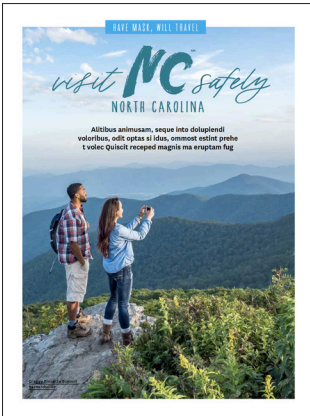


# VISIT NORTH CAROLINA SAFELY

## PROMOTING RESPONSIBLE TOURISM

**2021**  
EXCLUSIVE  
SAFETY  
INSERT



Inspire travel to your destination with the promise of safety. Visit North Carolina has partnered with the award-winning Meredith Travel Content Studio to create a custom guide that promotes North Carolina as a safe state to visit in 2021. This 12-page informational piece will show travelers how they can travel safely and responsibly in the state.

### EDITORIAL HIGHLIGHTS

- ▶ Guide to outdoor adventures covering North Carolina's key regions
- ▶ Ideas for socially distanced activities
- ▶ Maps and high-level itinerary ideas for road trips throughout the state
- ▶ A narrative of the state's approach to COVID-19-era travel policies
- ▶ Tactical traveler information
- ▶ Packing lists and gear suggestions
- ▶ Smart Code integration to instantly link readers to visitnc.com for more safe travel resources

*Editorial subject to change*

### AD UNIT DETAILS

Visit North Carolina has developed a turnkey advertising opportunity for its partners—ads will be professionally created for you by the Meredith Travel Content Studio.

UNIT SIZE	NET RATE	DELIVERABLES
Full-page	\$20,000	Approximately 100 words of copy + one large image
Half-page	\$10,000	Approximately 60 words of copy + one small image

**KEY DATES**

**Commitment/ Material due date:**  
October 1, 2020

**Final content approval by partners:**  
October 14, 2020

**In-market Date:**  
Early 2021

**REQUIRED ASSETS**  
Partners will receive one round of reviews/changes.

Directional copy points for copywriter use

2–3 image options (300 dpi; JPEG file)

Destination URL and Phone Number

NOTE: Minimum participation required; Insert only produced if sold.



AD UNIT EXAMPLES

### TOTAL CIRCULATION: 350,000

- ▶ 150,000 inserted into the Visit NC Travel Guide
- ▶ 200,000 polybagged with preferred Meredith brands such as *Real Simple*, *Parents* and *SHAPE* and shipped within North Carolina and select markets.

