

# 2021 OFFICIAL NORTH CAROLINA TRAVEL GUIDE



BROUGHT TO YOU BY:





# REACH CONSUMERS AS THEY PLAN NORTH CAROLINA VACATIONS

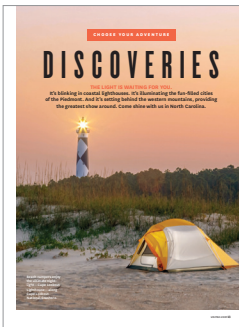
The Official North Carolina Travel Guide is the primary consumer fulfillment publication for the state in its international and national marketing efforts to promote North Carolina as a premier travel destination. The guide serves as the best source for selecting where to go, where to stay and what to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

## INSIDE THE GUIDE

- + EXCLUSIVE EXPERIENCES
- + WELLNESS ESCAPES
- + URBAN GETAWAYS
- + UNIQUE OVERNIGHTS
- + OUTDOOR ADVENTURES
- + CULINARY GEMS
- + PET-FRIENDLY TRAVEL
- + AND MUCH MORE!

*Editorial subject to change.*

## 2020 EDITORIAL HIGHLIGHTS:



OFFICIAL  
2021  
NORTH CAROLINA  
TRAVEL GUIDE

## VISIBILITY + DISTRIBUTION

**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 (Visit NC) marketing campaign, VisitNC.com requests and 1-800 Visit NC 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 *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



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

## Travel guides inspire travel

- + **More than 80% of North Carolina Travel Guide readers used the guide to identify things to do in North Carolina.**
- + **Top 3 actions taken after reading the North Carolina Travel Guide—Saved for future reference (75%); Chose a North Carolina destination for a future trip (52%); Discussed with a friend or relative (46%)**
- + **82% of women took action after seeing a magazine travel ad.**

Sources: 2017 Meredith Travel Research Study; North Carolina Travel Guide Consumer Feedback Study 2018 (conducted by Meredith Travel Marketing)

## NORTH CAROLINA TOURISM BY THE NUMBERS

**6<sup>TH</sup> MOST VISITED STATE  
IN THE NATION**

**\$25 BILLION SPENT ON TRAVEL  
TO NORTH CAROLINA**

Source: Visit NC Research of Visit North Carolina



# 2021 OFFICIAL NORTH CAROLINA TRAVEL GUIDE

## 2021 RATES+ DEADLINES

**Ad Space +  
Materials Due:**  
September 10, 2020

**Early Bird  
Discount:**  
July 31, 2020

**Published:**  
November 27, 2020

## Digital Edition Opportunities\*

### VIDEO ENGAGEMENT WITH CONSUMERS

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.

#### PARTICIPATION REQUIREMENTS:

- ▶ **Video:** Supply YouTube link to your existing creative
- ▶ **Rate:** \$150

### DIGITAL EDITION POP-UP ADS ADDED VALUE

Advertisers have the option to include a pop-up ad to encourage readers to discover more about your brand at no additional cost.

#### LARGE POP-UP AD SPECS:

Available for 2/3 page and larger.

- ▶ **Text:** Maximum of 525 characters, including spaces.
- ▶ **Graphic:** .jpg or .tiff format with minimum dimensions of 600x800 pixels



#### SMALL POP-UP AD SPECS:

Available for 1/2 page and smaller.

- ▶ **Text:** Maximum of 200 characters, including spaces.

#### DIGITAL MATERIALS DUE: September 10, 2020

Stacey Rosseter, Navigate Media  
srosseter@navigate-media.com

\*Available only to advertisers in Guide.

AD UNIT SIZE	Net Rate	Early Bird 5% 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 <i>LOWER RATE FOR 2021</i>	\$10,206	\$9,696
1/6 PAGE <i>LOWER RATE FOR 2021</i>	\$5,623	\$5,342
BOLD UNIT†	\$525	\$500
LOGO + BOLD UNIT	\$961	\$915

## PLACES TO LIVE\* | PLACES TO STAY\*\* | PLACES TO EXPLORE



SINGLE LISTING—2.125" X 2.375"	\$1,575	\$1,500
DOUBLE LISTING—2.125" X 4.875"	\$3,150	\$3,000

† Only available for Local Information Services.

\* Open to CRC communities and their developments.

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

## PREMIUM POSITIONS

	Net Rate	Early Bird 5% 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

## FOR MORE INFORMATION CONTACT:

### Advertising Sales

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

### Insertion Orders

Kristen Harding  
Marketing Coordinator  
Navigate Media  
678-507-0110 ext. 100  
kharding@navigate-media.com

### Materials

Paige Shannon  
Ad Production Supervisor  
Meredith Corporation  
515-284-2912  
paige.shannon@meredith.com

## PLACES TO LIVE SPECIAL SECTION



The North Carolina Travel Guide provides the perfect environment to reach consumers who have an active interest in not only visiting, but living in North Carolina. The guide takes readers on a visual tour of the state with inspiring stories and beautiful imagery, making connections with the readers to draw them more into North Carolina.

As a designated Certified Retirement Community (CRC), your destination is eligible to be featured in our new "Places to Live" section in the North Carolina Travel Guide.

### DETAILS

#### CIRCULATION

*Places to Live* will be included in the Official 2021 North Carolina Travel Guide, with full circulation.

#### SPECS

- Single: 2.125" X 2.375"
- Double: 2.125" X 4.875"

#### NET RATE:

\$1,575 (Single)

\$3,150 (Double)

#### EARLY BIRD, COMMITMENT BY 7/31:

\$1,500 (5% Discount)

\$3,000 (5% Discount)

#### MATERIAL REQUIREMENTS

- Image (2.1" x 1.2"; 300 dpi, CMYK)
- Headline (two line maximum)
- Body copy (4 lines of copy maximum; approximately 30 words)
- Phone number and website

**AD CLOSE:** September 10, 2020

#### FOR MORE INFORMATION CONTACT:

STACEY ROSSETER

Integrated Account Manager | Navigate Media

678-571-7445 | srosseter@navigate-media.com

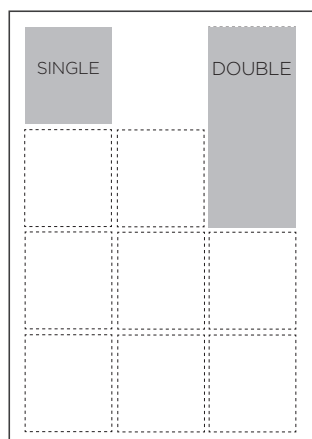


### UPLOAD INSTRUCTIONS

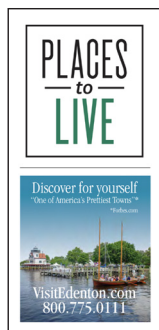
Submit files via Meredith Express Ad powered by SendMyAd.

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

1. Create an account if you have not already done so
2. Choose "Send My Ad"
3. Choose Publication: North Carolina Travel Guide
4. Choose: Create an Ad



Ad Unit Illustration



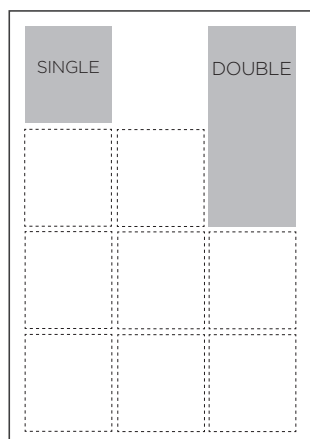
Ad Example



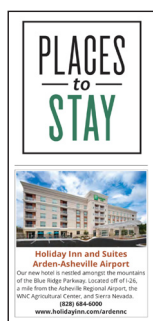
# PLACES TO STAY SPECIAL SECTION



From quaint bed and breakfasts to luxury resorts, North Carolina's *Places to Stay* special advertising section has something for every type of traveler and trip. Positioned exclusively within the Official North Carolina Travel Guide, *Places to Stay* is where visitors turn for the best accommodations in the state. Make sure your destination is included in this essential lodging guide.



Ad Unit Illustration



Ad Example

## DETAILS

### CIRCULATION

*Places to Stay* will be included in the Official 2021 North Carolina Travel Guide, with full circulation.

### SPECS

- ▶ Single: 2.125" X 2.375"
- ▶ Double: 2.125" X 4.875"

### NET RATE:

\$1,575 (Single)  
\$3,150 (Double)

### EARLY BIRD, COMMITMENT BY 7/31:

\$1,500 (5% Discount)  
\$3,000 (5% Discount)

### MATERIAL REQUIREMENTS

- ▶ Image (2.1" x 1.2"; 300 dpi, CMYK)
- ▶ Headline (two line maximum)
- ▶ Body copy (4 lines of copy maximum; approximately 30 words)
- ▶ Phone number and website

**AD CLOSE:** September 10, 2020

### FOR MORE INFORMATION CONTACT:

STACEY ROSSETER

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



## UPLOAD INSTRUCTIONS

Submit files via Meredith Express Ad powered by SendMyAd.

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

1. Create an account if you have not already done so
2. Choose "Send My Ad"
3. Choose Publication: North Carolina Travel Guide
4. Choose: Create an Ad





# OFFICIAL NORTH CAROLINA TRAVEL GUIDE

## 2021 ADVERTISING INSERTION ORDER FORM



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

**Kristen Harding, Marketing Coordinator**

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

**Name of Advertiser** \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact Person \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

**Name of Agency** \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact Person \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

Sales Representative **NAVIGATE MEDIA** \_\_\_\_\_

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

► **Signature** \_\_\_\_\_

► **Date** \_\_\_\_\_

### FOR MATERIAL QUESTIONS CONTACT:

**Paige Shannon, Ad Production Supervisor**

Meredith Content Center  
515.284.2912  
paige.shannon@meredith.com

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

### ADVERTISING INFORMATION

**Insertion order and materials due: September 10, 2020**

- ☐ Two-Page Spread
- ☐ Full Page
- ☐  $\frac{2}{3}$  Page
- ☐  $\frac{1}{2}$  Page
- ☐  $\frac{1}{3}$  Page
- ☐  $\frac{1}{6}$  Page
- ☐ Bold Unit (Only available for Local Information Services)
- ☐ Logo + Bold Unit

#### Places to Live

- ☐ Single ☐ Double

#### Places to Stay

- ☐ Single ☐ Double (Open to CRC communities and their developments)

#### Places to Explore

- ☐ Single ☐ Double (Only open to vacation rentals and B&Bs)

- ☐ Embedded video

#### PREMIUM POSITIONS:

- ☐ Opening Two-Page Spread
- ☐ Inside Front Cover
- ☐ Page One
- ☐ Facing Table of Contents
- ☐ Back Cover Map Gatefold

#### DIGITAL EDITION ADDED VALUE:

- ☐ Large pop-up ad (available for 2/3 page ad and larger)
- ☐ Small pop-up ad (available for 1/2 page ad and smaller)

**RATE:** \$ \_\_\_\_\_

**DISCOUNT:** \_\_\_\_\_ % (Deadline: July 31, 2020)

**NET:** \$ \_\_\_\_\_

#### PAYMENT METHOD:

- ☐ Payment in advance now via credit card, ach wire or check.
- ☐ Net 30 payment terms—apply for credit.

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

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

## Meredith Corporation Print Advertising Terms and Conditions

The following are certain terms and conditions governing advertising published by Meredith Corporation ("Publisher") in the U.S. print edition of the North Carolina Travel Guide magazine (the "Magazine"), as may be revised by Publisher from time to time. For the latest version, go to [meredith.com](http://meredith.com). For Publisher's Digital Editions Advertising Terms and Conditions, go to <http://meredithtabletmag.com/sfp/terms-conditions.php>. Submission of insertion order for placement of advertising in the Magazine constitutes acceptance of the following terms and conditions. No terms or conditions in any insertion orders, reservation orders, blanket contracts, instructions or documents that conflict with or alter these terms and conditions will be binding on Publisher, unless authorized in writing by a senior executive of Publisher.

### AGENCY COMMISSION AND PAYMENT

1. Publisher may require payment for advertising upon terms determined by Publisher prior to publication of any advertisement.
2. Agency and advertiser are jointly and severally liable for the payment of all invoices arising from placement of advertising in the Magazine and for all costs of collection of late payment.
3. If an account is placed with a collection agency or attorney for collection, all commissions and discounts will be rescinded or become null and void and the full advertising rate shall apply.
4. Agency commission (or equivalent): fifteen percent (15%) of gross advertising space charges, payable only to recognized agents.
5. Invoices are rendered on or about the on-sale date of the Magazine. Payments are due within thirty (30) days after the billing date, with the following exceptions. For all advertising not placed through a recognized agent, payments at rate card rates must be received no later than the issue closing date. Prepayment is required if credit is not established prior to ten (10) business days prior to the issue closing date. All payments must be in United States currency.
6. No agency commission is payable, and Publisher will not grant any discounts, on production charges. Any discounts received by advertiser on ad space charges may not be applied to production charges.
7. Advertiser shall pay all international, federal, state and local taxes on the printing of advertising materials and on the sale of ad space.

### CANCELLATION AND CHANGES

1. Publisher expressly reserves the right to reject or cancel for any reason at any time any insertion order or advertisement without liability, even if previously acknowledged or accepted. In the event of cancellation for default in the payment of bills, charges for all advertising published as of the cancellation date shall become immediately due and payable.
2. Advertisers may not cancel orders for, or make changes in, advertising after the issue closing date. Cancellation of orders or changes in advertising to be placed on covers, in positions opposite content pages, and for card inserts will not be accepted after the date thirty (30) days prior to the issue closing date. Cancellation of orders for special advertising units printed in the Magazine, such as booklets and gatefolds, will not be accepted after the date sixty (60) days prior to the issue closing date. In the event Publisher accepts cancellation after any of the foregoing deadlines, such acceptance must be in writing, and such cancellation may be subject to additional charges at Publisher's discretion.
3. The conditions of advertising in the Magazine are subject to change without notice. Publisher will announce ad rate changes thirty (30) days prior to the closing date of the issue in which the new rates take effect. Orders for subsequent issues will be accepted at the then-prevailing rates.

### CIRCULATION GUARANTEE

The Magazine is a member of the Alliance for Audited Media (AAM). The following rate base guarantee is based on the AAM's reported circulation for the Magazine averaged over each six month AAM period, during the calendar year, in which advertising is placed. Publisher guarantees circulation to national advertisers by brand of advertised product or service. In the event the audited six (6)-month average circulation does not meet the guaranteed rate base, Publisher shall grant rebates to the advertiser in ad space credit only, which must be used within six (6) months following the issuance of audited AAM statements for the period of shortfall. Rebates will be calculated based on the difference between the stated rate base at time of publication and the AAM audited 6-month average. Publisher does not guarantee circulation to regional advertisers, and regional circulations reported by the AAM are used by Publisher only as a basis for determining the Magazine's advertising rates.

### PUBLISHER'S LIABILITY

1. Publisher is not liable for any failure or delay in printing, publishing, or circulating any copies of the issue of the Magazine in which advertising is placed that is caused by, or arising from, an act of God, accident, fire, strike, terrorism or other occurrence beyond Publisher's control.
2. Publisher is not liable for any failure or delay in publishing in the Magazine any advertisement submitted to it. Publisher does not guarantee positioning

of advertisements in the Magazine, is not liable for failure to meet positioning requirements, and is not liable for any error in key numbers. PUBLISHER WILL TREAT ALL POSITION STIPULATIONS ON INSERTION ORDERS AS REQUESTS. Publisher will not consider any objections to positioning of an advertisement later than six (6) months after the on-sale date of the issue in which the advertisement appears.

3. The liability of Publisher for any act, error or omission for which it may be held legally responsible shall not exceed the cost of the ad space affected by the error. In no event shall Publisher be liable for any indirect, consequential, special or incidental damages, including, but not limited to, lost income or profits.

### MISCELLANEOUS

1. Agency and advertiser jointly and severally represent and warrant that each advertisement submitted by it for publication in the Magazine including, but not limited to, those for which Publisher has provided creative services, contains no copy, illustrations, photographs, text or other content or subject matter that violate any law or infringe any right of any party. As part of the consideration and to induce Publisher to publish such advertisement, agency and advertiser jointly and severally shall indemnify and hold harmless Publisher from and against any loss, liability damages and related expenses (including attorneys' fees) (collectively, "Losses") arising from publication of such advertisements in all applicable editions, formats or derivations of the Magazine, including, but not limited to, (a) claims of invasion of privacy, violation of rights of privacy or publicity, trademark infringement, copyright infringement, libel, misrepresentation, false advertising, or any other claims against Publisher (collectively, "Claims", or (b) the failure of such advertisement to be in compliance and conformity with any and all laws, orders, ordinances and statutes of the United States or any of the states or subdivisions thereof.
2. In the event the Publisher provides contest or sweepstakes management services, email design or distribution or other promotional services in connection with advertisements placed in the Magazine, agency and advertiser jointly and severally represent and warrant that any materials, products (including, but not limited to, prizes) or services provided by or on behalf of agency or advertiser will not result in any claim against Publisher. As part of the consideration and to induce Publisher to provide such services, agency and advertiser jointly and severally shall indemnify and hold harmless Publisher from and against any Losses arising from such materials, products or services, including, but not limited to, those arising from any Claims.
3. Publisher's acceptance of an advertisement for publication in the Magazine does not constitute an endorsement of the product or service advertised. No advertiser or agency may use the Magazine's name or logo without Publisher's prior written permission for each such use.
4. The word "advertisement" will be placed above all advertisements that, in Publisher's opinion, resemble editorial matter.
5. All pricing information shall be the confidential information of Publisher, and neither agency nor advertiser may disclose any such information without obtaining Publisher's prior written consent.
6. This agreement shall be governed by and construed in accordance with the laws of the State of New York without regard to its conflicts of laws provisions. Any civil action or proceeding arising out of or related to this agreement shall be brought in the courts of record of the State of New York in New York County or the U.S. District Court for the Southern District of New York. Each advertiser and its agency consents to the jurisdiction of such courts and waives any objection to the laying of venue of any such civil action or proceeding in such courts.

### ADDITIONAL COPY AND CONTRACT REGULATIONS

1. For advertising units less than full-page size, insertion orders must specify if advertisement is digest, vertical, square, or horizontal configuration. Insertion orders for all advertising units must state if advertisement carries a coupon.
2. Advertising units of less than 1/3 page size are accepted based on issue availability as determined by Publisher.
3. Requested schedule of issues of ad insertions and size of ad space must accompany all insertion orders. Orders and schedules are accepted for the advertising by brand of product or service only and may not be re-assigned to other products or services or to affiliated companies without the consent of Publisher.
4. Insert lineage contributes to corporate page levels based on the ratio of the open rate of the insert to the open national P4C rate.
5. If a third party either acquires or is acquired by advertiser during the term of an insertion order, any advertising placed by such third party in an issue of the Magazine that closed prior to the date of the acquisition will not contribute to advertiser's earning discounts.

### REBATES AND SHORTRATES

Publisher shall rebate advertiser if advertiser achieves a higher spending level, resulting in the retroactive lowering of advertising rates, in comparison to the billed advertising rates. Rebate shall be in the form of a media credit to be applied against not-yet-paid media invoices. In the event that advertiser fails to achieve a spending level for which it has been billed, advertiser will be short-rated and owe Publisher an additional sum based on the difference between the billed rates and higher rates.