

NC

Visit NC Partner Programs 2020-2021



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## OVERVIEW

Dear Visit North Carolina Partner,

On behalf of the Visit North Carolina team, thank you very much for your continued partnership in marketing North Carolina as a premier travel destination. Only through collaboration with you and partners within all 100 counties of our beautiful and welcoming state are we able to maintain North Carolina's position among the most popular destinations in the U.S. By smartly leveraging our collective investments, we are able to grow tourism's positive economic impact in communities throughout North Carolina.

As we look to the coming year, our research-driven, award-winning Firsts That Last® campaign continues to inspire and attract travelers from within our key domestic and international markets. Most recently, Visit North Carolina and the campaign earned the coveted Mercury Award for Branding and Integrated Marketing from the U.S. Travel Association's National Council of State Tourism Directors and the Shining Example Award for Marketing from the Southeast Tourism Society.

We are continually evaluating and evolving our co-op marketing programs combining proven performers such as the Official North Carolina Travel Guide with new opportunities to reach increasingly sophisticated and fragmented audiences. New offerings for 2020-2021 include Cox Premium Digital Video – OTT / CTV, AccuWeather and expanded social media programs. Programs reaching highly valued international travelers also continue with Visit NC's representatives in Canada, the UK and Germany, and continuing partnerships with Brand USA and Travel South USA.

VisitNC.com remains our most important marketing tool. The "mobile first" site melds emerging technologies, best practices and traveler desires to give users a unique and inspirational guide to all North Carolina has to offer that other search engines and travel planning tools can't match.

As a North Carolina travel industry partner, you may purchase programs individually or bundle multiple opportunities into a more comprehensive plan customized to your specific needs and objectives.

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

Thank you again for your partnership and support. It's critical in helping keep North Carolina competitive, and we look forward to continued collaboration and success in the coming year.

Best regards,



Wit Tuttell  
Executive Director  
Visit North Carolina

# PROGRAM CALENDAR

PUBLICATION	JULY '20	AUGUST '20	SEPTEMBER '20	O	N	D	J	FEBRUARY '21	MARCH '21	APRIL '21	MAY '21	JUNE '21
<p><b>Garden &amp; Gun</b> Circulation: 400,000 Geography: National (56% in Southeast)</p>								<p><b>Four-Page Section</b> Four (4) Quarter-Page Spots, \$6,000 Per Partner Two (2) Full-Page Spots, \$17,000 Per Partner Materials Due: October 1, 2020</p>		<p><b>Three-Page Section</b> Six (6) Directory Spots, \$3,250 Per Partner One (1) Full-Page Spot, \$17,000 Per Partner Materials Due: December 1, 2020</p>		
<p><b>Southern Living</b> Circulation: 1,381,000 Geography: NC, SC, FL, GA, TN, DE, MD, NJ, NY, PA, VA, Washington D.C.</p>			<p><b>Brand / Co-Op Spread</b> Four (4) Quarter-Page Spots, \$9,000 Per Partner Materials Due: May 22, 2020</p>							<p><b>Brand / Co-Op Spread</b> Four (4) Quarter-Page Spots, \$9,000 Per Partner Materials Due: December 18, 2020</p>		
<p><b>Local Market Combo: Large Markets</b> <i>Atlanta Magazine, Our State, Philadelphia Magazine and The Washington Post Magazine</i> Total Circulation: 725,554</p>			<p><b>Brand / Co-Op Spread</b> Four (4) Quarter-Page Spots, \$8,350 Per Partner Materials Due: May 15, 2020</p>							<p><b>Brand / Co-Op Spread</b> Four (4) Quarter-Page Spots, \$8,350 Per Partner Materials Due: December 18, 2020</p>		
<p><b>Local Market Combo: Northern Markets</b> <i>Blue Ridge Country, Cleveland Magazine, Columbus Monthly, Nashville Lifestyles, Pittsburgh Magazine and Richmond Magazine</i> Total Circulation: 274,842</p>			<p><b>Brand / Co-Op Spread</b> Four (4) Quarter-Page Spots, \$5,500 Per Partner Materials Due: June 19, 2020</p>							<p><b>Brand / Co-Op Spread</b> Four (4) Quarter-Page Spots, \$5,500 Per Partner Materials Due: December 9, 2020</p>		
<p><b>Local Market Combo: Southern Markets</b> <i>Charlotte Magazine, Jacksonville Magazine, Orlando Magazine, South Carolina Living and TOWN (Greenville, SC)</i> Total Circulation: 805,714</p>			<p><b>Brand / Co-Op Spread</b> Four (4) Quarter-Page Spots, \$6,500 Per Partner Materials Due: June 5, 2020</p>							<p><b>Brand / Co-Op Spread</b> Four (4) Quarter-Page Spots, \$6,500 Per Partner Materials Due: December 18, 2020</p>		

PRINT

## GARDEN & GUN

Directory Investment: \$3,250 Per Partner  
 Quarter-Page Investment: \$6,000 Per Partner  
 Full-Page Investment: \$17,000 Per Partner (68% savings on standard rates)

February / March 2021 Availability: Four (4) Quarter-Page Partners  
 Two (2) Full-Page Partners  
 April / May 2021 Availability: Six (6) Directory Partners  
 One (1) Full-Page Partner



## SOUTHERN LIVING

Quarter-Page Investment: \$9,000 Per Partner (90% savings on standard rates)

September 2020 Availability: Four (4) Quarter-Page Partners  
 April 2021 Availability: Four (4) Quarter-Page Partners



## LOCAL MARKET COMBO: LARGE MARKETS

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

Quarter-Page Investment: \$8,350 Per Partner

September 2020 Availability: Four (4) Quarter-Page Partners  
 April 2021 Availability: Four (4) Quarter-Page Partners



PRINT

## LOCAL MARKET COMBO: NORTHERN MARKETS

Blue Ridge Country, Cleveland Magazine, Columbus Monthly, Nashville Lifestyles, Pittsburgh Magazine and Richmond Magazine

Quarter-Page Investment: \$5,500 Per Partner

September 2020 Availability: Four (4) Quarter-Page Partners  
 April 2021 Availability: Four (4) Quarter-Page Partners



## LOCAL MARKET COMBO: SOUTHERN MARKETS

Charlotte Magazine, Jacksonville Magazine, Orlando Magazine, South Carolina Living and TOWN (Greenville, SC)

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

September 2020 Availability: Four (4) Quarter-Page Partners  
 April 2021 Availability: Four (4) Quarter-Page Partners



### MATERIAL REQUIREMENTS

**Full-page and quarter-page placements:** partners will be required to submit a print-ready ad in hi-res PDF format. Creative development is the responsibility of the partner.

**Directory placements:** partners will be required to submit a hi-res destination image and approximately 50 words of copy. Visit NC will combine these materials into the final print ad.

# NEW COX PREMIUM DIGITAL VIDEO – OTT / CTV PROGRAM

The Cox Premium Digital Video – OTT / CTV program is available for a minimum investment of \$10,000 per flight.\*

With the surge of fragmented audience consumption, OTT (over-the-top) and CTV (connected TV) inventory augments traditional TV programming viewership – reaching cord-cutters and / or households with multiple subscriptions. This program is focused on getting targeted and cost-efficient views within premium full-episode digital video content (long-form content inventory that’s 22 minutes or longer). Commercials air just like in traditional television – non-skippable and in a clutter-free environment (in either pre-, mid- or post-programming).

The buy will reach desired viewers where they’re consuming premium OTT, connected TV and FEP (full episode player) content. Majority of delivery to be across highly coveted OTT (internet-connected device, like an Apple TV or Roku) and CTV (internet-enabled TV, like a Smart TV). Remaining FEP delivery can be across mobile / tablet / desktop devices – still delivering TV-like content (quality and length), but consumed via device apps and web browsers, and serving as an extension of traditional TV-viewing habits.

- Awareness-building video viewership that’s highly targeted, cost-efficient and measurable
- Customizable audience, with the ability to blacklist programming and / or networks for brand safety
- Complete and detailed reporting of key performance indicators
- Cost savings of 8% compared to standard rates

Flight Options	Targeting	Rate	Required Assets
September 1 – 30, 2020 March 15 – April 15, 2021 Must have at least three (3) partners to execute each flight	Each partner can customize their audience based on the following target selects**: <ul style="list-style-type: none"> <li>• Up to five (5) geo markets – states and / or DMAs</li> <li>• One (1) demo selection (e.g., A25-54)</li> <li>• One (1) behavioral selection (e.g., travel enthusiast, history enthusiast)</li> <li>• Desired blacklisted programming and / or network(s)</li> </ul>	\$33.50 eCPM	Two (2) total creative versions – :15 and / or :30 video spots

\*This is the campaign minimum. Partners may choose to increase their investment to make their buy more effective.

\*\*Vendor to confirm inventory feasibility upon each partner’s targeting selections, ensuring ample delivery scale.

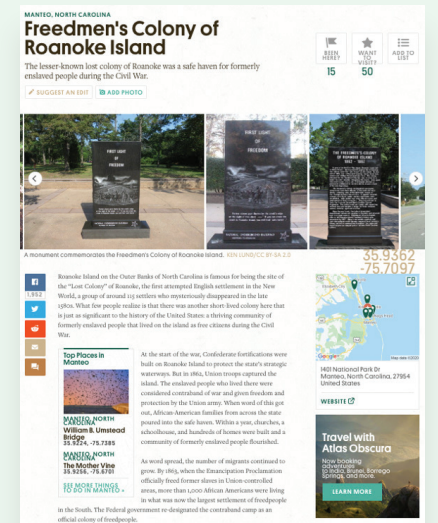
# ATLAS OBSCURA – PLACE PAGE SPONSORSHIP

The AtlasObscura.com program is available at an investment level of \$3,000 per partner.

Atlas Obscura is the definitive travel guide to the world’s hidden places. With a mission to help people escape the ordinary and experience a sense of wonder and curiosity, Atlas Obscura believes there is something new to discover every day – whether it’s halfway around the globe or just around the corner.

This co-op offers the opportunity to work with Atlas Obscura’s editorial team to curate and add a new Atlas Obscura Place page entry to their growing database of more than 19,000 unique and extraordinary things to see and do (e.g., historical site, natural wonder, unique food experience). Highlight and promote your hidden gem(s) among a passionate, socially engaged community of adventurous explorers looking for their next travel destination.

- Seed your destination to users with a growing interest in NC destinations on Atlas Obscura:
  - 14% growth year-over-year in users actively selecting “Been There” across NC destinations
  - 27% growth year-over-year in users actively selecting “Want to Go” across NC destinations
- Quality control throughout the campaign life, including content approval
- Complete and detailed reporting of key performance indicators
- Cost savings of 17% compared to standard rates



Promotional Flight	Content Source	Required Assets	Content Deliverables & Promotional Support
Three Months (exact timing up to partner)	Curated by Atlas Obscura’s editorial team, in collaboration with and approved by partner	<ul style="list-style-type: none"> <li>• Ideation for Place page</li> <li>• Display creative (300 x 250, 300 x 600, 728 x 90 / 970 x 250)</li> </ul>	One (1) custom-curated database addition of a new Place page: <ul style="list-style-type: none"> <li>• 100% SOV display on newly created Place page</li> <li>• Content lives on site forever</li> </ul> Supporting content promotion via: <ul style="list-style-type: none"> <li>• Organic social media via Atlas Obscura’s owned Facebook and Twitter channels (est. 150k impressions)</li> <li>• Sponsored e-newsletter inclusion (est. 75k impressions)</li> </ul>

Custom packages available upon request.

## NEW ACCUWEATHER PROGRAM

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

Weather and travel go hand in hand, as weather has an innate ability to influence daily decisions, including vacation planning – whether spontaneous weekend getaways, family spring break, fall road trips and beyond.

This program offers three unique packages for partners to tap into AccuWeather’s loyal and engaged audience across its desktop, mobile web and mobile app platforms. Scalable price points and options of display, preroll video and high-impact creative allow for flexibility in addressing various goals, budget levels and asset availability. Additionally, participating partners can tailor their geo and audience selections, with an additional opportunity to target against inclement weather conditions – perhaps teasing warmer temperatures when northern climates are much colder or a cool-off message from mountain destinations at summer’s peak.

- Utilize weather as a trigger for travel inspiration and motivation
- Multiple pricing tiers and product availability – display, preroll video, custom high-impact unit
- Customizable audience, with weather-trigger targeting option
- Complete and detailed reporting of key performance indicators
- Avoid \$15k campaign minimums; added-value production with custom high-impact hero unit

Investment	Flight Options	Targeting	Rate & Channel(s)	Required Assets
\$2,500 Per Partner*	One month (up to partner)	Each partner to customize their audience based on the following target selects*: <ul style="list-style-type: none"> <li>• Minimum of three (3) DMAs or states</li> <li>• One (1) behavioral selection (e.g., travel enthusiast, outdoor enthusiast)</li> <li>• Option to add Inclement Weather trigger (e.g., local conditions are “cold”)</li> </ul>	\$8.88 - \$9.38 eCPM Standard Display	Standard Display: 300 x 250, 320 x 50, 728 x 90
\$5,000 Per Partner*	One month (up to partner)	Each partner to customize their audience based on the following target selects*: <ul style="list-style-type: none"> <li>• Minimum of three (3) DMAs or states</li> <li>• One (1) behavioral selection (e.g., travel enthusiast, outdoor enthusiast)</li> <li>• Option to add Inclement Weather trigger (e.g., local conditions are “cold”)</li> </ul>	\$10.16 - \$10.73 eCPM Standard Display + Preroll Video	Standard Display: 300 x 250, 320 x 50, 728 x 90  Preroll Video: :15 and / or :30 video
\$10,000 Per Partner*	One month (up to partner)	Each partner to customize their audience based on the following target selects*: <ul style="list-style-type: none"> <li>• Minimum of three (3) DMAs or states</li> <li>• One (1) behavioral selection (e.g., travel enthusiast, outdoor enthusiast)</li> <li>• Option to add Inclement Weather trigger (e.g., local conditions are “cold”)</li> </ul>	\$9.92 - \$10.44 eCPM Standard Display + Preroll Video + Custom High-Impact Hero Unit	Standard Display: 300 x 250, 320 x 50, 728 x 90  Preroll Video: :15 and / or :30 video  Custom High-Impact Hero Unit (AccuWeather to build):  Logo, imagery, copy, fonts, brand guidelines, standard display PSDs (directional)

\*Vendor to confirm inventory feasibility upon each partner’s targeting selections, ensuring ample delivery scale.

## NEW PREMIUM TRAVEL DISPLAY PROGRAM

The Premium Travel Display program is available at an investment level of \$7,500 per flight.\*

Visit North Carolina is excited to offer an inaugural program that allows partners to run targeted display ads across a handcrafted set of marquee travel-endemic properties in an affordable and operationally efficient manner.

Partners can buy into a curated site list that Visit NC’s agency media team has carefully procured and bundled, gaining visibility across highly relevant sites without having to stitch together several direct buys that tend to come with steep campaign minimums. The breadth of selected sites will strategically position partners to connect with prospective travelers throughout the decision funnel – from trip inspiration on travel-content sites (e.g., Lonely Planet, Travel & Leisure) to vacation guidance within authoritative travel sections of leading publishers (e.g., U.S. News & World Report, USA Today Network) to booking agents with OTAs (e.g., TripAdvisor, Expedia).

- Targeted display exposure across several premium travel-endemic properties
- Media curated, executed and managed by Visit NC's agency media team at LGA
- Complete and detailed reporting of key performance indicators
- Avoid multiple vendor buys and associated campaign minimums

Flight Options	Targeting	Required Assets
September 1 – 30, 2020 March 15 – April 15, 2021 Max of four (4) partners in each flight	Partner to run across a predetermined list of premium travel sites  Select any geo(s) from the following list: • FL, GA, MD, NJ, NY, OH, PA, SC, TN, VA, Washington D.C.	Standard Display: 160 x 600, 300 x 250, 300 x 50, 320 x 50, 300 x 600, 728 x 90

\*This is the campaign minimum. Partners may choose to increase their investment to make their buy more effective.



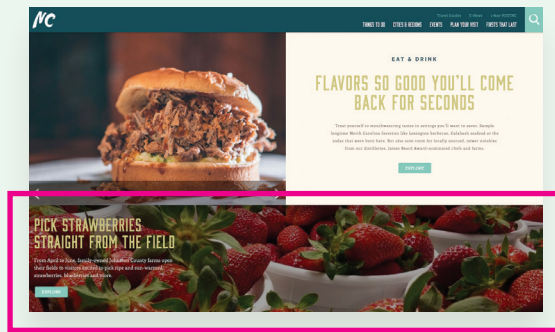
These examples above are sample sites that may or may not be included in the program. Final sites will be determined as each buy is conducted.

## NEW INTEREST OVERVIEW PAGE FEATURE

Interest Overview Page Features are available in six-month increments for \$2,500 per feature.

**Inventory:** Two (2) partner features per year, per page (each partner will receive a six-month flight – either July – December or January – June)

New this year, partners will have the opportunity to be highlighted for six (6) months on one of VisitNC.com’s most highly trafficked interest overview pages. Partners can choose from the **Kids & Family**, **Eat & Drink** or **Romantic Getaways** pages. This feature will include a headline, short description that ties into the selected interest, hero photo and call-to-action to visit the partner’s website for more information. These pages are discoverable all year long and hold content that is specific to the highlighted interest, including a photo gallery, overview paragraph and a grid of relevant listings, events and stories. These interest overview pages receive approximately 29,000 average page views per calendar year.



Partners can purchase one (1) Interest Overview Page Feature per year max.

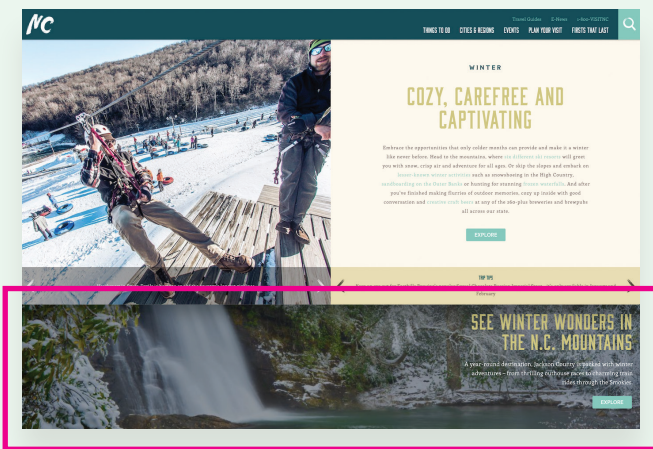
**Material Requirements:** partners will be required to submit a high-quality hero image, headline, placement copy and a click-through URL. Creative can be switched out once during the six-month flight.

## SEASONAL OVERVIEW PAGE FEATURE

Seasonal Overview Page Features are available in 12-month increments for \$3,500 per feature.

**Inventory:** Five (5) partner features per year (one partner per season and one holiday partner)

Once again, DMO and CVB partners will have the opportunity to be highlighted for the year on one of VisitNC.com’s seasonal overview pages. The feature will include a hero photo, headline, description and call-to-action to visit the partner’s website for more information. The seasonal overview page is linked directly off the VisitNC.com homepage for several months at a time and is discoverable all year long. It holds all season-specific content, including a photo gallery, overview paragraph with links to seasonal stories, trip tips and a grid of relevant listings, events and stories. The average seasonal overview page receives approximately 31,000 page views per calendar year.



Partners can purchase one (1) Seasonal Overview Page Feature per year max.

**Material Requirements:** partners will be required to submit a high-quality hero image, headline, placement copy and a click-through URL.

## NATIVE ADVERTISING

Native Advertising opportunities are available in three-month increments for \$500 or \$1,000 per placement (see chart below for pricing breakout and available pages).

**Inventory:** Five (5) partners per content page

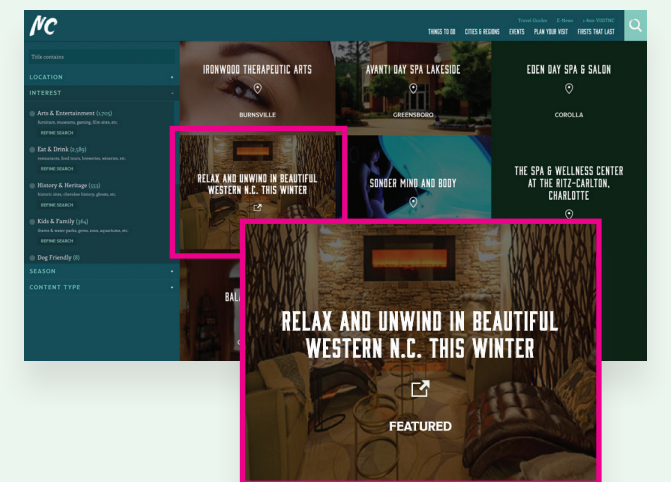
Native advertising on VisitNC.com allows partners the opportunity to buy into pages of VisitNC.com where their short-form native ad can appear within the site’s existing content grid. Native ads are designed to fit in with the overall look and feel of the site and will only appear within content relevant to the ad, making for a seamless user experience. 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. New this year, Interest Overview placements will be split into two investment levels based on average annual pageviews.

**Material Requirements:** partners will be required to submit a 400 x 400 image, a 50-character headline and a click-through URL.

Interest Overviews - \$500
Arts & Entertainment Arts & Entertainment > Museums
Eat & Drink > Beer
History & Heritage
Natural Attractions > Beaches, Rivers & Lakes Natural Attractions > Blue Ridge Parkway & Scenic Drives Natural Attractions > State & National Parks
Outdoor Adventures > Zip Lining & Aerial
Sports Sports > Golf Sports > Motorsports & Racing

Location Overviews - \$500
Mountains > Asheville & the Foothills Mountains > High Country Mountains > Smoky Mountains & Cherokee
Piedmont > Charlotte Region Piedmont > Greensboro & Winston-Salem Piedmont > Pinehurst & the Sandhills Piedmont > Raleigh, Durham & the Triangle
Coast > Albemarle & Pamlico Sounds Coast > Brunswick Islands Coast > Crystal Coast Coast > Inner Coastal Plain Coast > Outer Banks & Currituck Coast > Topsail Area Coast > Wilmington Area

Interest Overviews - \$1,000
Things To Do
Eat & Drink Eat & Drink > Wine
Kids & Family Kids & Family > Amusement, Theme & Water Parks Kids & Family > Zoos & Aquariums
Natural Attractions Natural Attractions > Waterfalls
Outdoor Adventures Outdoor Adventures > Camping Outdoor Adventures > Hiking
Romantic Getaways Romantic Getaways > Spas & Wellness

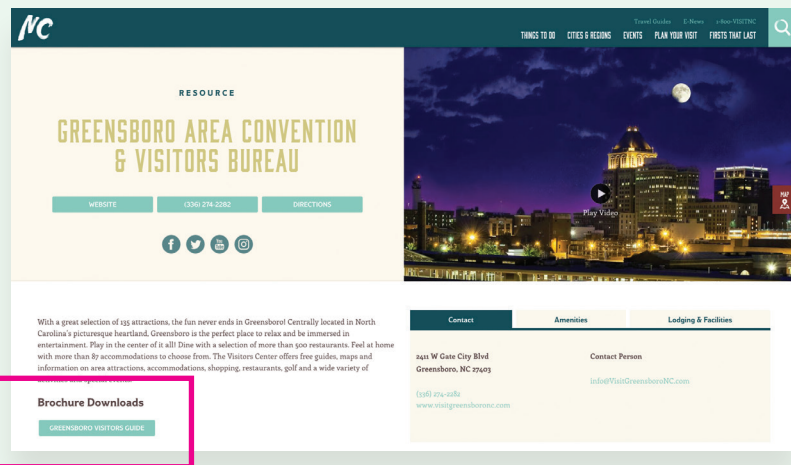
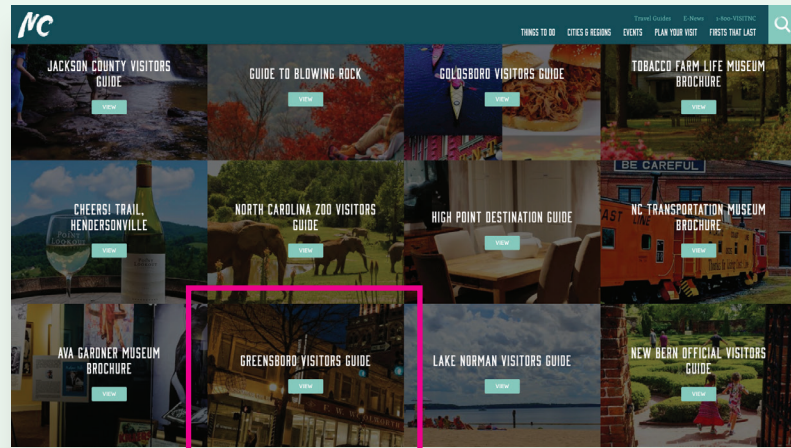


## BROCHURE LISTINGS

Brochure Listings are available in 12-month increments for \$200 each.

Partners can add up to four brochures to VisitNC.com, where they will live on the Brochures page as well as on the partner's individual listing. Brochures can be switched out quarterly or as needed by the partner.

**Material Requirements:** partners will be required to submit a PDF of their brochure (under 4MB) or a link to an online brochure / travel guide and a hi-res destination image.



## VIDEO LISTINGS

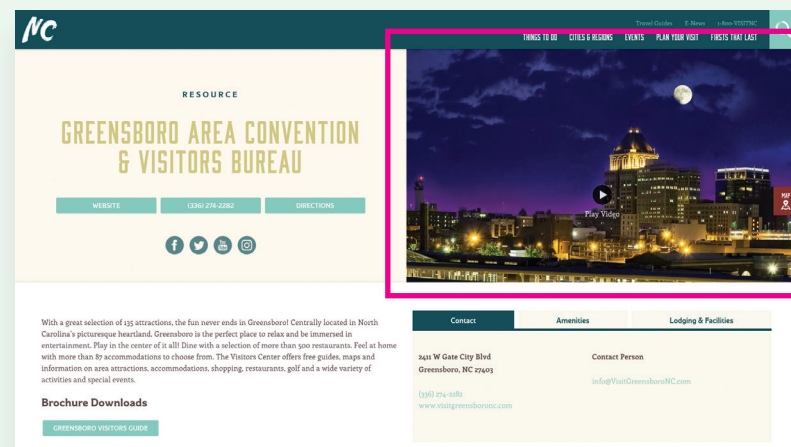
Video Listings are available in 12-month increments for \$200 each.

Partners can enhance their standard listing on VisitNC.com by adding up to four videos, which provide potential visitors with more engaging content. Videos can be switched out quarterly or as needed by the partner.

Visit NC may also use partner videos within editorial content on VisitNC.com.

To be considered for this added value opportunity, partner video must be high-resolution and shot in the past five years, two minutes or shorter, and relevant, helpful and / or entertaining to visitors. Videos that primarily focus on one person talking, are TV commercials, or have an overtly sales-focused messaging will not be considered.

**Material Requirements:** partners will be required to submit a YouTube or Vimeo link to the final video.

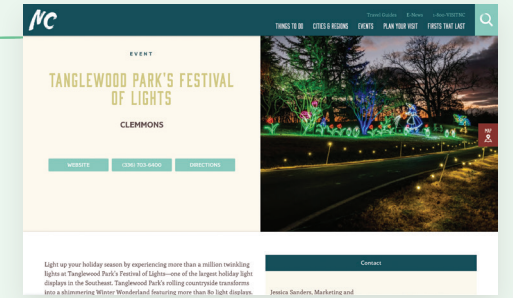


## FEATURED EVENTS

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 bi-weekly Events E-Newsletter distributed to more than 36,000 subscribers. Partners also have the opportunity to include event-related video to further captivate visitors at no additional charge.

**Material Requirements:** partners will be required to submit all event details along with a hi-res event image (must be horizontal, at least 1000 x 1000 pixels; stock photos, event fliers, logos or images with text on them **will not be accepted**).



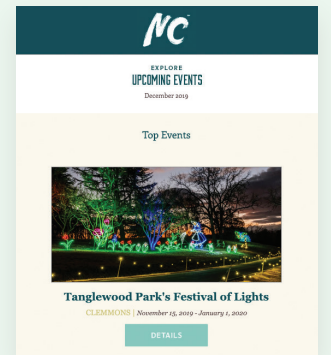
## FEATURED EVENT E-NEWSLETTER SPOTLIGHT

Featured Event E-Newsletter Spotlights are available for \$500 each (this includes a 30-day Featured Event listing on VisitNC.com, valued at \$150).

**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.

**Material Requirements:** partners will be required to submit all event details along with a hi-res event image (must be horizontal, at least 1000 x 1000 pixels; stock photos, event fliers, logos or images with text on them **will not be accepted**).



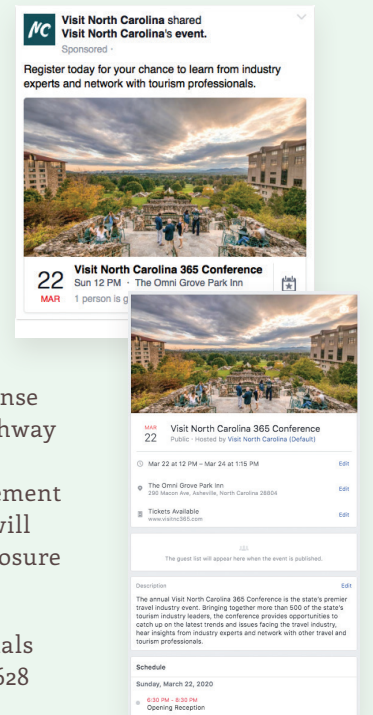
## NEW FACEBOOK EVENT PROMOTION

Facebook Event Promotions are available for \$1,000 each (this includes a 30-day Featured Event listing on VisitNC.com, valued at \$150).

**Inventory:** Two (2) partner spots per month

Introducing a new spin on a seasoned program, the Facebook Event Promotion program allows partners to promote their Featured Events beyond VisitNC.com. Leveraging the partner's Featured Event listing on VisitNC.com, Visit NC's Social Media Manager will create an organic Facebook Event on Visit NC's Facebook page. The event will then be promoted to a target audience through a Facebook Event Response Campaign with a \$500 ad spend for increased consideration, providing a seamless pathway for people to review event details and RSVP on Facebook. Partners will be required to co-host the Facebook Event along with Visit NC to assist with any community management needs (answering of questions, event updates, etc.). In co-hosting the event, partners will have the ability to cross-promote event content in their own campaigns for added exposure and will also be able to keep track of how many people responded to the invite.

**Material Requirements:** partners will be required to submit all Featured Event materials as outlined above in addition to a separate event image sized for social media (1200 x 628 pixels) and social targeting information.



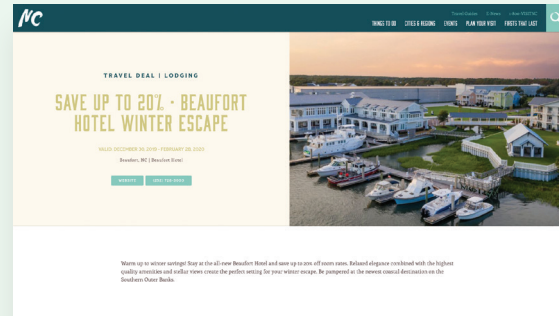


## TRAVEL DEALS

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 35,000 subscribers.

**Material Requirements:** partners will be required to submit all deal details along with a hi-res image (must be horizontal, at least 1000 x 1000 pixels; stock photos, fliers, logos or images with text on them **will not be accepted**).



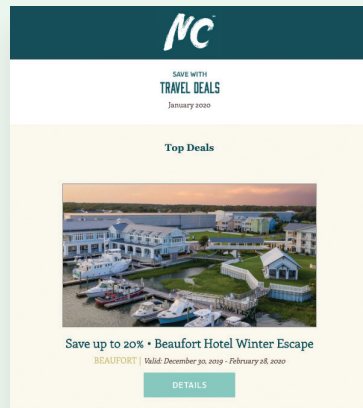
## TRAVEL DEAL E-NEWSLETTER SPOTLIGHT

Travel Deal E-Newsletter Spotlights are available for \$600 each (this includes a 60-day Travel Deal listing on VisitNC.com, valued at \$250).

**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.

**Material Requirements:** partners will be required to submit all deal details along with a hi-res image (must be horizontal, at least 1000 x 1000 pixels; stock photos, fliers, logos or images with text on them **will not be accepted**).



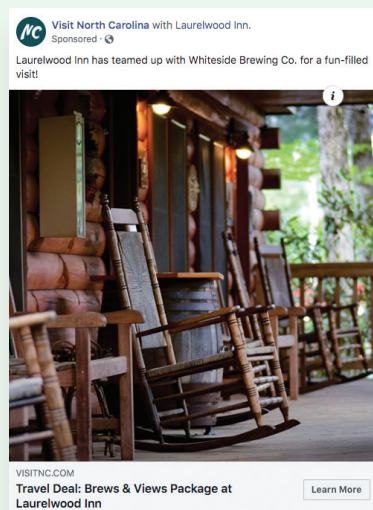
## NEW TRAVEL DEAL SOCIAL PROMOTION

Travel Deal Social Promotions are available for \$1,500 each (this includes a 60-day Travel Deal listing on VisitNC.com, valued at \$250).

**Inventory:** One (1) partner spot per month

This opportunity allows partners to gain increased traffic and engagement to their Travel Deals. Visit NC's Social Media Manager will create an organic Facebook post about the deal that links back to the Travel Deal listing on VisitNC.com. This post will then be activated as a Facebook and Instagram paid campaign with a spend of \$1,000 for increased awareness and exposure.

**Material Requirements:** partners will be required to submit all Travel Deal materials as outlined above in addition to a separate deal image sized for social media (1200 x 628 pixels) and social targeting information.



## NEW DOG-FRIENDLY E-NEWSLETTER SPONSORSHIP

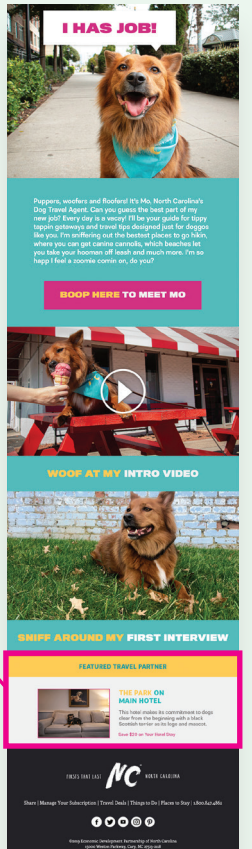
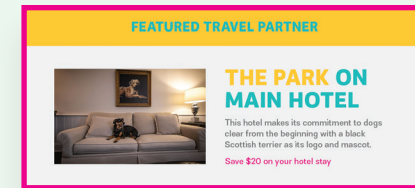
Dog-Friendly E-Newsletter Sponsorships are available for \$250 each.

**Inventory:** Four (4) partner spots (one (1) per quarter)

New this year on the heels of Visit North Carolina's Dog Travel Agent campaign is the Dog-Friendly E-Newsletter Sponsorship. Partners will have the ability to be included in this quarterly e-newsletter that will feature dog-friendly attractions and destinations. This native-style ad will allow partners to generate destination awareness to a highly targeted, dog-interested audience. The partner ad will include a click-through URL where partners can link to dog-specific content on their site, so users have the opportunity to learn more about the dog-friendly destination. Reporting will be provided at the end of each quarter.

Partners can purchase one (1) Dog-Friendly E-Newsletter Sponsorship per year max.

**Material Requirements:** partners will be required to submit a 20-character headline, 100-character ad copy, a hi-res destination image at least 800 pixels wide and a URL to their website with dog-specific content.



## THANK YOU EMAIL SPONSORSHIP

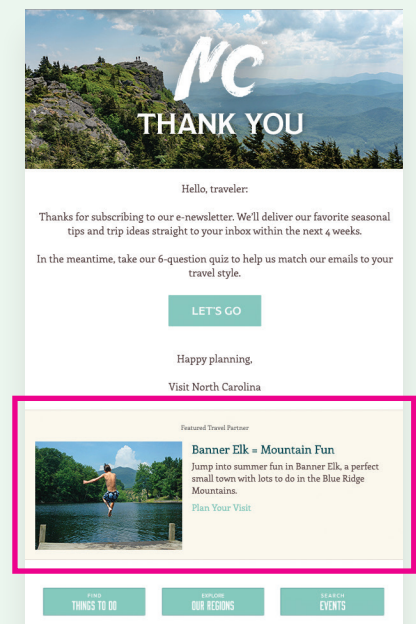
Thank You Email Sponsorships are available for \$350 each.

**Inventory:** Four (4) partner spots (one (1) per quarter)

This opportunity allows partners to be included in a Visit NC auto-triggered 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.

Partners can purchase one (1) Thank You Email Sponsorship per year max.

**Material Requirements:** partners will be required to submit a 20-character headline, 100-character ad copy, a hi-res destination image at least 800 pixels wide and a URL to their website.



# CUSTOM CONTENT PROGRAM

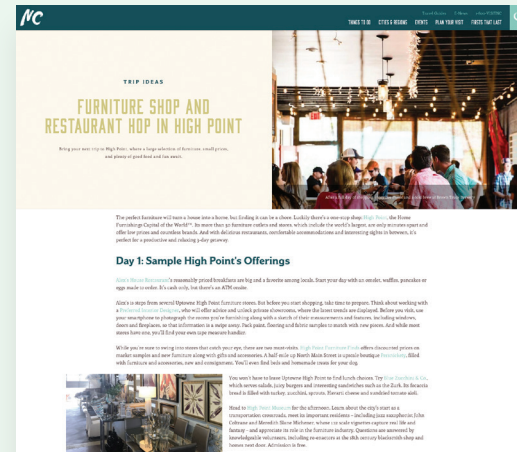
The Custom Content Program is available for \$4,000 per partner.

**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 custom content to be published on VisitNC.com, which can also live on the partner's website. Custom content will be written by the Visit NC team based on input and collaboration with the partner on desired content and key messages to cover. Partners will maintain joint ownership of the content with Visit NC. The new content will be promoted on Visit NC's social channels with at least three (3) posts and within the monthly Travel Insider E-Newsletter.

Partners can purchase one (1) Custom Content Program per year max.

**Material Requirements:** partners will be required to provide an outline / bullets of content topics to include in the article as well as hi-res images to accompany the story.



# FEATURED CONTENT SPONSORSHIP

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

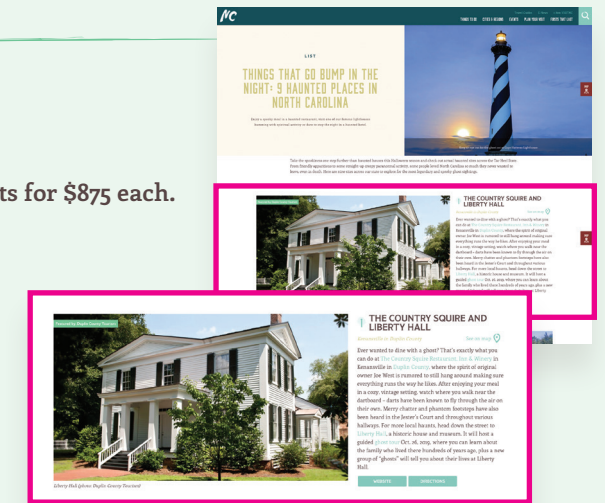
Visit NC is offering partners the opportunity to sponsor a portion of content specific to their destination within a seasonal or thematic story on VisitNC.com. Sponsoring partners will be able to provide suggested content for their portion of the article, and the Visit NC content team will develop the final paragraph about the sponsoring partner destination into the larger story. The sponsored section will have a "Sponsored By" tag and will include click-through URLs to applicable partner sites as well as a relevant image, which can be provided by the partner.

The following content is available for sponsorship (one (1) partner opportunity is available in each):

Fall 2020	Winter 2020-2021	Spring 2021	Summer 2021
Lesser Known Autumn Adventures	Cozy Spots to Eat and Drink	Breweries Elevating the Beer Scene Places for Adventures in State Parks	Fun and Unique Camping Spots Perfect Places to Watch the Sunrise

Partners can purchase one (1) Featured Content Sponsorship per year max.

**Material Requirements:** partners will be required to submit an outline / bullets of content topics to include in the article as well as hi-res image options to accompany the feature.



# NEW CUSTOM CONTENT REFRESH PROGRAM

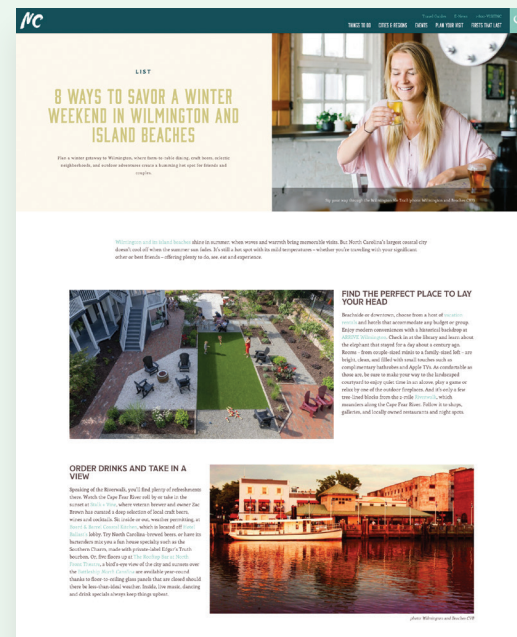
The Custom Content Refresh Program is available for \$1,500 per partner.

**Inventory:** Twelve (12) partner spots (one (1) per month)

Visit NC is excited to introduce a new opportunity for partners with existing custom content on VisitNC.com. As new attractions, restaurants and accommodations are opening and changing all the time, Visit NC is now offering partners the opportunity to refresh existing content to reflect these updates without changing the overall structure or theme of the story. Partners will work with the Visit NC editorial team to provide requested content updates as well as any new links or images. Partners will maintain joint ownership of the content with Visit NC and the revamped content will be promoted in the monthly Travel Insider E-Newsletter.

All requested changes are subject to Visit NC editorial team approval. Partners can purchase one (1) Custom Content Refresh Program per year max.

**Material Requirements:** partners will be required to provide a list of requested content updates including links as well as any new images.



# NATIVE INSTAGRAM STORY PLACEMENT

Native Instagram Story Placements are available for \$250 each.

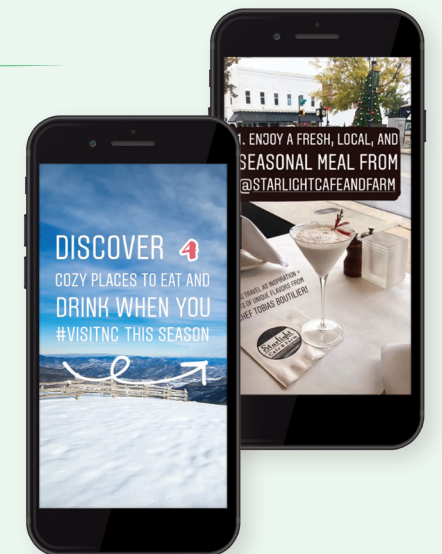
Partners will again have the chance to take advantage of the organic reach and engagement of Visit NC's successful Instagram Story content programming in an introductory setting. Visit North Carolina stories received an average of 48,000 impressions with a 9.78% engagement rate in 2019. Participating partners will be featured as one slide in a larger themed editorial Instagram Story for a native feel with the added benefit of a swipe-up opportunity to a partner's listing or custom content piece on VisitNC.com.

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

Fall 2020	Holiday 2020	Winter 2021	Spring 2021	Summer 2021
Epic Outdoor Adventures	Holiday Experiences You'll Treasure	Aerial Adventures	Notable Camping Spots	Food and Drink Trails

Partners can purchase one (1) Native Instagram Story Placement per year max.

**Material Requirements:** partners will be required to submit one high-quality vertical image or video (sized to 1080 x 1920) and suggested copy points related to the story theme.



## INSTAGRAM STORY FEATURE

Instagram Story Features are available for \$850 each.

**Inventory:** Twenty-four (24) partner spots (two (2) per month)

Partners will again 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. In 2019, Visit North Carolina engaged users more than 2.02 million times via Instagram Stories, with an average engagement rate of 9.78% across organic and partner program content.

Partners will be responsible for providing Visit NC with high-quality social 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 the partners following the feature.

*Partners can purchase one (1) Instagram Story Feature per year max.*

**Material Requirements:** partners will be required to submit high-quality social content (images and videos; sized to 1080 x 1920), information about the destinations featured and any applicable Instagram handles or hashtags.



## SOCIAL MEDIA SPOTLIGHT

Social Media Spotlights are available for \$2,750 each. Partners are also responsible for lodging, dining and activity expenses and will be invoiced following the Spotlight for these expenses, if incurred.

**Inventory:** Twelve (12) partner spots (one (1) spotlight per month)

This opportunity offers partners robust presence on Visit North Carolina's social media channels (421,000+ followers) to leverage our passionate and engaged follower base to specifically feature their destinations.

We'll work with partners to determine content to feature that will inspire potential visitors to plan their own trip. Then, our team will travel to partner locations to gather spotlight content for social media use and plan posts for a two-to-three-week period that will feature the destination across our social channels.

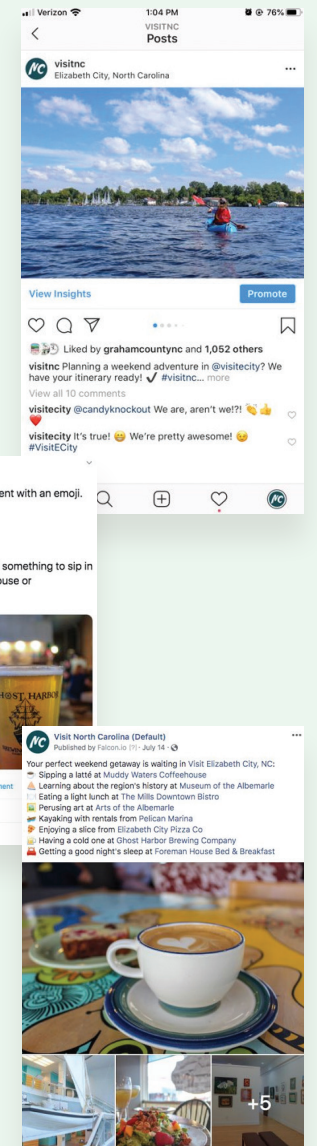
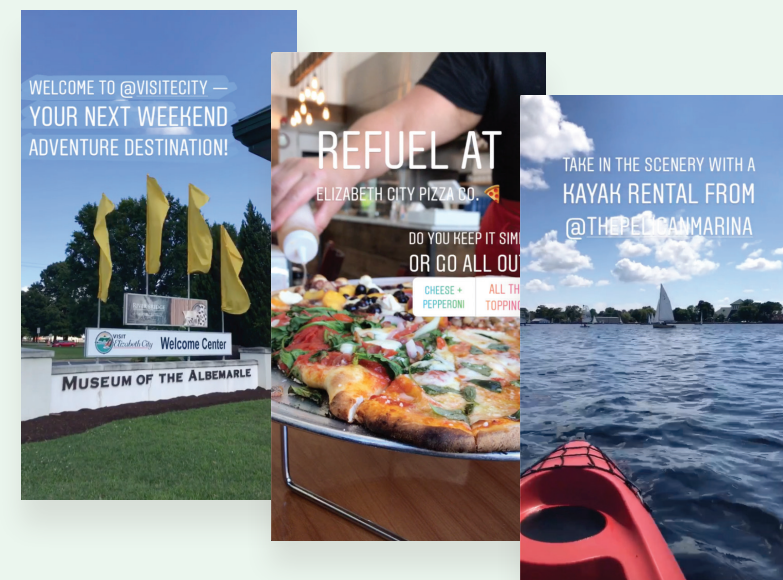
Partners participating in a spotlight will receive the following:

- Social trip idea content
- Social quality pictures
- 11 social posts
  - 1 Organic Facebook post
  - 2 Instagram posts on our grid
  - 5 Instagram stories minimum (individual slides)
  - 3 Tweets
- Detailed recap report

Minimum 60-day lead time required for travel planning purposes.

*Partners can purchase one (1) Social Media Spotlight per year max.*

**Material Requirements:** partners will be required to submit ideas for the spotlight itinerary.



# VISIT NORTH CAROLINA PHOTO NETWORK

Visit North Carolina’s Photo Network utilizes 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 take advantage of the Photo Network and these seasoned photographers for their own photography needs through the different program options 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	4

*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.*

Example Photo Network Imagery:



# VIDEO PRODUCTION



The Video Production program is available to partners for \$8,000 per video. Partners will receive a two-to-three-minute promotional video which can be used for all marketing purposes, including social media, websites, broadcast and for display at Visitor Centers, meetings and conferences.

Additionally, 60-or-30-second spots can be produced from the same footage for \$500. Partners will also have access to B-roll footage for other purposes for a nominal fee. The completed video will also be posted on the partner's listing on VisitNC.com at no charge (a \$200 value).

Bill Russ and Mark Forester, partners in Travel Video NC, have extensive experience producing photo and video imagery for the tourism industry in North Carolina. Since the Video Production program became available five years ago, they have worked with attractions, CVBs and Economic Development agencies across the state.



## KEY DATA | VACATION RENTAL DATA

Key Data's Dashboard is available to partners through Visit NC's co-op program at annual rates starting at \$8,500 depending on the size of your DMO's annual budget. Key Data is offering a 25% discount on the annual subscription fee for Visit NC partners.

Visit NC is partnering with Key Data, one of the industry's rapidly emerging leaders for vacation rental data in your market and surrounding markets. They've created the industry's first direct-source access to vacation rental data in an interactive, real-time DMO dashboard. Through direct integrations with vacation rental companies' reservation systems, Key Data provides DMO partners with a robust online platform that makes visualizing your destination's data easier.

How does their DMO Dashboard accomplish this? They've partnered with the vacation rental companies in your market to electronically collect all of their reservation data in real time. Since their dashboard is integrated directly with their software platforms, it delivers their DMO partners with reservation data seamlessly and instantly. Coming straight from the source, you know the data is accurate.

The Key Data DMO Dashboard will help you answer questions like:

*How is 2020 pacing for spring in early bookings?*

*Are we on track to exceed last summer's overall occupancy and ADR?*

*Which of my towns are performing the best, and which need some attention?*

*Where are our fastest growing feeder markets for peak season?*

*How are we looking compared to adjacent destinations?*

Key Data's DMO Dashboard answers these questions with up-to-date, real data that presents your destination's metrics visually with easy-to-grasp dashboard views of more than 30 KPIs, including ADR, Nights Sold and Nights Available.

**New this year**, Key Data now provides a real-time view of your market's Airbnb & VRBO listings giving DMOs a total view on number of properties, occupancy and bedroom count by market. Key Data also provides a DMO marketing platform for tracking visitation patterns by mapping visitors to your destination back to their home addresses. This allows DMOs to advertise one-to-one to both in-home and mobile devices of visitors who have visited your destination.

If you have questions or would like to participate in the Key Data program, please reach out to **Kristin Schwartz**, [kristin@keydatadashboard.com](mailto:kristin@keydatadashboard.com).



## ARRIVALIST VISITATION ANALYTICS

This exclusive Visit North Carolina program allows partners to measure tourism visitation activity from mobile devices within Arrivalist's always-on panel of devices for an investment of \$20,000. This is more than 50% savings on standard rates. One-year partnerships with Arrivalist are available only for the fiscal year of July 1, 2020 – June 30, 2021.

Visit North Carolina is excited to bring the proprietary measurement and analytics technology of Arrivalist back to our partners for the sixth year in a row with a refreshed offering – Arrivalist 3.0 Visitation Analytics. Arrivalist tracks and measures a sample of actual arrivals to your destination to provide insights including which origin markets visitors arrive from and to which festivals, hotels and attractions they visit while there. Within that data, Arrivalist can provide seasonal trends, day of arrival, visitation volume, repeat visitation, inter-destination movement, origin markets, length of stay and much more.

This new program measures visitation instead of media attribution, so partners can now harness the power of Arrivalist without the need to have an active media plan underway to participate.

Partners will work with Arrivalist to define arrival zones. Arrivalist will also assist with understanding and collecting the data, and summarizing that into actionable insights for partners and their stakeholders to better understand and define their products and markets. Visit NC partners will also receive access to their own Arrivalist dashboard which includes “always-on” insights that are updated routinely throughout the duration of the one-year program.

Arrivalist 3.0 is the latest generation of the best-of-class location platform. Arrivalist uses mobile phone location data to help you answer key questions, including:

*From where do your customers (and your competitors' customers) visit?*

*Which locations do they visit during their trip? Is your market their primary destination, or are you leaking opportunity to other destinations?*

*How long do visitors stay? What percentage stay overnight?*

*What influences more repeated visitation over time?*

*How does visitation to Points of Interest overlap? What do these patterns look like?*

### How does Arrivalist 3.0 work?

1. Arrivalist records GPS signals from 120MM devices that engage one or more mobile apps from a database of 2,000.
2. GPS signal provides location accuracy to within 30 feet of a device's physical location measuring device movement across any number of target locations.
3. Arrivalist technology parses location signals to identify “trips” (nonresident and / or noncommuter travelers).

## 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.

## INTERNATIONAL OPPORTUNITIES

### World Travel Market 2020 – London, England

November 2-4, 2020

Partner is responsible for registration 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 where our UK office secures appointments with key tour operators, travel agents and media professionals. This show gives the opportunity to showcase the state and region to attendees from across the globe.



### Travel South International Showcase – New Orleans, LA

December 6-9, 2020

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. There will be more than 100 qualified international tour operators from 20+ countries around the globe and more than 160 Southern travel suppliers will be in attendance to grow international visitation to the Southern United States.



### Consumer Shows in the UK and Ireland

January / February 2021

There will be three consumer-facing shows held in January / February 2021 to coincide with the traditional UK peak booking months. The shows are held in London, Manchester and Dublin and are an excellent opportunity for distribution of collateral and to actively be part of conversations with consumers.

### Outdoor Adventure Show – Canada

February 2021

\$1,250 participation fee  
Two (2) partner opportunities available

This show brings more than 27,000 consumer attendees who are committed to a lifestyle that involves sports and activities of all kinds and are eagerly anticipating their next adventure travel opportunity. Participating partners will receive space in a co-branded booth with Visit North Carolina.

## INDUSTRY RELATIONS PROGRAMS

### U.S. Travel Association's IPW – Chicago, IL

April 24-28, 2021

Partner is responsible for participation fee, registration (estimated cost \$2,500) and expenses

U.S. Travel Association's IPW is the travel industry's premier international marketplace and is the largest generator of the 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, and representing all industry category components, and more than 1,500 international and domestic buyers from more than 70 countries, conduct business negotiations that result in more than \$3 billion in future Visit USA travel.



### Canada Media Mission – Toronto and Montreal\*

Exact Dates TBD 2021\*

\$1,500 participation fee plus expenses

The media mission will include two days of high-value meetings, events and trainings with top tier media in Toronto and Montreal.

*\*Dates and regions subject to change.*

### German Sales & Media Mission – Germany and Austria or Switzerland

Exact Dates TBD 2021\*

\$1,500 plus expenses

In each city, tour operator workshops will be scheduled in order to meet key tour operator product managers and train travel agents. Media appointments will also be scheduled in each city. The mission is scheduled to take approximately four to five working days.

*\*Dates and regions subject to change.*

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

Event	Dates	Location
VUSA Austria Seminar	November 2020	Vienna, Austria
CMT Stuttgart	January 2021	Stuttgart, Germany
Free Munich	February 2021	Munich, Germany

If you have any questions or would like to participate in any of the International Opportunities, please reach out to **Heidi Walters**, [heidi.walters@visitnc.com](mailto:heidi.walters@visitnc.com).

## DOMESTIC OPPORTUNITIES

**New York Times Travel Show – New York, NY**

**January 2021**

\$850 per partner

Open to eight (8) partners

This show brings more than 30,000 participants to the Jacob Javits Convention Center. The three-day show also hosts a trade-only day for tour operators, bloggers and travel agents.

**NEW**

**Snowbird Extravaganza – Lakeland, FL**

**January 2021**

\$850 per partner

Open to four (4) partners

The Snowbird Extravaganza is produced for Canadian Snowbird Association members who are a group that travel “south” for up to six months each year. This event is the largest gathering of Canadians and the largest mature-lifestyle expo with 30,000 Canadian Snowbirds and U.S. winter residents in attendance.

**Travel & Adventure Show – Atlanta, GA**

**January 2021**

\$850 per partner

Open to eight (8) partners

This show brings approximately 15,000 participants to the Cobb Galleria Centre.

**Travel & Adventure Show – Washington, D.C.**

**March 2021**

\$850 per partner

Open to eight (8) partners

This show brings approximately 20,000 participants to the Washington Convention Center.

If you have any questions or would like to participate in any of the above Domestic Opportunities, please reach out to **Andre Nabors**, [andre.nabors@visitnc.com](mailto:andre.nabors@visitnc.com).

**Travel South Domestic Showcase – Huntsville, AL**

**February 8-11, 2021**

Partner is responsible for registration and travel expenses

Join us at the premier reverse trade show marketplace event in the South. More than 500 tourism professionals gather for prescheduled appointments with group tour operators and networking opportunities. Register through Travel South Domestic Showcase.

**Group Travel Quarterly E-Newsletter**

**Quarterly**

Distributed quarterly, this e-newsletter is aimed at the group tour market. This publication’s 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 any questions or would like to participate in either the Travel South Domestic Showcase or Group Travel Quarterly E-Newsletter, please reach out to **Amanda Baker**, [amanda.baker@visitnc.com](mailto:amanda.baker@visitnc.com).



## SPORTSNC

SportsNC is North Carolina’s statewide sports development effort dedicated to maintaining and strengthening our rich sports legacy. Visit NC’s SportsNC team supports your efforts to attract sporting events of all kinds to your destination with tradeshow and a quarterly e-newsletter campaign. These co-op programs are contracted and billed separately from other Visit North Carolina partner programs.

### Sports Travel E-Newsletter

Quarterly

This quarterly e-newsletter is aimed at the sports market, and the audience is comprised of sports rights holders and interested parties. Submit newsworthy content, such as new and / or upgraded facility information and recently awarded events.

### SportsNC Social

Partners have the opportunity to submit sports-related content for promotion on dedicated SportsNC social media accounts including Facebook, Instagram and Twitter. These platforms are used to strengthen the SportsNC campaign position. Highlighting events, facilities and facility updates, destination news and more information about sports in North Carolina. These opportunities give partners an additional avenue to market your destination and facilities to sports rights holders.



If you have any questions or would like to participate in any of the SportsNC programs, please reach out to **Amanda Baker**, [amanda.baker@visitnc.com](mailto:amanda.baker@visitnc.com). Many of the other programs listed in this brochure can also be of great benefit to our SportsNC partners across the state. If you would like to discuss options that might be right for you, please reach out to **Hailey Weddington**, [hweddington@thinklga.com](mailto:hweddington@thinklga.com).

## RETIRENC

Visit North Carolina’s RetireNC program works to bring potential retirees to the state by promoting RetireNC.com and the North Carolina Certified Retirement Communities program. The program emphasizes North Carolina’s assets that make it a top retirement destination. Visit North Carolina maintains the Certified Retirement Communities Program and helps those communities reach out to potential retirees and assist them in visiting the state to learn more about retirement opportunities.

### Certified Retirement Community Program

In July 2008, the Legislature passed SB 1627, which created the North Carolina Certified Retirement Community program, to be administered by the North Carolina Department of Commerce. In July 2018, revisions were made by the General Assembly to enhance and continue the program in order to reach the program’s goals of promoting North Carolina as a preferred retirement destination and encouraging the mature market to travel to our great state.

Communities interested in becoming a Certified Retirement Community must complete an application and all pre-requisite work, which can be found at [Partners.VisitNC.com/Retire-1](https://Partners.VisitNC.com/Retire-1). Below are some of the criteria communities must meet to apply:

- Be an incorporated town, city, municipality or county
- Be within 50 miles of hospital or emergency medical services
- Establish a retiree attraction committee
- Develop or have a marketing and public relations plan
- Develop or have a long-term community plan
- Pay annual \$3,000 fee (five (5) year commitment)
- Complete an application and submit by January 31 and July 31 of each calendar year





**RetireNC Marketing Programs**

In an effort to attract retirees to relocate to our great state, Visit NC's RetireNC team is proud to offer opportunities for our partners to network with potential new residents during retirement-focused expos. These co-op programs are contracted and billed separately from other Visit North Carolina partner programs.



**ideal-LIVING 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. Partners will have the opportunity to network with these attendees directly and follow up with leads from the expo.



**Each expo is open to four (4) Certified Retirement Community partners at no cost. If all spots are not filled by CRCs, they will open up to non-Certified Retirement Community partners for \$950 each.**

**ideal-LIVING Expo – Parsippany, NJ** **September 2020**  
 This expo brings in more than 800 participants interested in learning more about desirable retirement destinations.

**ideal-LIVING Expo – Tysons Corner, VA** **September 2020**  
 Of the eight expos ideal-LIVING hosts, this is one of the largest, bringing in more than 1,100 attendees.

**ideal-LIVING Expo – Long Island, NY** **January 2021**

**ideal-LIVING Expo – Chicago, IL** **January 2021**

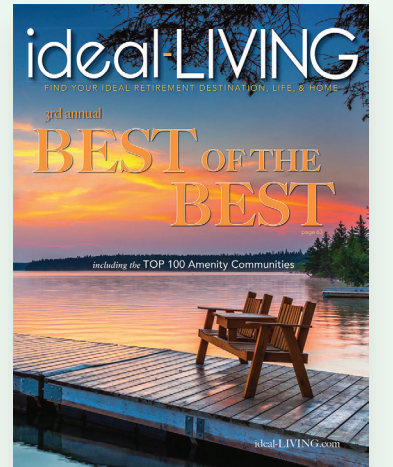
**ideal-LIVING Expo – Stamford, CT** **February 2021**



**ideal-LIVING Print + Online Package**

The year-long (July '20-June '21) investment is \$4,000 for Certified Retirement Communities and \$5,350 for Non-Certified Retirement Communities. Open to six (6) partners

ideal-LIVING is a quarterly print publication that provides the latest trends in lifestyle, travel and real estate for pre-retirees on the move. In each issue, they cover incredible destinations, healthy living and eco-conscious building. This national publication is again offering a year-long package to reach potential retirees through their print and online channels. This program offers inclusion via a directory ad in each of their quarterly publications as well as a year-long dedicated listing on ideal-LIVING.com within the RetireNC section. Circulation for each issue is approximately 100,000.



**As part of the one-year commitment, partners will receive:**

- A directory ad in each of the following ideal-LIVING issues: Fall 2020, Winter 2021, Spring 2021 and Summer 2021
- A dedicated listing on ideal-LIVING.com within the RetireNC section, which would allow you to include a destination image, brief description, click-through URL and contact info.

**AARP Print + Advertorial Program**  
**April / May 2021 Issue**



The AARP Print + Advertorial Program is available for \$2,600 for Certified Retirement Communities and \$3,900 for Non-Certified Retirement Communities. Open to six (6) partners

AARP is the only lifestyle publication with three demographically versioned editions that address the evolving life stages of 50+ adults. This contextual relevance, along with mass reach and scalable targeting, delivers success to a diverse group of marketers seeking to make an impact. As this publication segments distribution of their magazines by region, the option offered this year is for their Mid-Atlantic segment (New Jersey, Pennsylvania and New York). Participating partners will be included in a RetireNC co-op with a directory ad as well as included in a dedicated RetireNC advertorial in one AARP issue reaching their 50-59 age range with a total circulation of 603,100.



If you have any questions or would like to participate in any of the RetireNC programs, please reach out to **Andre Nabors**, [andre.nabors@visitnc.com](mailto:andre.nabors@visitnc.com).



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* and *Real Simple* 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

- Consumer feedback found that 95% of respondents who had read the guide said it inspired them to either take or plan a trip to North Carolina
- 68% of respondents read the issue from start to finish
- When asked about the impact the guide had on their travel planning, they said:
  - Inspired me to learn more about North Carolina for a future trip (52%)
  - North Carolina is a more attractive destination to me because of the guide (45%)
  - I am more motivated to travel to North Carolina because of the guide (44%)

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

### Opportunities and Rates

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 – Lower rate for 2021	\$10,206	\$9,696
1/6 Page – Lower rate for 2021	\$5,623	\$5,342
Bold Unit†	\$525	\$500
Logo + Bold Unit	\$961	\$915

Places to Live*   Places to Stay**   <b>NEW</b> Places to Explore	Net Rate	Early Bird Discount
Single Listing – 2.125" x 2.375"	\$1,575	\$1,500
Double Listing – 2.125" x 4.875"	\$3,150	\$3,000

Premium Positions	Net Rate	Early Bird Discount
Opening Two-Page Spread	\$64,454	\$61,385
Inside Front Cover	\$38,010	\$36,200
Page 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, 2020

† Only available for Local Information Services

\* Open to CRC Communities and their developments

\*\* Only open to vacation rentals and B&Bs

## 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 2021 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 opportunity 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.

If you have any questions or would like to advertise in the North Carolina Travel Guide, please reach out to **Stacey Rosseter**, [srosseter@navigate-media.com](mailto:srosseter@navigate-media.com), (678) 571-7445.

# GOOGLE DMO PARTNERSHIP PROGRAM SUPPORT SERVICES



Now in its second year, Google DMO Partnership Program Support Services provided by Miles Partnership is helping North Carolina DMOs improve the quality and visibility of their destination within Google's search and travel planning products.

Participants have already seen more than 10 million views of their content in Google Travel.

## Featured Benefits:

- Expand the reach of the DMO's content beyond owned channels
- Create measurable results for visual content across Google's travel-planning products
- Analyze and document how the destination currently appears in Google products
- Submit missing data and visual content to activate improvements to the destination's representation
- Train DMO staff to be ongoing contributors and to report results from the Google travel product ecosystem

## PARTNER OPPORTUNITIES

### Gold Level Audit, Activation & Training Program for DMOs

**\$9,000 Per Partner (\$18,000 value; Visit North Carolina will invest \$9,000 into each partner program)**

This program option is ideal for DMOs representing counties and large destinations. It includes the following:

- Audit: consumer search behavior analysis and baseline audit of destination's representation across Google's travel planning products
- Activation: Google DMO Partnership Program registration, Google business listing completeness analysis (up to 800 listings) and missing data submission, visual content review and submission (up to 200 images)
- Training: instruction on tools and resources, detailed action plan and dedicated Google Pixel phone
- Industry Education Portal: access for all industry businesses to an online library featuring Google My Business Training and other digital marketing resources

### Silver Level Activation & Training Program for DMOs

**\$3,250 Per Partner (\$6,500 value; Visit North Carolina will invest \$3,250 into each partner program)**

This program option is ideal for small markets. It includes the following:

- Audit: audit of destination's travel guide in Google's travel planning products
- Activation: Google DMO Partnership Program registration, Google business listing completeness analysis (up to 200 listings) and missing data submission, visual content review and submission (up to 75 images)
- Training: instruction on tools and resources, detailed action plan and dedicated Google Pixel phone
- Industry Education Portal: access for all industry businesses to an online library featuring Google My Business Training and other digital marketing resources

### Bronze Level Industry Education Portal

**\$100 Activation Fee Per Partner (Visit North Carolina is offsetting the cost of the Local Marketing Education Portal for businesses statewide)**

This program option will enable your industry to better understand how to expand their reach in Google travel products. It includes the following:

- Access for all industry businesses to an online library featuring Google My Business Training and other digital marketing resources

## SECOND YEAR PARTNER OPPORTUNITIES

### Ongoing Google Program Activation Support

**Gold Level: \$5,400 Per Partner (\$7,200 value; Visit North Carolina will invest \$1,800 into each partner program)**

**Silver Level: \$3,600 Per Partner (\$4,800 value; Visit North Carolina will invest \$1,200 into each partner program)**

DMOs who previously participated in the Google DMO Partnership Program Support Services Audit, Activation & Training may desire additional ongoing support from Miles to maintain the momentum of the efforts in Google. Miles will provide:

- Access to exclusive quarterly webinars featuring product news and strategic insights related to Google's travel products and other platforms through the lens of destination marketing.
- Quarterly call with Miles' Google team to review support provided and discuss recommendations, next steps
- Quarterly support hours to provide ongoing activation including:
  - Re-evaluation of business listings to identify key missing data and evaluate changes in completeness over time. Suggesting edits to missing data / locations and assist with business verifications.
  - Reviewing photos galleries of high-visibility attractions and destination galleries and flagging poor / inappropriate images.
  - Uploading DMO-owned images to locations within Google

## ADDITIONAL PROGRAM OPTIONS

### Google My Business Industry Education Program

**\$4,000 Per Partner (\$5,500 value, Miles Partnership providing 27% discount)**

**August 17 – August 21, 2020**

- In-market industry workshop event on Google My Business for your community
- Organization-branded how-to guides and fact sheets
- Five positions available. Neighboring partners can share cost of a single event.
- Includes travel expenses. Participant to provide venue.

*Must have at least three (3) partners to execute this program.*

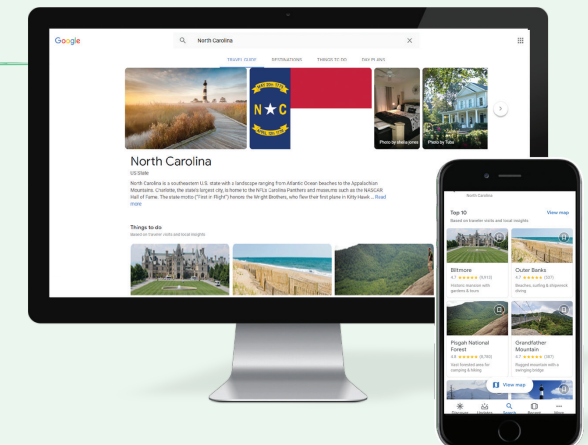
### 360 & Virtual Tour Content Package

**\$9,000 Per Partner (\$11,250 value; Miles Partnership providing 20% discount on each partner program)**

One of the key ways a DMO can see trackable results of their reach within Google is by contributing photos and 360 photospheres. This program creates quality content specifically optimized for Google, as well as applications that extend beyond the Google platform.

- 360 photo shoot of 10 key points of interest in the market
- Google virtual tours of two locations & two itinerary journeys built in Google Tour Creator
- Post processing, DMO branding in 360 photospheres, and upload to Google for all images
- Embed code to integrate tours into website and share links that can be used in social media etc.

If you have questions or would like to participate, please reach out to **Kim Palmer, kim.palmer@milespartnership.com**.







For more information, contact us or visit  
[PARTNERS.VISITNC.COM/PARTNER-PROGRAMS](https://PARTNERS.VISITNC.COM/PARTNER-PROGRAMS)

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**VISIT NORTH CAROLINA**

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