</div> <div>Outdoor Recreation > Zip Lining & Aerial</div> |
| <div>Romantic Getaways</div> <div>Romantic Getaways > Spas & Wellness</div> |
| <div>Sports</div> <div>Sports > Equestrian</div> <div>Sports > Golf</div> <div>Sports > Motorsports & Racing</div> |

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



Brochure Listings are available in 12-month increments for \$300 each.

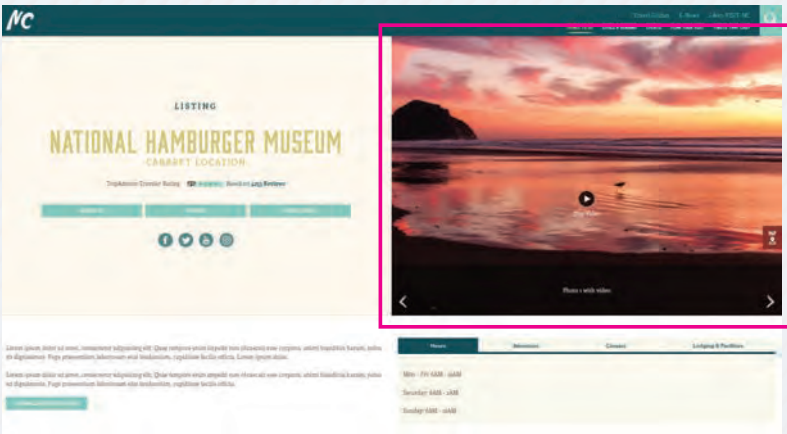
Partners can now add up to four (4) brochures to their listing on VisitNC.com. The brochures will also live on the main Brochures page of the website. Brochures can be switched out quarterly or as needed by the partner.



Main Brochures Page

Video Listings are available in 12-month increments for \$300 each.

Partners can enhance their standard listing on VisitNC.com by adding up to four (4) videos, 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 for \$150 each.

Participating partners have the opportunity to call more attention to their events and festivals via VisitNC.com's Featured Event listings. This continues to be a cost-effective opportunity for partners to provide timely event information to potential visitors and attendees. Featured Events also receive valuable placement in Visit North Carolina's biweekly Events E-newsletter distributed to more than 35,000 subscribers.



Partners now have the option to include event-related videos on their Featured Events to further captivate visitors at no additional charge.



VISITNC.COM | *Featured Event*
SOCIAL PROMOTION

Featured Event Social Promotions are available for \$500 each (this includes a 30-day Featured Event listing on VisitNC.com). Inventory: Three (3) partner spots per month

This opportunity allows partners to gain increased traffic and engagement to their Featured Events. Our Social Media Manager will create a Facebook dark post about your event that links back to your Featured Event listing on VisitNC.com. Dark-posting allows Visit NC the ability to zero in on the target audience partners are looking to attract to their events in the most cost-efficient manner.



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

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

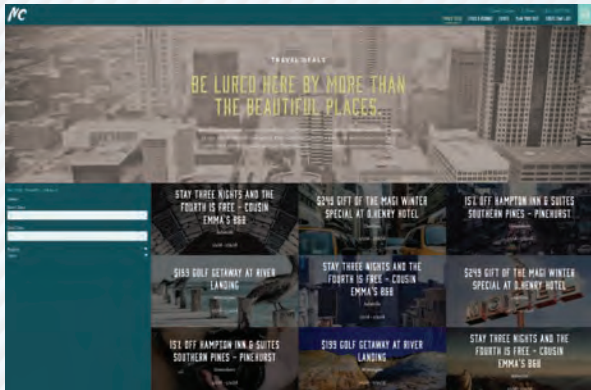
Partners can sign up for one of two spots in each of the Events E-newsletters where their event will be spotlighted for maximum exposure.



VISITNC.COM | *Travel*
DEALS

Travel Deals are available in 60-day increments for \$250 each.

Participating partners are able to promote special North Carolina travel offers and packages to interested visitors on VisitNC.com. Travel Deals are featured on a dedicated page on VisitNC.com and within relevant content throughout the site. Partners will also be included in a monthly Travel Deals E-newsletter distributed to more than 37,000 subscribers.



VISITNC.COM | *Travel Deal*
SOCIAL PROMOTION

Travel Deal Social Promotions are available for \$600 each (this includes a 60-day Travel Deal listing on VisitNC.com). Inventory: Three (3) partner spots per month

This opportunity allows partners to gain increased traffic and engagement to their Travel Deals. Our Social Media Manager will create a Facebook dark post about your deal that links back to your Travel Deal listing on VisitNC.com. Dark-posting allows Visit NC the ability to zero in on the target audience partners are looking to attract with the deal in the most cost-efficient manner.



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

Travel Deal E-Newsletter Spotlights are available for \$600 each (this includes a 60-day Travel Deal 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.

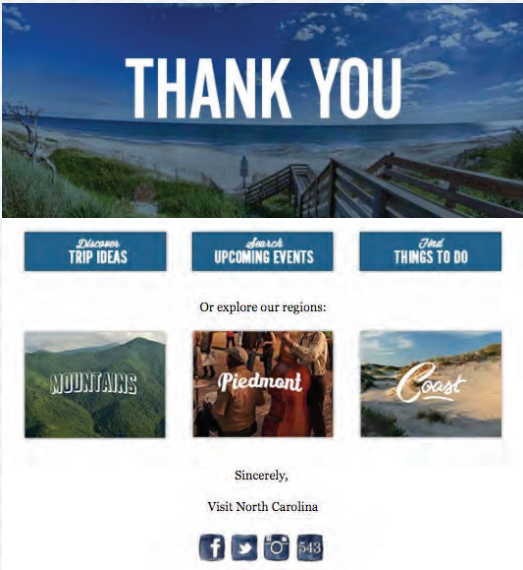




VISITNC.COM | Thank You EMAIL SPONSORSHIPS

Thank You Email Sponsorships are available in quarterly increments for \$350 each.
Inventory: One (1) partner spot per quarter

For the first time this year, partners will have the opportunity to be included in Visit North Carolina’s auto-trigger thank you email that is received by people who have just ordered a North Carolina Travel Guide or signed up for a Visit NC e-newsletter on VisitNC.com. This native-style ad will allow partners to generate brand awareness alongside Visit NC content and messaging to an already engaged audience. The partner ad will include a click-through URL, so users will have the opportunity to learn more about the partner destination. Reporting will be provided at the end of each quarter.

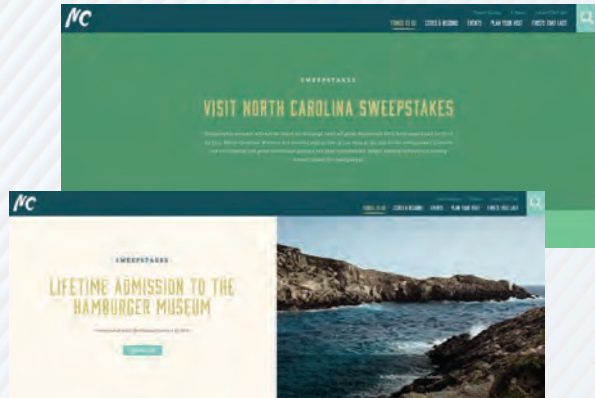


VISITNC.COM | Homepage SWEEPSTAKES

Homepage Sweepstakes are available in 1-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 the site’s largest driver of qualified partner leads, this program offers premium brand exposure with both internal and external support, including:

- Promotion on the VisitNC.com homepage
- Inclusion in distributions of the Visit North Carolina monthly e-newsletters, plus 1 e-newsletter dedicated solely to your sweepstakes that goes out to approximately 16,000 subscribers
- 1-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 e-newsletter results

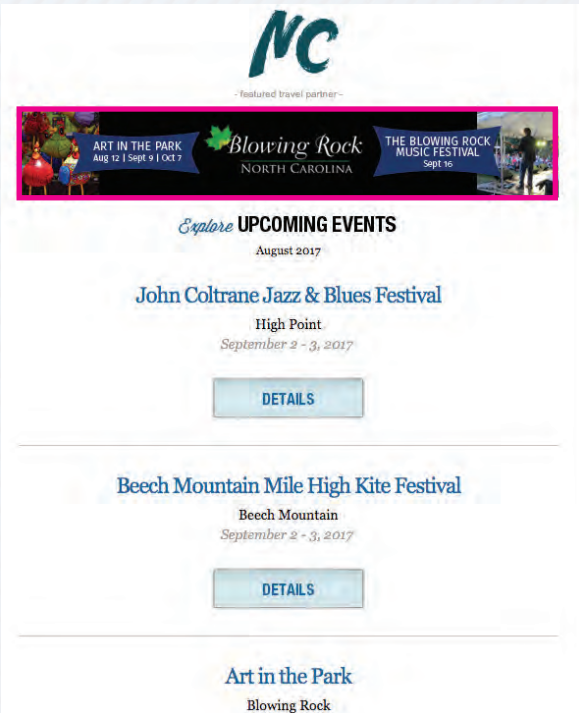


VISITNC.COM | Sponsored E-NEWSLETTERS

Participating partners will be able to communicate their message via a prominent display ad within each e-newsletter. This continues to be a great opportunity for partners to reach an engaged audience who have 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 |
|---------------|---|------------|---------|
| Events | Bi-Weekly 2x per month | 35,000 | \$1,000 |
| Travel Deals | Monthly | 37,000 | \$500 |
| NC Beer | Seasonally (excluding spring) | 9,700 | \$500 |
| NC Beer Month | Bi-Weekly (March and April Only) 2x per month | 9,700 | \$750 |
| Retire NC | Quarterly | 11,000 | \$350 |

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



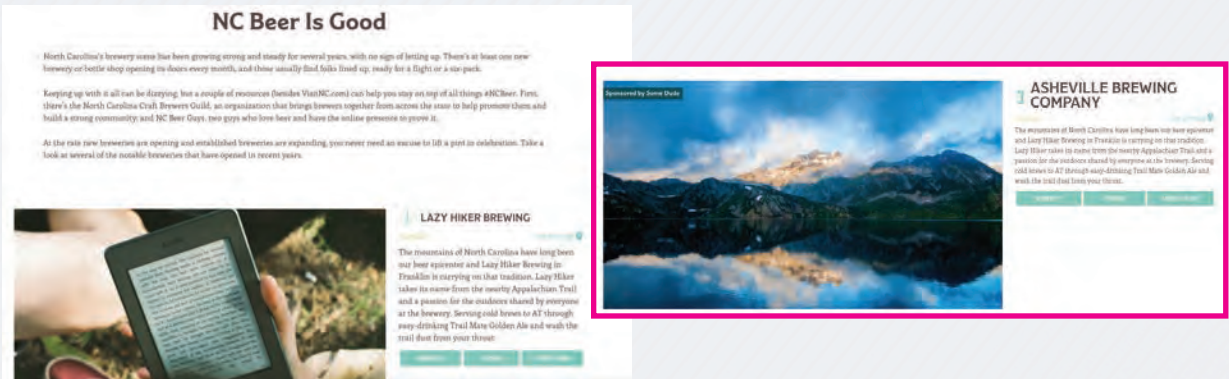
VISITNC.COM | Featured Content SPONSORSHIPS

Featured Content Sponsorships are available in 12-month increments for \$875 each.

Visit North Carolina is now offering partners the opportunity to sponsor a portion of content specific to their destination within a seasonal or thematic story on VisitNC.com. Sponsoring partners will be able to provide suggested content for their portion of the article, and the Visit NC content team will develop the final paragraph about the partner destination into the larger story. The sponsored section will have a “Sponsored By” tag and will include one downstream link to an applicable partner website as well as a relevant image which can be provided by the partner.

One (1) partner opportunity will be available in the following stories:

| | | | |
|---|---|---|--|
| Fall 2018 Outdoor Adventures Scenic Getaways | Winter 2018-19 Luxury Escapes | Spring 2019 Culinary Adventures | Summer 2019 Family Fun Destinations Budget-Friendly Travels |
|---|---|---|--|



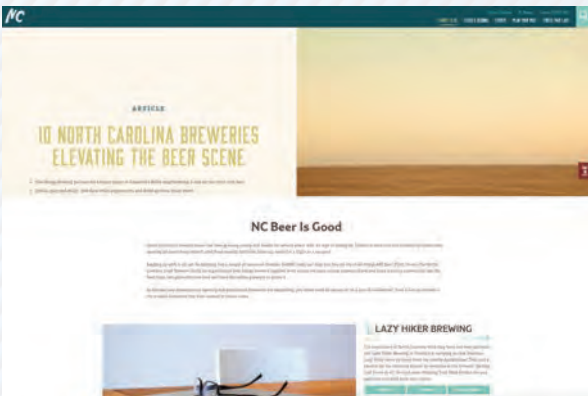
VISITNC.COM | Custom Content PROGRAM

The Custom Content Program is available for \$4,000.
Inventory: Twelve (12) partner spots (one (1) per month)

Visit North Carolina will continue offering partners the opportunity to work with our content team to develop custom content to be published on VisitNC.com, which can also live on your website. Your custom content will be written by the Visit NC team in 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 content will be promoted in a Visit NC e-newsletter and on Visit NC's social channels with at least three (3) posts.



Partners will now also have the ability to enhance their custom content story with relevant Featured Events and Travel Deals that will appear within the content to further engage users. See pages 24-25 for more details on Featured Events and Travel Deals.

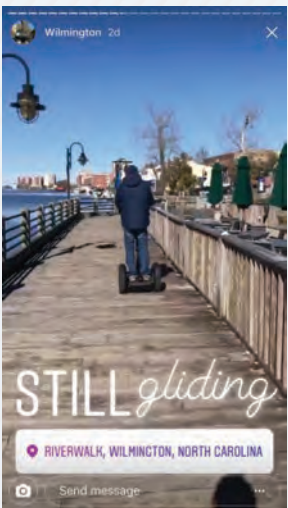


VISITNC.COM | Instagram Story FEATURES

Instagram Story Features are available for \$500 each.
Inventory: Twelve (12) partner spots (one (1) per month)

Visit North Carolina partners will now have the ability to provide content for our social media team to develop an Instagram Story that will be featured from Visit NC's account. Instagram Stories are Facebook's answer to the rise of short, quick content. Though content disappears after 24 hours, views are intentional and more valuable than large but empty impressions. Each viewer of an Instagram story tapped through to be there and often taps back for a second look (both numbers we can track). In 2017, Visit North Carolina engaged users more than 1.53 million times in just 19 Instagram Story campaigns. Unlike Snapchat, our account is also able to add a link to visual content for added site traffic value.

Partners will be responsible for providing Visit NC with high-quality content (images and videos). Once the content is received, our team will develop the assets into a story, adding text, captions and other fun features to make it social media-friendly. Stories will go live on an agreed-upon date between Visit NC and the partner and will last for 24 hours. Reporting will be provided to partners following the feature.



VISITNC.COM | Social Media SPOTLIGHT

Social Media Spotlights are available for \$3,000. Partners are also responsible for lodging, dining and activity expenses.
Inventory: Twenty-four (24) partner spots (two (2) spotlights per month)

This opportunity offers partners robust presence on Visit North Carolina's social media channels (340,000+ followers) to leverage our passionate and engaged follower base to specifically feature your area.

How does it work? We'll work with you to determine content to feature that will inspire potential visitors to plan their own trip. Then, our team will travel to your location to gather spotlight content for social media use and plan posts for a 2- to 3-week period that will feature your destination across our social channels. Potential Visit North Carolina channels for inclusion would be Facebook, Twitter and Instagram.

Partners participating in a spotlight will receive the following:

- Social trip idea content
- Social quality pictures
- 9-12 social posts including ad content
 - 1 Facebook organic post
 - 1 Facebook dark ad (\$250 value) with custom targeting
 - 1 Instagram post on our grid
 - 3-5 Instagram stories
 - 3-4 Tweets
- 1 premium content feature depending on locations; premium content could be a Facebook Live, Instagram Live, video or 360 video, and will be decided at the team's discretion
- Detailed recap report
- Social Media 101 Report of Best Practices

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



PUBLIC RELATIONS

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

MEDIA MISSION EVENTS \$300-\$1,250 (PLUS EXPENSES)

Media missions let you meet and tell your story to top-tier travel and lifestyle media. Visit NC offers three domestic media missions during the calendar year — in-state (Charlotte or Raleigh), regional (Atlanta or Washington, D.C.) and national (New York). Partners can develop relationships with print, broadcast and digital media in a relaxed networking atmosphere. Registration fee includes event attendance, tabletop exhibit space, media contact list and pitch sheet inclusion in the digital media kit.

- 2018-19 media missions include:
- In-State (Raleigh; summer 2018): \$300
 - Regional (Washington, D.C.; fall 2018): \$750
 - National (spring 2019): \$1,250



MEDIA LISTS

The first step to gaining coverage is identifying the right media targets. Visit NC can help you determine the ideal media in two ways:

General Media List — \$550
Using defined parameters, we will pull a general list of up to 500 contacts from Visit NC’s media database, from which you can build your own targeted lists for specific stories throughout the year. Details will include outlet name, key contact, location, email address, phone number, and an overview of the outlet and contact as available.

Curated Media List — \$1,200
Using defined parameters, we will curate a list of up to 100 highly targeted contacts from Visit NC’s media database, plus comprehensive analysis of each outlet and contact. Details will include outlet name, key contact, location, email address, phone number, and an overview of the outlet and contact as available, plus specific notes as to interest in or familiarity with North Carolina.



INFLUENCER SUPPORT

With the importance of digital influencers growing rapidly, Visit NC can help you identify and vet influencers for your destination.

Curated Influencer List – \$1,200
As with traditional media, Visit NC can curate a targeted list of digital influencers specific to your destination. Influencers are analyzed and evaluated based on such factors as reach, audience, content, engagement and alignment with your brand. The list includes contact details and key insights for up to 10 influencers.

Influencer Assessment – \$1,000
To help vet influencers who wish to visit your destination, Visit NC now offers influencer assessments for up to 10 influencers as needed throughout the year. We will analyze key factors including reach, audience, content, engagement and alignment with your brand to help determine if you should partner with each influencer.

DESKSIDE MEDIA TOUR \$6,500 (PLUS EXPENSES)

Make one-on-one connections with key travel and lifestyle editors in major media markets including New York, Atlanta and Washington, D.C. Our team will help determine topics and timing, then set up 6 to 10 media appointments with a comprehensive briefing on each outlet scheduled. Appointments can be escorted by an LGA representative at additional cost.

CUSTOM RESEARCH PRICING UPON REQUEST

Understanding what motivates media decision makers and their perceptions of your destination is essential to building a public relations strategy. Visit NC can help you gain insight through custom research, including awareness surveys, perception studies, media audits, message development and testing — all tailored to your destination needs. Contact us to talk about what you are looking for, how we can assist and what the cost will be.

If you have questions or would like to participate in any of the Public Relations Programs, please reach out to Eleanor Talley, eleanor.talley@visitnc.com or Stacey McCray, smccray@thinklga.com.

INDUSTRY RELATIONS PROGRAMS

Visit North Carolina is proud to offer partners the opportunity to exhibit and network at numerous international, domestic and group travel-focused trade shows and sales missions. These co-op programs are contracted and billed separately from other Visit North Carolina partner programs. If you have questions or would like to participate in any of the Industry Relations Programs, please reach out to Heidi Walters, heidi.walters@visitnc.com.

INTERNATIONAL OPPORTUNITIES

UK Sales Mission July 30-August 5, 2018
London and Cambridge Area
\$1,500 plus travel expenses

Bringing the Brand USA annual theme of music and the re-release of a Doc Watson classic performance together gives Visit North Carolina a unique opportunity at the Cambridge Folk Festival this year. Doc’s performance at the Cambridge festival and broadcast on the BBC brought NC folk music to an international audience. This year, North Carolina’s Rhiannon Giddens, of the Carolina Chocolate Drops, is the guest curator of the festival. As a sponsor, Visit NC will have several opportunities to showcase NC folk music.

There will be opportunities to host key partners (both media and trade) at the festival along with tour operator trainings and product meetings in and around London and the Cambridge area. These could include Audley Travel, Vacations to America, Premier Holidays and other key partners.

Receptive Tour Operator Mission September 2018
New York and Boston
\$500 plus expenses (cost could vary depending on attendees and events)

Visit NC’s Group Travel Team will conduct trainings and educational events for receptive tour operators in New York and Boston over three to four days. If you want to get your hotels and attractions listed for the international operators, this is the place to be.

Montreal International Tourism & Travel Show October 19-21, 2018
Montreal
Partner is responsible for registration fee plus travel expenses

The International Travel Show is the largest travel show in Canada reaching more than 30,000 attendees in three days. Partners have the opportunity to register as part of the North Carolina booth or receive on-site exposure for your region by supplying promotional material and prize giveaways.

World Travel Market 2018 November 5-7, 2018
London
Partner is responsible for registration fee plus travel expenses (billed through Travel South USA)

One of the year’s key travel exhibitions, this show is purely a trade exhibition, attracting tens of thousands of visitors, exhibitors and media representatives every year. North Carolina will display in the Travel South International booth and our UK office will secure appointments with key tour operators, travel agents and media professionals. This show provides the opportunity to showcase the state to attendees from across the globe.

Travel South International Showcase November 26-29, 2018
Nashville, TN
Partner is responsible for POD costs (around \$1,000) plus expenses

This POD-based tradeshow is the perfect way to get your region and partners involved in the international market. More than 100 qualified international tour operators from 20 countries and more than 160 Southern travel suppliers will be in attendance to grow international visitation to the southern United States.



German Sales & Media Mission November 2018
Germany and Austria or Switzerland
\$1,500 plus travel expenses

Workshops will be scheduled in each location to meet with key tour operator product managers and to train travel agents. Media appointments in each location will also be coordinated. The mission is scheduled to take approximately four working days.

The following international consumer and trade shows are also open for partners to attend or submit materials for distribution:

| EVENT | DATE | LOCATION |
|--------------------------|----------------------|---------------------|
| CMT Stuttgart | January 12-20, 2019 | Stuttgart, Germany |
| VUSA Switzerland Seminar | January 2019 | Zurich, Switzerland |
| VUSA Austria Seminar | January 2019 | Vienna, Austria |
| Reisen Hamburg | February 7-11, 2019 | Hamburg, Germany |
| Free Munich | February 21-25, 2019 | Munich, Germany |

UK and Ireland Late January/Early February 2019

There are three consumer-facing shows held to coincide with the traditional UK peak booking months. The shows are held in London, Manchester and Dublin and are an excellent opportunity for partners to distribute collateral and actively engage with consumers.

Canada Sales Mission February 2019
Toronto and Montreal
\$1,500 plus travel expenses

The Sales Mission will include three (3) days of high value meetings, events and trainings with top travel producers in Toronto and Montreal.

Canada Media Mission February 2019
Toronto and Montreal
\$1,500 plus travel expenses

The Media Mission will include two (2) days of high value meetings, events and trainings with top travel producers in Toronto and Montreal.

Outdoor Adventure Show February 2019
Toronto
Registration fee plus travel expenses

The Toronto Outdoor Adventure show caters to travel-minded outdoor enthusiasts in the Greater Toronto Area and sees close to 28,000 attendees each year. Partners have the opportunity to register as part of the North Carolina booth or receive on-site exposure for your region by supplying promotional material and prize giveaways.

INTERNATIONAL OPPORTUNITIES (CONTINUED)

ITB **March 6-10, 2019**
Berlin, Germany
Participation fee plus travel expenses

At ITB Berlin, the combination of trade exhibitions, public exhibitions and the biggest professional convention worldwide attracts tens of thousands of visitors, exhibitors and media representatives every year. North Carolina displays in the Brand USA area with other southeastern states. Appointments will be made with key tour operators, travel agents and media professionals. There will be opportunities to meet with media at the IMM on Tuesday, a blogger speed dating on Thursday, or the VUSA breakfast on Friday (application fees apply for these activities).

U.S. Travel Association’s IPW **June 1-4, 2019**
Anaheim, CA
Participation fee, registration (estimated cost \$2,500) plus travel expenses

U.S. Travel Association’s IPW is the travel industry’s premier international marketplace and is the largest generator of Visit USA travel. In just three days of intensive prescheduled business appointments, more than 1,000 U.S. travel organizations from every region of the USA representing all industry category components and more than 1,500 international and domestic buyers from 70+ countries, conduct business negotiations that result in over \$3 billion in future Visit USA travel.

DOMESTIC OPPORTUNITIES

Travel & Adventure Show **January 19-20, 2019**
Washington, D.C.
\$850 per partner
Open to eight (8) partners
This show brings in approximately 20,000 participants to the Washington Convention Center.

New York Times Travel Show **January 25-27, 2019**
New York, NY
\$850 per partner
Open to eight (8) partners
This show brings 30,000+ participants to the Jacob Javits Convention Center. The 3-day show also hosts a trade-only day for tour operator, bloggers and travel agents.

Travel South Domestic Showcase **February 24-27, 2019**
Myrtle Beach, SC
Registration fee plus travel expenses
Join us at the premier reverse trade show marketplace event in the South. Over 500 tourism professionals gather for prescheduled appointments with group tour operators and networking opportunities. Register through Travel South Domestic Showcase.

Travel & Adventure Show **March 9-10, 2019**
Philadelphia, PA
\$850 per partner
Open to eight (8) partners
This show brings approximately 13,000 participants to the Pennsylvania Convention Center.



GROUP TRAVEL OPPORTUNITIES

Domestic Marketing Sales Mission **Exact Dates TBD**
Georgia
\$750 plus travel expenses

Travel via motorcoach making sales calls to prequalified tour operators and AAA offices in Georgia. If you are unable to attend, you can still participate by adding your group profile sheet to our sales binder for \$250.

American Bus Association Marketplace **January 26-29, 2019**
Louisville, KY
\$250 for the dine around plus registration and travel expenses

The American Bus Association is one of the premier industry events for group travel. More than 3,500 delegates attend and engage in prescheduled meetings, networking events and educational sessions. Join Visit North Carolina as we host a networking event on Dine Around Night with ABA tour operators.

Group Travel E-Newsletter **Year-round**
This quarterly e-newsletter is aimed at the group tour market, and the audience is comprised of tour operators and interested parties. Partners can submit content such as group-friendly restaurants and hotels, annual festivals and events, new and updated attractions and any other group travel information.

If you have questions or would like to participate in any of the Industry Relations Programs, please reach out to Heidi Walters, heidi.walters@visitnc.com.



THE OFFICIAL NORTH CAROLINA TRAVEL GUIDE



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

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

- Official fulfillment piece for Visit North Carolina’s marketing campaign, VisitNC.com requests and 1-800-VISITNC call center
- Distributed at North Carolina’s Welcome Centers who see more than 7 million visitors a year
- Bonus 50,000 print copies polybagged to Meredith’s magazine subscribers in titles such as *Parents*, *Midwest Living* and *Family Circle* in North Carolina’s top markets
- Lives digitally on VisitNC.com with live links so consumers can be inspired and access information on the state 24/7

Travel Guides Inspire Travel

- 83% of adults plan to visit a business or attraction highlighted in a brochure, map or travel guide
- Nearly 50% of women used a travel guide for inspiration while researching and planning their next trip
- More than 80% of North Carolina Travel Guide readers used the guide to identify things to do in North Carolina

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



| AD UNIT SIZE | NET RATE | EARLY BIRD DISCOUNT* |
|---|----------|----------------------|
| Two-page spread | \$52,744 | \$50,232 |
| Full page | \$28,403 | \$27,050 |
| 2/3 page | \$23,153 | \$22,050 |
| 1/2 page | \$16,695 | \$15,900 |
| 1/3 page | \$11,340 | \$10,800 |
| 1/6 page | \$6,248 | \$5,950 |
| 1/12 page | \$3,990 | \$3,800 |
| Bold Listing | \$525 | \$500 |
| Logo + Bold Listing | \$961 | \$915 |
| Places to Stay (only open to vacation rentals and B&Bs) 2 3/8" x 2 3/8" | \$1,045 | \$995 |
| Places to Live (open only to developments located in NC Certified Retirement Communities) 2 1/8" x 2 3/8" | \$1,575 | \$1,500 |

| PREMIUM POSITIONS | NET RATE | EARLY BIRD DISCOUNT* |
|--------------------------|----------|----------------------|
| Opening two-page spread | \$64,454 | \$61,385 |
| Inside front cover | \$38,010 | \$36,200 |
| Page one | \$35,123 | \$33,450 |
| Facing table of contents | \$33,748 | \$32,141 |
| Back cover map gatefold | \$43,620 | \$41,439 |

*Early Bird Discount Rate Deadline July 31, 2018

DIGITAL EDITION

Video Engagement with Consumers

\$150

Capture the attention of readers with dynamic use of video. Your supplied video will be embedded into the digital edition of the 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.

Digital Edition Pop-Up Ads

Advertisers have the option to include a pop-up ad to encourage readers to discover more about your brand at no additional cost. Pop-up ads are available in two sizes based on advertising investment.

These programs are contracted and billed separately from other Visit North Carolina partner programs.

If you have questions or would like to advertise in the North Carolina Travel Guide, please reach out to Stacey Rosseter, srosseter@navigate-media.com.

[illegible]This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.