



NC

VISIT NC PARTNER PROGRAMS

2021-22

NC TRANSPORTATION MUSEUM  
Spencer, NC

## TABLE OF CONTENTS

Overview	3
Print   Program Calendar	4
Print   Consumer Program	6
Digital   Campground & Park Wi-Fi Sponsorship	8
Digital   <i>Outside</i> Dedicated eNewsletter Program	9
Digital   AccuWeather Program	10
Digital   Special Interest Social-Powered Mobile	12
Digital   Special Interest Site Lists Display / Pre-Roll Video	14
Digital   Special Interest Behavioral OTT / CTV	16
Digital   Garden & Gun Digital Program	18
Digital   Our State Travel eNewsletter Program	19
Creative Production   Creative Production Program	20
VisitNC.com and Social   Interest and Seasonal Overview Page Feature	22
VisitNC.com and Social   Native Advertising	23
VisitNC.com and Social   Brochure and Video Listings	24
VisitNC.com and Social   Featured Events including eNewsletter Spotlight and Facebook Event Promotion	25
VisitNC.com and Social   Travel Deals and eNewsletter Spotlight	26
VisitNC.com and Social   Travel Deal Social Promotion and Thank You Email Sponsorships	27
VisitNC.com and Social   Custom Content Program and Custom Content Refresh Program	28
VisitNC.com and Social   Featured Content Sponsorships	29
VisitNC.com and Social   Dogs Visit N.C. Facebook Group Promotion	30
VisitNC.com and Social   Instagram UGC Promotion	31
VisitNC.com and Social   Instagram Story Features	32
VisitNC.com and Social   Social Media Spotlight	33
Visit North Carolina Photo Network	34
Video Production	35
Research   Zartico Visitor Insights	36
Research   MMGY Custom Traveler Segment Profile	37
Research   Key Data   Vacation Rental Data	38
Research   Arrivalist Analytics	39
Industry Relations Programs   Domestic Opportunities	41
Industry Relations Programs   Outdoor NC	42
Industry Relations Programs   SportsNC	44
Industry Relations Programs   RetireNC	46
The Official North Carolina Travel Guide	48
Public Relations	50
Financial Support of the EDPNC	51

## CONTACT US

Hailey Weddington  
 hweddington@thinklga.com  
 980.505.7974

Michelle Murdoch  
 mmurdoch@thinklga.com  
 704.731.8277

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

## OVERVIEW

Dear Partners,

After a year of confronting the pandemic, we at Visit North Carolina appreciate the power of partnership as never before. It's the foundation of everything we do. As we pursue recovery for the hard-hit travel and hospitality industry, we are relying on continued collaboration with partners in all 100 counties to amplify the message about the North Carolina travel experience.

We are eager to move forward from the laser focus of the award-winning Count On Me NC safety initiative to a message that inspires mindful travelers to experience the best of North Carolina. Having invested in understanding consumer sentiment, we have crafted a recovery campaign that capitalizes on the state's strengths as a place to reconnect with family and friends amid scenic beauty, in charming towns, and in welcoming cities with pockets of fresh air. The theme of "Get Back to a Better Place" speaks to travelers longing to return to favorite locations that restore the best version of themselves.

With more people craving open spaces, we've launched Outdoor NC in partnership with the N.C. Outdoor Recreation Industry Office and the Leave No Trace Center for Outdoor Ethics. While welcoming travelers to our public lands, the initiative is designed to educate and motivate them to preserve the state's natural assets. The recovery campaign also supports destinations that depend on meetings and group travel. We continue to partner with Brand USA and Travel South USA to position North Carolina for international visitation when the time is right.

In our continually evolving co-op marketing programs, we're combining proven performers such as the Official North Carolina Travel Guide and VisitNC.com with new opportunities to reach increasingly sophisticated and fragmented audiences. New offerings for 2021-2022 include Campground and Parks Wi-Fi sponsorship, Creative Production and expanded research programs.

Partners may purchase programs individually or bundle opportunities in a plan customized to their objectives. Contact information for each program is noted within the brochure, and Hailey Weddington and Michelle Murdoch at Luquire George Andrews can help identify affordable programs to complement each partner's efforts.

We value your continued partnership and support. By leveraging our collective talents and investments, we'll restore tourism's economic impact and elevate North Carolina's position among the nation's most popular destinations.

Best regards,



Wit Tuttell  
 Director  
 Visit North Carolina

# PROGRAM CALENDAR

PUBLICATION	JUL '21	AUG '21	SEPTEMBER '21	OCT '21	NOV '21	DEC '21	JAN '22	FEB '22	MAR '22	APRIL '22	MAY '22	JUN '22
<p><b>Garden &amp; Gun</b> Circulation: 364,000 Geography: National (56% in Southeast)</p>										<p><b>Three-Page Section</b> Four (4) Quarter-Page Spots, \$6,000 Per Partner One (1) Full-Page Spot, \$17,000 Per Partner Materials Due: December 1, 2021</p>		
<p><b>Southern Living</b> Circulation: 1,381,000 Geography: DE, FL, GA, MD, NJ, NY, NC, PA, SC, TN, VA, Washington D.C.</p>										<p><b>Brand / Co-Op Spread</b> Four (4) Quarter-Page Spots, \$9,500 Per Partner Materials Due: December 17, 2021</p>		
<p><b>OUTDOOR NC</b> <b>Outside Magazine</b> Circulation: 225,000 Geography: DE, FL, GA, IL, KY, MD, NJ, NY, OH, PA, SC, TN, VA, Washington D.C., WV</p>										<p><b>Brand / Co-Op Spread</b> Four (4) Quarter-Page Spots, \$3,500 Per Partner \$3,325 Per Outdoor NC Alliance Partner Materials Due: January 10, 2022</p>		
<p><b>Local Market Combo: Large Markets</b> <i>Atlanta Magazine, Philadelphia Magazine and The Washington Post Magazine</i> Total Circulation: 431,942</p>			<p><b>Brand / Co-Op Spread</b> Four (4) Quarter-Page Spots, \$7,000 Per Partner Materials Due: June 10, 2021</p>							<p><b>Brand / Co-Op Spread</b> Four (4) Quarter-Page Spots, \$7,000 Per Partner Materials Due: January 7, 2022</p>		
<p><b>Local Market Combo: Small Markets</b> <i>Blue Ridge Country, Cleveland Magazine, Columbus Monthly Magazine, Orlando Magazine, Pittsburgh Magazine, South Carolina Living and Tennessee Magazine</i> Total Circulation: 1,323,722</p>			<p><b>Brand / Co-Op Spread</b> Four (4) Quarter-Page Spots, \$7,500 Per Partner Materials Due: June 10, 2021</p>							<p><b>Brand / Co-Op Spread</b> Four (4) Quarter-Page Spots, \$7,500 Per Partner Materials Due: December 9, 2021</p>		
<p><b>Local Market Combo: In-State</b> <i>Carolina Country and Our State</i> Total Circulation: 896,863</p>			<p><b>Brand / Co-Op Spread</b> Four (4) Quarter-Page Spots, \$3,500 Per Partner Materials Due: June 4, 2021</p>							<p><b>Brand / Co-Op Spread</b> Four (4) Quarter-Page Spots, \$3,500 Per Partner Materials Due: December 17, 2021</p>		

PRINT

# GARDEN & GUN

Quarter-Page Investment: \$6,000 Per Partner (55% savings on standard rates)  
Full-Page Investment: \$17,000 Per Partner (68% savings on standard rates)

April / May 2022: Four (4) Quarter-Page Partners  
One (1) Full-Page Partner



# SOUTHERN LIVING

Quarter-Page Investment: \$9,500 Per Partner (76% savings on standard rates)

April 2022: Four (4) Quarter-Page Partners



# OUTSIDE MAGAZINE



Quarter-Page Investment: \$3,500 Per Partner  
\$3,325 Per Outdoor NC Alliance Partner (54% savings on standard rates)

April 2022: Four (4) Quarter-Page Partners



# LOCAL MARKET COMBO: LARGE MARKETS

Atlanta Magazine, Philadelphia Magazine and The Washington Post Magazine

Quarter-Page Investment: \$7,000 Per Partner (46% savings on standard rates)

September 2021: Four (4) Quarter-Page Partners  
April 2022: Four (4) Quarter-Page Partners



PRINT

# LOCAL MARKET COMBO: SMALL MARKETS

Blue Ridge Country, Cleveland Magazine, Columbus Monthly, Orlando Magazine, Pittsburgh Magazine, South Carolina Living and Tennessee Magazine

Quarter-Page Investment: \$7,500 Per Partner (53% savings on standard rates)

September 2021: Four (4) Quarter-Page Partners  
April 2022: Four (4) Quarter-Page Partners



# LOCAL MARKET COMBO: IN-STATE

Carolina Country and Our State

Quarter-Page Investment: \$3,500 Per Partner (26% savings on standard rates)

September 2021: Four (4) Quarter-Page Partners  
April 2022: 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.

## NEW CAMPGROUND & PARK WI-FI SPONSORSHIP

The Campground & Park Wi-Fi Sponsorship program is available at an investment level of \$4,000 per partner. Outdoor NC Alliance partners can receive a special discounted rate of \$3,800.

This inaugural program is a unique offering that positions partners at the hands of a highly desired outdoor audience – captive campground and park visitors in the moment. Reach current trip-takers who are enjoying the outdoors now and seed your destination as inspiration for their next trip.

As visitors connect to Wi-Fi networks at select campground and park locations, participating partners have the opportunity to promote sponsored messaging as part of a value-exchange experience – visitors get free Wi-Fi by watching a short video ad. Each partner receives their own spotlight via the 100% SOV (share-of-voice) ad experience – no competing advertisers or ad clutter. The video offering is also cost-efficient and performance-based, where you only pay for completed views (sessions). Following video completion, visitors are presented with additional content resources like park information – here, partners have an extra ability to seed a short CTA (call-to-action) ad that links to the respective partner site and generates supplemental traffic.

- Intersect leisure travelers while they're on site at campground and park locations
- 100% SOV video ad experience with supplemental opportunity to drive traffic to partner site
- Guaranteed price model based on completed video session (CPS; cost per session)
- Complete and detailed reporting of key performance indicators
- Avoid \$40k campaign minimum; cost savings of 13% compared to standard rates

Investment Option	Flight & Targeting Options*	Available Channel & Media Rate	Required Assets
<b>\$4,000, \$3,800 Outdoor NC Alliance</b> Per Partner Per Flight Per Geo Bundle Max six partners across the program	Each partner to customize their campaign based on the following selects: <ul style="list-style-type: none"> <li>• Four consecutive months between November 2021 – June 2022</li> <li>• Choice of one pre-set geo bundle **                             <ul style="list-style-type: none"> <li>- Southeast (est. 300 locations across NC, SC, GA, TN, FL, VA, KY)</li> <li>- Northeast &amp; Mid-Atlantic (est. 300 locations across PA, NY, NJ, OH, DC, MD, DE, WV, VA, ME, VT, NH, MA, CT, RI)</li> </ul> </li> </ul>	Video Sponsorship <ul style="list-style-type: none"> <li>• \$0.34 CPS (cost per session)</li> </ul>	Video Sponsorship Video Ad <ul style="list-style-type: none"> <li>• Video (:15 max length)</li> </ul> Supplemental Assets <ul style="list-style-type: none"> <li>• Logo</li> <li>• Ad copy (max 48 characters across two lines)</li> </ul>

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

\*\*Locations subject to change; geo expansion available upon request.

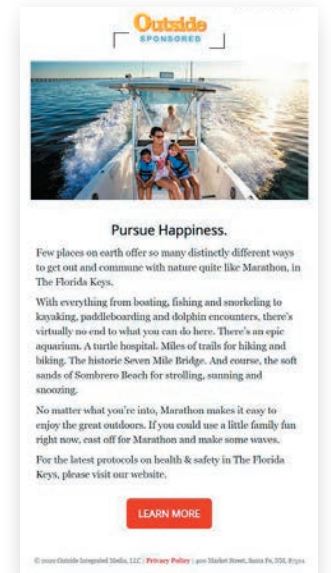
## NEW OUTSIDE DEDICATED NEWSLETTER PROGRAM

The Outside Dedicated eNewsletter program is available at a starting investment level of \$2,500 per deployment. Outdoor NC Alliance partners can receive a special discounted rate of \$2,375.

Visit North Carolina is excited to offer a brand-new advertising opportunity leveraging Outside's first-party email data list to tap into a highly engaged Outdoor Enthusiast audience. Through this program, partners can send their personal message (100% SOV) straight to the inbox of 50K+ opt-in subscribers. With geo-targeting capabilities, partners have the flexibility to build out a scalable send list within specified core markets relevant to their target audience.

Outside is a reliable source for many who enjoy being outdoors and consuming outdoor-related travel ideas, tips and news. Partners can use this program to spotlight their local outdoor destinations and attractions.

- Customizable geotargeting
- 100% SOV
- Vendor-provided creative service for HTML build
- Detailed reporting with sends, opens, open rate, clicks and CTR to follow deployment
- 33% rate savings and avoids \$5K minimum



Investment Options*	Flight & Targeting Options**	Available Channels & Media Rates	Required Assets
<b>\$2,500, \$2,375 Outdoor NC Alliance</b> Per Partner Per Deployment	Each partner to customize their campaign based on the following selects: <ul style="list-style-type: none"> <li>• One deployment date from available list</li> <li>• Minimum of four states (must reach minimum of 50K subscribers)</li> </ul> Deployment Date Options: <ul style="list-style-type: none"> <li>• Sept: 09/20/21; 09/27/21</li> <li>• Oct: 10/4/21; 10/18/21</li> <li>• Mar: 03/7/22; 03/21/22</li> <li>• Apr: 04/4/22; 04/18/22</li> </ul>	eNews <ul style="list-style-type: none"> <li>• \$0.05 cost per send</li> </ul>	<ul style="list-style-type: none"> <li>• 580 x 300 px (JPG/GIF)</li> <li>• Copy (300-500 characters)</li> <li>• Subject line</li> <li>• Click-Thru URL</li> </ul>

\*This is the program minimum – partners may choose to increase their investments to make their buy more effective.

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

# 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, fall road trips, winter/holiday break and beyond.

This program continues to offer three (3) 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, pre-roll 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 or activity indexes.

- Utilize weather as a trigger for travel inspiration and motivation
- Multiple pricing tiers and product availability – display, pre-roll 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 Options*	Flight & Targeting Options**	Available Channels & Media Rates	Required Assets
<b>\$2,500</b> Per Partner Per Month Per Audience	Each partner to customize their campaign based on the following selects: <ul style="list-style-type: none"> <li>• One consecutive month between July 2021 – June 2022</li> <li>• Minimum of three DMAs or states</li> <li>• One demo (e.g., HHI \$75k+) OR behavioral audience selection (e.g., travel enthusiasts)</li> <li>• One optional weather trigger – inclement weather (e.g., local conditions are “cold”) OR activity index (e.g., local conditions are ideal for “golf”)</li> </ul>	\$2,500 investment tier is reserved for display only: Display (Cross-Platform) <ul style="list-style-type: none"> <li>• No weather trigger: \$8.25-\$9.75 CPM</li> <li>• With weather trigger: \$8.75-\$10.25 CPM</li> </ul>	Display (Cross-Platform) <ul style="list-style-type: none"> <li>• 300 x 250, 320 x 50, 728 x 90</li> </ul>
<b>\$5,000</b> Per Partner Per Month Per Tactic Per Audience	Each partner to customize their campaign based on the following selects: <ul style="list-style-type: none"> <li>• One consecutive month between July 2021 – June 2022</li> <li>• Minimum of three DMAs or states</li> <li>• One demo (e.g., HHI \$75k+) OR behavioral audience selection (e.g., travel enthusiasts)</li> <li>• One optional weather trigger – inclement weather (e.g., local conditions are “cold”) OR activity index (e.g., local conditions are ideal for “golf”)</li> </ul>	Partner to choose one tactic per each \$5,000 investment: Display (Cross-Platform) <ul style="list-style-type: none"> <li>• No weather trigger: \$8.25-\$9.75 CPM</li> <li>• With weather trigger: \$8.75-\$10.25 CPM</li> </ul> Pre-Roll Video (Cross-Platform) <ul style="list-style-type: none"> <li>• No weather trigger: \$18 CPM</li> <li>• With weather trigger: \$19 CPM</li> </ul>	Assets vary depending on investment and tactical selection(s): Display (Cross-Platform) <ul style="list-style-type: none"> <li>• 300 x 250, 320 x 50, 728 x 90</li> </ul> Pre-Roll Video (Cross-Platform) <ul style="list-style-type: none"> <li>• :15 and / or :30 video</li> </ul>
<b>\$10,000</b> Per Partner Per Month Per Audience	Each partner to customize their campaign based on the following selects: <ul style="list-style-type: none"> <li>• One consecutive month between July 2021 – June 2022</li> <li>• Minimum of three DMAs or states</li> <li>• One demo (e.g., HHI \$75k+) OR behavioral audience selection (e.g., travel enthusiasts)</li> <li>• One optional weather trigger – inclement weather (e.g., local conditions are “cold”) OR activity index (e.g., local conditions are ideal for “golf”)</li> </ul>	Partner to choose up to two tactics per each \$10,000 investment: Display (Cross-Platform) <ul style="list-style-type: none"> <li>• No weather trigger: \$8.25-\$9.75 CPM</li> <li>• With weather trigger: \$8.75-\$10.25 CPM</li> </ul> Pre-Roll Video (Cross-Platform) <ul style="list-style-type: none"> <li>• No weather trigger: \$18 CPM</li> <li>• With weather trigger: \$19 CPM</li> </ul> Custom High-Impact Unit (Cross-Platform) <ul style="list-style-type: none"> <li>• No weather trigger: \$15 CPM</li> <li>• With weather trigger: \$16 CPM</li> </ul>	Assets vary depending on investment and tactical selection(s): Display (Cross-Platform) <ul style="list-style-type: none"> <li>• 300 x 250, 320 x 50, 728 x 90</li> </ul> Pre-Roll Video (Cross-Platform) <ul style="list-style-type: none"> <li>• :15 and / or :30 video</li> </ul> Custom High-Impact Unit (Cross-Platform) <ul style="list-style-type: none"> <li>• AccuWeather to build</li> <li>• Partner to provide logo, imagery, copy, fonts, brand guidelines, standard display PSDs (directional)</li> </ul>

\*These are flight minimums – partners may choose to increase their monthly investments to make their buy more effective.

If multiple months are purchased, the total flight will be paced evenly (vs. hard month-specific budget allocations).

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

## SPECIAL INTEREST SOCIAL-POWERED MOBILE

The Special Interest Social-Powered Mobile program is available to partners at a minimum investment level of \$10,000. Outdoor NC Alliance and Certified Retirement Community partners can receive a special discounted rate of \$9,500.\*

This opportunity leverages an artificially intelligent platform that targets people based on real-time social media signals – what they’re sharing; how they’re feeling; and where they go in the physical world – to serve hyper-relevant and timely advertising across mobile devices beyond the social ecosystem. Through patented text-analysis, image recognition, video processing and location intelligence engine, this mobile ad platform is capable of understanding and analyzing intent and feelings just like humans. As a result, it can identify consumers based on what they are sharing and engaging with across social media channels, further segment them by their emotions, then strategically deliver targeted display and/or pre-roll video ads across mobile apps and mobile web.

An enhanced grouping of six (6) special interest audience segments has been curated to appeal to varying partner goals and desired target consumers – Travel; Epicurean; Outdoor Adventure; Golf Enthusiasts; Arts & Culture; and Retire. By tapping into this unique social audience data and activating across mobile display and/or mobile video, partners will be able to seamlessly connect social intelligence to digital efforts.

- Targeted mobile display and/or mobile video exposure powered by real-time social media intelligence
- Six (6) niche audiences available for activation, including a new Retire option
- 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

Investment Option & Audience*	Flight & Targeting Options**	Available Channels & Media Rates	Required Assets
<b>\$10,000</b> Per Partner Per Month Per Tactic Per Audience <b>Travel</b> Sample Social Media Signals: Consumers posting about traveling, looking for places to visit, planning RV or road trips, researching points of interests or attractions, etc.	Social media signals based on travel-related posts, pics, videos, places Each partner to further customize their campaign based on the following selects: <ul style="list-style-type: none"> <li>• One consecutive month between July 2021 – June 2022</li> <li>• Minimum of two states</li> </ul>	Partner to choose one tactic per each \$10,000 investment: Display (Mobile) <ul style="list-style-type: none"> <li>• \$9 CPM</li> </ul> Pre-Roll Video (Mobile) <ul style="list-style-type: none"> <li>• \$16 CPM</li> </ul>	Assets vary depending on investment and tactical selection(s): Display (Mobile) <ul style="list-style-type: none"> <li>• 300 x 250, 320 x 50, 728 x 90</li> </ul> Pre-Roll Video (Mobile) <ul style="list-style-type: none"> <li>• :06, :15 and/or :30 video</li> </ul>
<b>\$10,000</b> Per Partner Per Month Per Tactic Per Audience <b>Epicurean</b> Sample Social Media Signals: Consumers sharing recipes, excited to eat out, posting about wineries or breweries, BBQ pics, etc.	Social media signals based on epicurean-related posts, pics, videos, places Each partner to further customize their campaign based on the following selects: <ul style="list-style-type: none"> <li>• One consecutive month between July 2021 – June 2022</li> <li>• Minimum of two states</li> </ul>	Partner to choose one tactic per each \$10,000 investment: Display (Mobile) <ul style="list-style-type: none"> <li>• \$9 CPM</li> </ul> Pre-Roll Video (Mobile) <ul style="list-style-type: none"> <li>• \$16 CPM</li> </ul>	Assets vary depending on investment and tactical selection(s): Display (Mobile) <ul style="list-style-type: none"> <li>• 300 x 250, 320 x 50, 728 x 90</li> </ul> Pre-Roll Video (Mobile) <ul style="list-style-type: none"> <li>• :06, :15 and/or :30 video</li> </ul>

Investment Option & Audience*	Flight & Targeting Options**	Available Channels & Media Rates	Required Assets
<b>\$10,000</b> <b>\$9,500 Outdoor NC Alliance</b> Per Partner Per Month Per Tactic Per Audience <b>Outdoor Adventure</b> Sample Social Media Signals: Consumers sharing hiking plans, kayaking, enjoying nature, camping, etc.	Social media signals based on outdoor adventure-related posts, pics, videos, places Each partner to further customize their campaign based on the following selects: <ul style="list-style-type: none"> <li>• One consecutive month between July 2021 – June 2022</li> <li>• Minimum of two states</li> </ul>	Partner to choose one tactic per each \$10,000 or \$9,500 investment: Display (Mobile) <ul style="list-style-type: none"> <li>• \$9 CPM</li> </ul> Pre-Roll Video (Mobile) <ul style="list-style-type: none"> <li>• \$16 CPM</li> </ul>	Assets vary depending on investment and tactical selection(s): Display (Mobile) <ul style="list-style-type: none"> <li>• 300 x 250, 320 x 50, 728 x 90</li> </ul> Pre-Roll Video (Mobile) <ul style="list-style-type: none"> <li>• :06, :15 and/or :30 video</li> </ul>
<b>\$10,000</b> Per Partner Per Month Per Tactic Per Audience <b>Golf Enthusiasts</b> Sample Social Media Signals: Consumers engaging with golf content, sharing videos, following golf content, looking forward to getting on the course, etc.	Social media signals based on golf-related posts, pics, videos, places Each partner to further customize their campaign based on the following selects: <ul style="list-style-type: none"> <li>• One consecutive month between July 2021 – June 2022</li> <li>• Minimum of two states</li> </ul>	Partner to choose one tactic per each \$10,000 investment: Display (Mobile) <ul style="list-style-type: none"> <li>• \$9 CPM</li> </ul> Pre-Roll Video (Mobile) <ul style="list-style-type: none"> <li>• \$16 CPM</li> </ul>	Assets vary depending on investment and tactical selection(s): Display (Mobile) <ul style="list-style-type: none"> <li>• 300 x 250, 320 x 50, 728 x 90</li> </ul> Pre-Roll Video (Mobile) <ul style="list-style-type: none"> <li>• :06, :15 and/or :30 video</li> </ul>
<b>\$10,000</b> Per Partner Per Month Per Tactic Per Audience <b>Arts &amp; Culture</b> Sample Social Media Signals: Consumers interested in local art and culture, talking about museums or exhibits, sharing advice on museums, researching landmarks, etc.	Social media signals based on arts- and culture-related posts, pics, videos, places Each partner to further customize their campaign based on the following selects: <ul style="list-style-type: none"> <li>• One consecutive month between July 2021 – June 2022</li> <li>• Minimum of two states</li> </ul>	Partner to choose one tactic per each \$10,000 investment: Display (Mobile) <ul style="list-style-type: none"> <li>• \$9 CPM</li> </ul> Pre-Roll Video (Mobile) <ul style="list-style-type: none"> <li>• \$16 CPM</li> </ul>	Assets vary depending on investment and tactical selection(s): Display (Mobile) <ul style="list-style-type: none"> <li>• 300 x 250, 320 x 50, 728 x 90</li> </ul> Pre-Roll Video (Mobile) <ul style="list-style-type: none"> <li>• :06, :15 and/or :30 video</li> </ul>
<b>\$10,000</b> <b>\$9,500 Certified Retirement Community</b> Per Partner Per Month Per Tactic Per Audience <b>Retire</b> Sample Social Media Signals: Consumers posting about retirement relocation, looking for retirement-friendly destinations, etc.	Social media signals based on retirement relocation-related posts, pics, videos, places Each partner to further customize their campaign based on the following selects: <ul style="list-style-type: none"> <li>• One consecutive month between July 2021 – June 2022</li> <li>• Minimum of two states</li> </ul>	Partner to choose one tactic per each \$10,000 or \$9,500 investment: Display (Mobile) <ul style="list-style-type: none"> <li>• \$9 CPM</li> </ul> Pre-Roll Video (Mobile) <ul style="list-style-type: none"> <li>• \$16 CPM</li> </ul>	Assets vary depending on investment and tactical selection(s): Display (Mobile) <ul style="list-style-type: none"> <li>• 300 x 250, 320 x 50, 728 x 90</li> </ul> Pre-Roll Video (Mobile) <ul style="list-style-type: none"> <li>• :06, :15 and/or :30 video</li> </ul>

\*Outdoor NC Alliance and Certified Retirement Community partners must buy into their respective audiences (Outdoor Adventures or Retire) to receive this discount.

\*\*These are flight minimums – partners may choose to increase their monthly investments to make their buy more effective. If multiple months are purchased, the total flight will be paced evenly (vs. hard month-specific budget allocations). Vendor to confirm inventory feasibility upon each partner’s targeting selections, ensuring ample delivery scale.

## SPECIAL INTEREST SITE LISTS DISPLAY / PRE-ROLL VIDEO

The Special Interest Site Lists Display / Pre-Roll Video program is available to partners at a minimum investment level of \$7,500. Outdoor NC Alliance partners can receive a special discounted rate of \$7,125.\*

This renewal program allows partners to run targeted display and/or pre-roll video ads across handcrafted sets of marquee special interest sites in an affordable and operationally efficient manner. Mirroring the 2020 Marketing Credit Program, five categorical site lists will be available for partner selection, appealing to varying goals and desired target audiences – Travel; Epicurean; Outdoor Adventure; Golf Enthusiasts; and Arts & Culture.

Partners can invest in one or multiple curated site lists 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 and cost-effectively position partners to connect with users consuming contextually relevant content.

- Targeted display and/or pre-roll exposure across several premium endemic properties
- Five custom-crafted niche site lists available for activation
- 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; cost savings of 10%-12% compared to standard rates

Investment Option & Audience **	Flight & Targeting Options ***	Available Channels & Media Rates	Required Assets
<b>\$7,500</b> Per Partner Per Month Per Tactic Per Audience <b>Travel</b> Sample List: TripAdvisor Travel + Leisure AFAR Lonely Planet CondeNast Traveler	Partner to run across a predetermined list of premium travel-endemic sites  Each partner to further customize their campaign based on the following selects: <ul style="list-style-type: none"> <li>• One consecutive month between July 2021 – June 2022</li> <li>• Minimum of three states</li> </ul>	Partner to choose one tactic per each \$7,500 investment:  Display (Cross-Device) <ul style="list-style-type: none"> <li>• \$3.15 eCPM</li> </ul> Pre-Roll Video (Cross-Device) <ul style="list-style-type: none"> <li>• \$6.60 eCPM</li> </ul>	Assets vary depending on investment and tactical selection(s):  Display (Cross-Device) <ul style="list-style-type: none"> <li>• 160 x 600, 300 x 250, 300 x 50, 300 x 600, 320 x 50, 728 x 90</li> </ul> Pre-Roll Video (Cross-Device) <ul style="list-style-type: none"> <li>• :15 and / or :30 video</li> </ul>
<b>\$7,500</b> Per Partner Per Month Per Tactic Per Audience <b>Epicurean</b> Sample List: Food & Wine Bon Appetit Southern Living Martha Stewart OpenTable All Recipes Beer Connoisseur	Partner to run across a predetermined list of premium epicurean-endemic sites  Each partner to further customize their campaign based on the following selects: <ul style="list-style-type: none"> <li>• One consecutive month between July 2021 – June 2022</li> <li>• Minimum of three states</li> </ul>	Partner to choose one tactic per each \$7,500 investment:  Display (Cross-Device) <ul style="list-style-type: none"> <li>• \$3.15 eCPM</li> </ul> Pre-Roll Video (Cross-Device) <ul style="list-style-type: none"> <li>• \$6.60 eCPM</li> </ul>	Assets vary depending on investment and tactical selection(s):  Display (Cross-Device) <ul style="list-style-type: none"> <li>• 160 x 600, 300 x 250, 300 x 50, 300 x 600, 320 x 50, 728 x 90</li> </ul> Pre-Roll Video (Cross-Device) <ul style="list-style-type: none"> <li>• :15 and / or :30 video</li> </ul>

Investment Option & Audience **	Flight & Targeting Options ***	Available Channels & Media Rates	Required Assets
<b>\$7,500</b> <b>\$7,125 Outdoor NC Alliance</b> Per Partner Per Month Per Tactic Per Audience <b>Outdoor Adventure</b> Sample List: Outside Active Backpacker Gear Junkie Map My Run Women’s Health Men’s Health	Partner to run across a predetermined list of premium outdoor adventure-endemic sites  Each partner to further customize their campaign based on the following selects: <ul style="list-style-type: none"> <li>• One consecutive month between July 2021 – June 2022</li> <li>• Minimum of three states</li> </ul>	Partner to choose one tactic per each \$7,500 or \$7,125 investment:  Display (Cross-Device) <ul style="list-style-type: none"> <li>• \$3.15 eCPM</li> </ul> Pre-Roll Video (Cross-Device) <ul style="list-style-type: none"> <li>• \$6.60 eCPM</li> </ul>	Assets vary depending on investment and tactical selection(s):  Display (Cross-Device) <ul style="list-style-type: none"> <li>• 160 x 600, 300 x 250, 300 x 50, 300 x 600, 320 x 50, 728 x 90</li> </ul> Pre-Roll Video (Cross-Device) <ul style="list-style-type: none"> <li>• :15 and / or :30 video</li> </ul>
<b>\$7,500</b> Per Partner Per Month Per Tactic Per Audience <b>Golf Enthusiasts</b> (inclusive of golf-centric / broader sports / highly affluent interests) Sample List: Golf Golf Channel Golf Digest Golf Week PGA Tour NBC Sports Yacht World	Partner to run across a predetermined list of premium golf-endemic and linear sites  Each partner to further customize their campaign based on the following selects: <ul style="list-style-type: none"> <li>• One consecutive month between July 2021 – June 2022</li> <li>• Minimum of three states</li> </ul>	Partner to choose one tactic per each \$7,500 investment:  Display (Cross-Device) <ul style="list-style-type: none"> <li>• \$3.15 eCPM</li> </ul> Pre-Roll Video (Cross-Device) <ul style="list-style-type: none"> <li>• \$6.60 eCPM</li> </ul>	Assets vary depending on investment and tactical selection(s):  Display (Cross-Device) <ul style="list-style-type: none"> <li>• 160 x 600, 300 x 250, 300 x 50, 300 x 600, 320 x 50, 728 x 90</li> </ul> Pre-Roll Video (Cross-Device) <ul style="list-style-type: none"> <li>• :15 and / or :30 video</li> </ul>
<b>\$7,500</b> Per Partner Per Month Per Tactic Per Audience <b>Arts &amp; Culture</b> (inclusive of movies / film / music / arts / literature / home décor / fashion interests) Sample List: Rolling Stone Variety Smithsonian Wired House Beautiful Aesthetica GQ Harper’s BAZAAR Pitchfork Deadline Eventful Houzz NY Books Entertainment Weekly Essence	Partner to run across a predetermined list of premium arts-and-culture-endemic and linear sites  Each partner to further customize their campaign based on the following selects: <ul style="list-style-type: none"> <li>• One consecutive month between July 2021 – June 2022</li> <li>• Minimum of three states</li> </ul>	Partner to choose one tactic per each \$7,500 investment:  Display (Cross-Device) <ul style="list-style-type: none"> <li>• \$3.15 eCPM</li> </ul> Pre-Roll Video (Cross-Device) <ul style="list-style-type: none"> <li>• \$6.60 eCPM</li> </ul>	Assets vary depending on investment and tactical selection(s):  Display (Cross-Device) <ul style="list-style-type: none"> <li>• 160 x 600, 300 x 250, 300 x 50, 300 x 600, 320 x 50, 728 x 90</li> </ul> Pre-Roll Video (Cross-Device) <ul style="list-style-type: none"> <li>• :15 and / or :30 video</li> </ul>

\*Outdoor NC Alliance partners must buy into the Outdoor Adventure audience to receive this discount.  
 \*\*These are flight minimums – partners may choose to increase their monthly investments to make their buy more effective. If multiple months are purchased, the total flight will be paced evenly (vs. hard month-specific budget allocations).  
 \*\*\*Vendor to confirm inventory feasibility upon each partner’s targeting selections, ensuring ample delivery scale.



## SPECIAL INTEREST BEHAVIORAL OTT / CTV

The Special Interest Behavioral OTT / CTV program is available to partners at a minimum investment level of \$10,000. Outdoor NC Alliance and Certified Retirement Community partners can receive a special discounted rate of \$9,500.\*

With increasing fragmentation among TV audiences, OTT (over-the-top) and CTV (connected TV) inventory augments traditional 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.

Similar to other Special Interest offerings, multiple audience themes have been curated to appeal to varying partners’ goals and needs – Travel; Epicurean; Outdoor Adventure; Golf Enthusiasts; Arts & Culture; and Retire. Target audiences will be reached via behavioral attributes specific to each category – what users are browsing, searching, purchasing, etc.

- Awareness-building video viewership that’s highly targeted, cost-efficient and measurable
- Six niche audiences available for activation, including a new Retire option
- Media curated, executed and managed by Visit NC’s agency media team at LGA
- Complete and detailed reporting of key performance indicators
- Cost savings of 30% compared to standard rates

Investment Option & Audience **	Flight & Targeting Options ***	Available Channels & Media Rates	Required Assets
<b>\$10,000</b> Per Partner Per Month Per Audience <b>Travel</b> Sample segments: North Carolina researchers Vacation planners Road trip planners	Audience targeting based on behavioral attributes related to travel intent  Each partner to further customize their campaign based on the following selects: <ul style="list-style-type: none"> <li>• One consecutive month between July 2021 – June 2022</li> <li>• Minimum of three states</li> </ul>	OTT / CTV <ul style="list-style-type: none"> <li>• \$25.93 eCPM</li> </ul>	OTT / CTV <ul style="list-style-type: none"> <li>• :15 and / or :30 video</li> </ul>
<b>\$10,000</b> Per Partner Per Month Per Audience <b>Epicurean</b> Sample segments: Food & recipe enthusiasts Beer / wine lovers Restaurant researchers	Audience targeting based on behavioral attributes related to epicurean interests  Each partner to further customize their campaign based on the following selects: <ul style="list-style-type: none"> <li>• One consecutive month between July 2021 – June 2022</li> <li>• Minimum of three states</li> </ul>	OTT / CTV <ul style="list-style-type: none"> <li>• \$25.93 eCPM</li> </ul>	OTT / CTV <ul style="list-style-type: none"> <li>• :15 and / or :30 video</li> </ul>

Investment Option & Audience **	Flight & Targeting Options ***	Available Channels & Media Rates	Required Assets
<b>\$10,000</b> <b>\$9,500 Outdoor NC Alliance</b> Per Partner Per Month Per Audience <b>Outdoor Adventure</b> Sample segments: Outdoor enthusiasts Camping enthusiasts Backpacking	Audience targeting based on behavioral attributes related to outdoor adventure interests  Each partner to further customize their campaign based on the following selects: <ul style="list-style-type: none"> <li>• One consecutive month between July 2021 – June 2022</li> <li>• Minimum of three states</li> </ul>	OTT / CTV <ul style="list-style-type: none"> <li>• \$25.93 eCPM</li> </ul>	OTT / CTV <ul style="list-style-type: none"> <li>• :15 and / or :30 video</li> </ul>
<b>\$10,000</b> Per Partner Per Month Per Audience <b>Golf Enthusiasts</b> Sample segments: Golf enthusiasts Golf course researchers Golf courses	Audience targeting based on behavioral attributes related to golf interests  Each partner to further customize their campaign based on the following selects: <ul style="list-style-type: none"> <li>• One consecutive month between July 2021 – June 2022</li> <li>• Minimum of three states</li> </ul>	OTT / CTV <ul style="list-style-type: none"> <li>• \$25.93 eCPM</li> </ul>	OTT / CTV <ul style="list-style-type: none"> <li>• :15 and / or :30 video</li> </ul>
<b>\$10,000</b> Per Partner Per Month Per Audience <b>Arts &amp; Culture</b> Sample segments: Art / science / history / museum / etc. visitors History / ballet / photography / antiquing / etc. enthusiasts Live concert fans Summer festival and fairs visitors	Audience targeting based on behavioral attributes related to arts and culture interests  Each partner to further customize their campaign based on the following selects: <ul style="list-style-type: none"> <li>• One consecutive month between July 2021 – June 2022</li> <li>• Minimum of three states</li> </ul>	OTT / CTV <ul style="list-style-type: none"> <li>• \$25.93 eCPM</li> </ul>	OTT / CTV <ul style="list-style-type: none"> <li>• :15 and / or :30 video</li> </ul>
<b>\$10,000</b> <b>\$9,500 Certified Retirement Community</b> Per Partner Per Month Per Audience <b>Retire</b> Sample segments (conditioned behaviors via AND clause): Retirees / recently retired / retirement planners – AND – Home buyers / luxury second homeowners / etc.	Audience targeting based on behavioral attributes related to retirement relocation  Each partner to further customize their campaign based on the following selects: <ul style="list-style-type: none"> <li>• One consecutive month between July 2021 – June 2022</li> <li>• Minimum of three states</li> </ul>	OTT / CTV <ul style="list-style-type: none"> <li>• \$25.93 eCPM</li> </ul>	OTT / CTV <ul style="list-style-type: none"> <li>• :15 and / or :30 video</li> </ul>

\*Outdoor NC Alliance and Certified Retirement Community partners must buy into their respective audiences (Outdoor Adventures or Retire) to receive this discount.  
 \*\*These are flight minimums – partners may choose to increase their monthly investments to make their buy more effective. If multiple months are purchased, the total flight will be paced evenly (vs. hard month-specific budget allocations).  
 \*\*\*Vendor to confirm inventory feasibility upon each partner’s targeting selections, ensuring ample delivery scale.

## GARDEN & GUN DIGITAL PROGRAM

The *Garden & Gun* Digital Program is available at investment tiers of \$5,000 or \$10,000 per two-month flight.

This exciting opportunity allows partners to reach *Garden & Gun's* digital audience (885,000+ monthly visitors) via a cross-device (desktop, tablet and mobile) display campaign.

GardenandGun.com is a resourceful destination to reach those looking for the charm of the South. Whether visitors are searching for news, events, magazine stories or travel opportunities – *Garden & Gun* hosts it all with an array of content ranging from travel, to arts, to sporting.

Partner display units will be served across the site with the opportunity to hold a homepage takeover for one week, leveraging exclusive positioning at 100% share-of-voice.\*

- Media curated, executed and managed by Visit NC's agency media team at LGA
- Individualized reporting to be delivered at campaign end including impressions, clicks and CTR
- 40% rate savings

Investment Option	Flight Options**	Targeting	Available Channels & Media Rates	Required Assets
<b>\$5,000</b> ROS Display (cross-device)	September 1 – October 31, 2021 March 1 – April 30, 2022	GardenandGun.com site visitors Cross-channel: • Food & Drink, • Home & Garden, • Arts & Culture, • Travel, Music, Sporting, Magazine	Display • 625,000 guaranteed impressions • \$8.00 CPM	Display • 300 x 250, 320 x 50, 728 x 90, 970 x 250, 300 x 600  Click-Thru URL
<b>\$10,000</b> ROS Display (cross-device) + One-week Homepage Takeover	September 1 – October 31, 2021 March 1 – April 30, 2022	GardenandGun.com site visitors Cross-channel: • Food & Drink, • Home & Garden, • Arts & Culture, • Travel, Music, Sporting, Magazine	Display • 951,000 guaranteed impressions • \$10.52 CPM	Display • 300 x 250, 320 x 50, 728 x 90, 970 x 250, 300 x 600  Click-Thru URL

\*Homepage takeover at 100% share-of-voice available to partners at the \$10,000 package. Partners to reserve one week from five total options within flight based on a first-come, first-served basis.

\*\*Five partner maximum per investment tier/seasonal flight. Ten partner maximum in total per flight.

## OUR STATE TRAVEL ENEWSLETTER PROGRAM

The *Our State* Travel eNewsletter Program is available to partners at an investment level of \$995 per partner.

Due to popularity in the 2020 Marketing Credit Program, Visit North Carolina is excited to continue the *Our State* eNews native advertising program. This offering allows up to six partners to send personalized messages within *Our State's* Travel eNewsletter, deployed weekly to over 42.5K opt-in subscribers.

The eNews focuses on destinations, restaurants and activities across North Carolina. Partners can leverage this promotional opportunity to advertise travel spotlights, travel deals and more to a niche audience specifically interested in NC travel.

- Each partner will receive a listing that includes one photo, copy and a link to a website of choice.
- Detailed analytics report delivered including email opens, clicks and number of recipients
- Visit NC-partner exclusive advertisers within each eNews



Investment	Flight Options*	Targeting	Required Assets
<b>\$995</b> Per Partner Per Deployment eNews (native)	Each partner to select their deployment date based on the following options: • October 21, 2021 • November 18, 2021 • December 16, 2021 • March 10, 2022 • April 14, 2022	42.5K+ opt-in <i>Our State</i> Travel email subscribers	• 528 x 440 px (JPG) • Headline (5 words) • Copy (40 words) • Click-Thru URL

\*Six-partner maximum per eNewsletter/deployment date.

# NEW CREATIVE PRODUCTION PROGRAM

**Inventory: Ten (10) partner spaces for the July '21 – June '22 fiscal year**

Beginning spring 2021, building upon its award-winning Count On Me NC campaign, Visit North Carolina moves into the next phase of its recovery marketing effort and returns to inspiring travelers to plan their next visit to North Carolina. Visit NC’s research-based inspiration campaign capitalizes on the state’s known strengths as a place to reconnect with family, friends and oneself in a setting of scenic beauty from the mountains to the sea, including charming small towns and welcoming cities within our Piedmont region that allow open spaces to explore.

The “Get Back to a Better Place” campaign speaks to consumers longing for those places and experiences they know and love in North Carolina. And when you return to those places where you’ve had so many great moments, you also return to the best version of yourself.

In partnership with Visit NC, Luquire George Andrews (LGA) has created a la carte creative offerings to help North Carolina travel partners put together their own customized campaign creative for their co-op opportunities while leveraging the new Visit NC inspire campaign messaging. This program is great for partners who may not have creative production capabilities, but are in need of creative materials for upcoming co-op programs. In addition to development of a suite of standard size display banners, LGA can also develop a quarter-page print ad for any print co-op buy a partner may sign up for. For both programs, partners will be able to provide brand guidelines, descriptive ad copy, logo and imagery.

Deliverable	Description / Specs	Assets Required	Cost
Static Banners	<p>Standard suite of six (6) static banner ads for desktop and mobile use.</p> <p>Sizes include:                      Desktop: 160 x 600, 300 x 250, 300 x 600, 728 x 90                      Mobile: 300 x 50 and 320 x 50.</p> <p>Includes banner ad layout with inspiration campaign headline copy, partner visual and custom descriptive copy. Partner will receive one (1) round of revisions.</p> <p><i>Additional static banner ad sizes based on same creative concept are available at a cost of \$150 / each size.</i></p>	<ul style="list-style-type: none"> <li>Completed spec sheet</li> <li>Brand guidelines</li> <li>Brand logo (in Illustrator, PNG and ESP formats)</li> <li>2-4 hi-res brand images</li> </ul>	\$3,600
Print Ad	<p>One (1) 3.375 x 4.75 four-color ¼-page print advertisement.</p> <p>Includes print ad layout with inspiration campaign headline copy, custom descriptive ad copy and partner visual. Partner will receive one (1) round of revisions.</p>	<ul style="list-style-type: none"> <li>Completed spec sheet</li> <li>Brand guidelines</li> <li>Brand logo (in Illustrator, PNG and ESP formats)</li> <li>2-4 hi-res brand images</li> </ul>	\$2,800

**Disclaimer:** Luquire George Andrews (LGA) and Visit NC retain all intellectual property rights to the inspiration campaign and related creative assets. Partner assets created as part of the Creative Production Program can be used exclusively for 2021-2022 Visit NC Partner Programs and are not available for use in any other advertising or marketing efforts. By submitting a photo for use for this program, partners are certifying they have the full rights to use that image. If partners would like to submit stock photography for these programs, they must be able to confirm that they have purchased the rights/licensing to use for marketing purposes. LGA and Visit North Carolina are not responsible for any misuse of partner-provided imagery.

**Program Details:** Creative offerings will be reflective of the Visit NC inspiration campaign messaging and look and feel, and include partner brand logo and visuals. Partners are to **complete the program spec sheet and provide required assets at least 60 days prior** to deliverable completion.

### Quarter-Page Print Ad



### Desktop Display Banner Ad



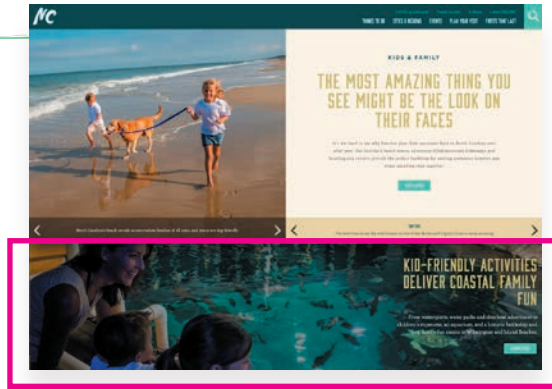
### Mobile Display Banner Ad



## INTEREST OVERVIEW PAGE FEATURE

Interest Overview Page Features are available in six-month increments for \$1,500 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)



Back by popular demand, 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 **Kids & Family**, **Eat & Drink**, **Outdoor Adventures**, **Natural Attractions** or **Romantic Getaways** pages. This feature will include a headline, short description that ties into the selected interest, horizontal 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 19,500 average page views per calendar year.

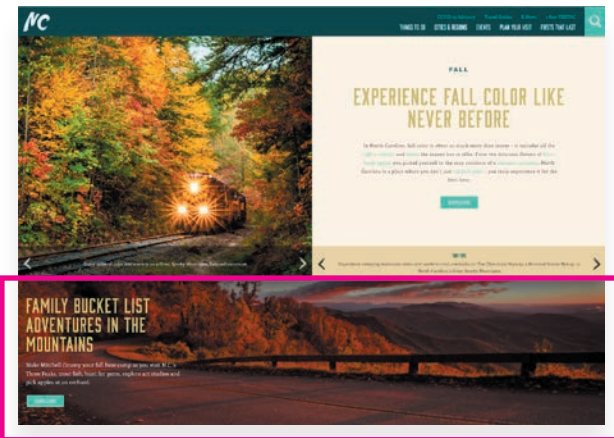
**Program Requirements:** partners can purchase one (1) Interest Overview Page Feature per year max.

**Material Requirements:** partners will be required to submit multiple high-quality horizontal hero images (1200 x 800 with a focus of the photo in the middle) to ensure placement meets site standards, headline (40 characters max, including spaces), placement copy (150 characters max, including spaces) 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 \$2,000 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 horizontal 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 23,500 page views per calendar year.

**Program Requirements:** partners can purchase one (1) Seasonal Overview Page Feature per year max.

**Material Requirements:** partners will be required to submit multiple high-quality horizontal hero images (1200 x 800 with the focus of the photo in the middle) to ensure placement meets site standards, headline (40 characters max, including spaces), placement copy (150 characters max, including spaces) and a click-through URL.

## NATIVE ADVERTISING

Native Advertising opportunities are available in three-month increments for \$500 per placement (see chart below for available pages).

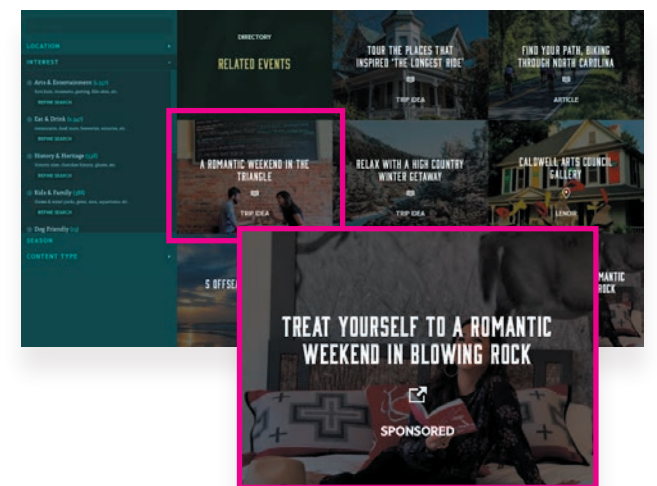
**Inventory:** Five (5) partners per content page

Native advertising on VisitNC.com allows partners the opportunity to buy into pages of the site 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 as inventory allows. Partners can also benefit from added-value placements if space is available.

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

Interest Overviews
Things To Do
Arts & Entertainment Arts & Entertainment > Museums
Eat & Drink Eat & Drink > Beer Eat & Drink > Wine
History & Heritage
Kids & Family Kids & Family > Zoos & Aquariums
Natural Attractions Natural Attractions > Beaches, Rivers & Lakes Natural Attractions > Blue Ridge Parkway & Scenic Drives Natural Attractions > State & National Parks Natural Attractions > Waterfalls
Outdoor Adventures Outdoor Adventures > Camping Outdoor Adventures > Hiking
Romantic Getaways Romantic Getaways > Spas & Wellness
Sports

Location Overviews
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

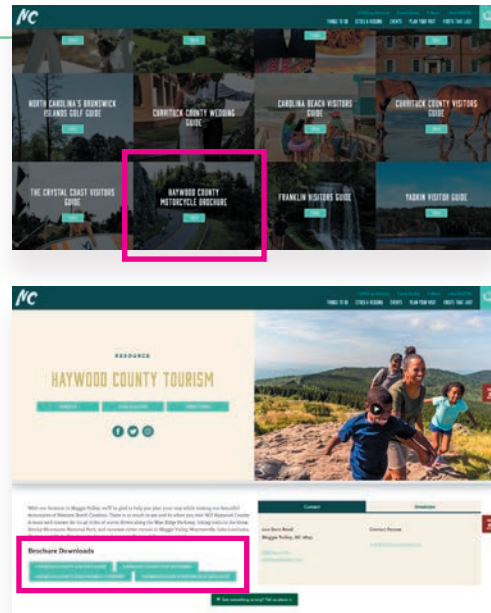


## BROCHURE LISTINGS

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. New this year, partner's brochures will be tagged to appear on relevant pages on VisitNC.com for increased exposure.

**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.



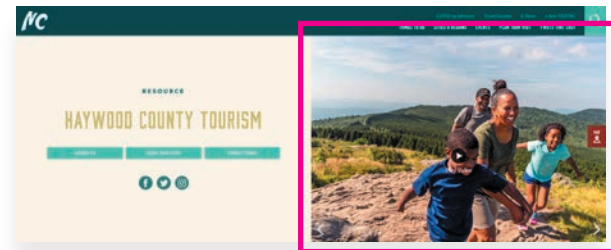
## VIDEO LISTINGS

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. New this year, partner's videos will be tagged to appear on relevant places on VisitNC.com for increased exposure.

Visit NC may also use partner videos within editorial content on VisitNC.com. To be considered for this added value opportunity, partner's 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 link to the final video.

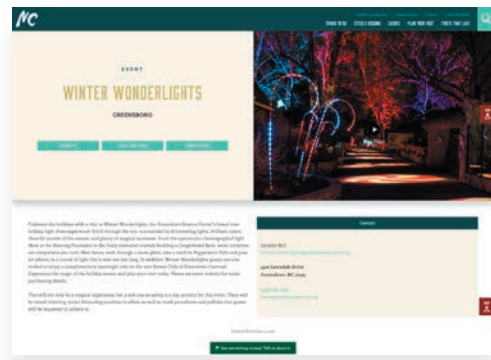


## FEATURED EVENTS

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 eNewsletter 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 vertical, at least 1000 x 1000 pixels; stock photos, event fliers, logos or images with text on them **will not be accepted**).



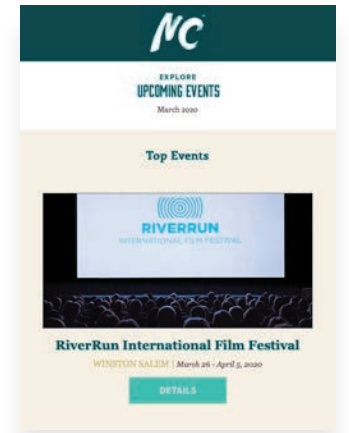
## FEATURED EVENT ENEWSLETTER SPOTLIGHT

Featured Event eNewsletter Spotlights are available for \$400 each (this includes a 30-day Featured Event listing on VisitNC.com, valued at \$150).

**Inventory:** Two (2) partner spots per eNewsletter (four (4) partners per month)

Partners can sign up for one of two spots in each of the Events eNewsletter 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**).



## FACEBOOK EVENT PROMOTION

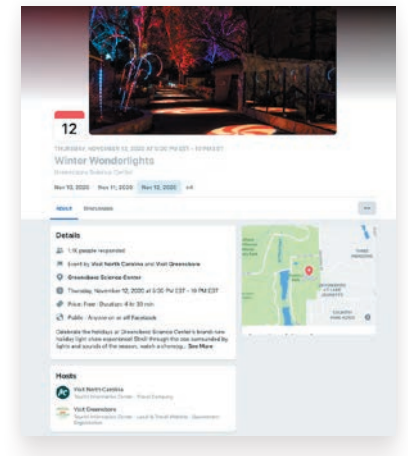
Facebook Event Promotions are available for \$875 each (this includes a 30-day Featured Event listing on VisitNC.com, valued at \$150).

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

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 event. This program is available for partners looking to promote single-day events, events that occur over the span of a weekend or events that occur over the span of one or two weeks. Any events that take place over more than two weeks will not be accepted for this program.

**Program Requirements:** partners will need to sign up for the month before the event happens. Events will go live 30 days prior to the event date for single-day events, and 30 days prior to the event end date for multiday events. For example: if an event is on February 15, it will go live on January 15, if an event is February 15 – February 18, it will go live on January 18. A minimum 30-day lead time is required in order to guarantee placement on Visit North Carolina's social calendar during the month partners sign up for. Partners who do not meet this deadline are subject to delayed promotion based on content and calendar openings.

**Material Requirements:** partners will be required to submit projected event date on sign-up forms. Partners will also be required to submit all Featured Event materials as outlined in addition to a separate event image sized for social media (1200 x 628 pixels) and social targeting information. Partners who sign up for this program must submit materials that meet the goal of inspiring travel and sparking travel consideration to North Carolina.

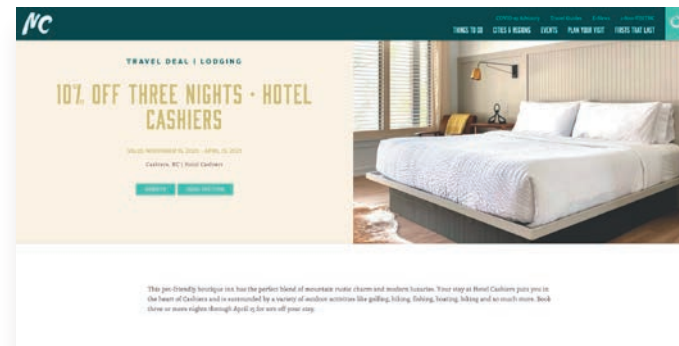


## TRAVEL DEALS

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 eNewsletter 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 vertical, at least 1000 x 1000 pixels; stock photos, fliers, logos or images with text on them **will not be accepted**).



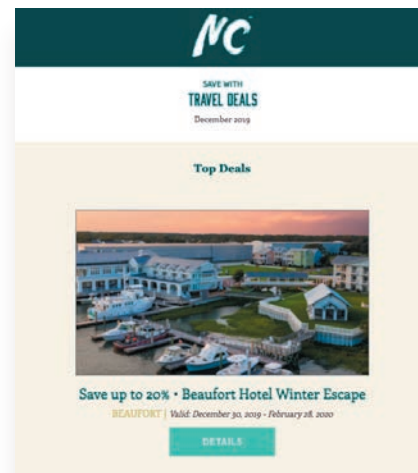
## TRAVEL DEAL ENEWSLETTER SPOTLIGHT

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

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

Partners can sign up for one of two spots in each of the Travel Deals eNewsletter 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**).



## TRAVEL DEAL SOCIAL PROMOTION

Travel Deal Social Promotions are available for \$1,375 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.

**Program Requirements:** partners may only sign up for one social program per month. For example, if a partner signs up for a Travel Deal Social Promotion, they cannot also sign up for a Social Media Spotlight in the same month. A minimum 30-day lead time is required in order to guarantee placement on Visit North Carolina's social calendar during the month partners sign up for. Partners who do not meet this deadline are subject to delayed promotion based on content and calendar openings.

**Material Requirements:** partners will be required to submit all Travel Deal materials as outlined in addition to a separate deal image sized for social media (1200 x 630 pixels) and social targeting information. Partners who sign up for this program must submit materials that meet the goal of inspiring travel and sparking travel consideration to North Carolina.



## THANK YOU EMAIL SPONSORSHIPS

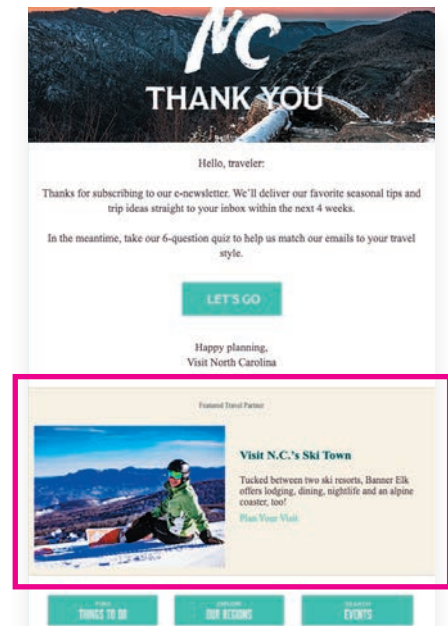
Thank You Email Sponsorships are available for \$350 each.

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

This opportunity allows partners to be included in a Visit NC auto-trigger thank you email that is received by people who have just ordered a North Carolina Travel Guide or signed up for a Visit NC eNewsletter 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.

**Program Requirements:** 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

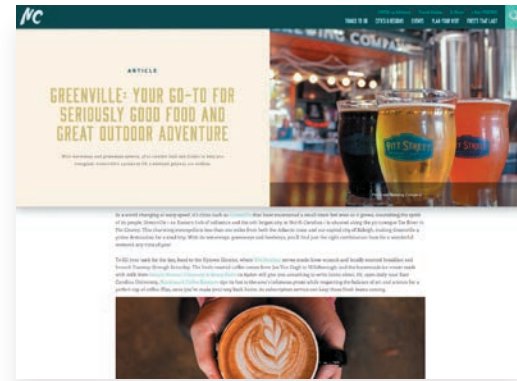
The Custom Content Program is available for \$3,000 per partner.

**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. Visit NC’s Social Team will determine optimal social placements for your custom content piece and promote it with three (3) social media posts. Social media platforms may include Facebook, Twitter, Instagram (Feed and / or Stories) or Pinterest. The article will be included within the monthly Travel Insider eNewsletter.

**Program Requirements:** partners can purchase one (1) Custom Content Program per year max. A minimum 45-day lead time is required in order to guarantee placement on Visit North Carolina’s social calendar during the month partners sign up for. Partners who do not meet this deadline are subject to delayed promotion based on content and calendar openings.

**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. If a partner has run this program in the past, the content must have a different angle than existing Custom Content on the site. For the social promotion portion of this program, partners will be required to provide three (3) images in the following specs: 4:5, 1:1, and 9:16.



## CUSTOM CONTENT REFRESH PROGRAM

The Custom Content Refresh Program is available for \$1,250 per partner.

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

Visit NC is excited to continue to offer this 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 refreshed content will be promoted in the monthly Travel Insider eNewsletter. All requested changes are subject to Visit NC editorial team approval.

**Program Requirements:** 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.



## FEATURED CONTENT SPONSORSHIPS

Featured Content Sponsorships are available in 12-month increments for \$1,000 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 will be provided by the partner.

New this year, partner’s featured content will be promoted in a dedicated two-slide Instagram Story on Visit NC’s channel for a 24-hour period after the content is live. This promotion will include a swipe-up link to the featured content story for increased exposure.

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

Fall 2021	Winter 2021-2022	Spring 2022	Summer 2022
Offbeat Attractions and Museums	Bed & Breakfasts for a Cozy Getaway	Public Art Projects Scenic Spots for Romance	Dark Sky Adventures Farm-to-Table Dining Spots

**Program Requirements:** partners can purchase one (1) Featured Content Sponsorship per year max. A minimum 30-day lead time is required in order to guarantee placement on Visit North Carolina’s social calendar during the month partners sign up for. Partners who do not meet this deadline are subject to delayed promotion based on content and calendar openings.

**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. Partners will also be required to submit two high-quality vertical images or videos sized for social media that match the content in the web story: 9:16, any videos submitted must not exceed 15 seconds.



## DOGS VISIT N.C. FACEBOOK GROUP PROMOTION

Dogs Visit N.C. Facebook Group Promotions are available for \$350 each.

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

The Dogs Visit N.C. Facebook Group Promotion allows partners to highlight dog-friendly and safe activities in their destination. Visit North Carolina's social media team will create one (1) organic post in the group promoting one unique dog-friendly attraction of the partner's choice (restaurant, hotel, park, etc.) and monitor for questions and comments as part of group community management. This program gives partners the opportunity to reach a highly engaged and niche audience. Partners will be asked to join the Dogs Visit N.C. Group as their destination Facebook page and assist with answering questions as needed. For added-value, partners will be pinned as the top post in the group for two weeks: either the 1st – 15th or the 16th – 30th of each month.

**Program Requirements:** partners can purchase one (1) Dogs Visit N.C. Facebook Group Promotion per year max. Partners may only sign up for one social program per month. A minimum 30-day lead time is required in order to guarantee placement on Visit North Carolina's social calendar during the month partners sign up for. Partners who do not meet this deadline are subject to delayed promotion based on content and calendar openings.

**Material Requirements:** partners will be required to submit a description of what they'd like to feature in their post, click-through URL to more information, one 4:5 image of the destination and appropriate links to partner and / or attraction's Facebook pages. The destination featured must have a unique characteristic that makes it dog friendly. For example, we cannot accept restaurants just because dogs are allowed inside, however, we can accept restaurants because they have a dog-friendly menu.



## INSTAGRAM UGC PROMOTION

Instagram UGC promotions are available for \$1,000 each.

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

The Instagram UGC (User Generated Content) Promotion gives partners increased visibility on Visit North Carolina's Instagram account. Visit NC's social media team will utilize user-generated content featuring a partner's destination to create one (1) organic feed post during the month that their program runs. Visit NC has a highly engaged Instagram audience that's currently at 155,000 followers. This program provides partners with permanent real estate on Visit NC's feed.

Participating partners will be asked to submit four locations within their destination for consideration for the post (ex: Pisgah National Forest, Atlantic Beach, Lake Norman, etc.). Visit NC's social team will then search for UGC among those locations and select the final image to be featured on Instagram. All selected images will align with Visit NC's Instagram strategy and tone so they fit cohesively on the feed. Applicable partner Instagram handles can be tagged in the image for additional exposure. The program also includes community management by the Visit NC team on the posts, including responding to any destination-specific questions and comments on behalf of the partner.

**Program Requirements:** partners can purchase one (1) Instagram UGC Promotion per year max. Partners may only sign up for one social program per month. A minimum 30-day lead time is required in order to guarantee placement on Visit North Carolina's social calendar during the month partners sign up for. Partners who do not meet this deadline are subject to delayed promotion based on content and calendar openings.

**Material Requirements:** partners will be required to submit four locations within their destination for consideration for the post as well as details on what makes those destinations special and unique to North Carolina. Partners will be required to provide one (1) photo per location to be used in the event UGC is not available (1080 x 1080 or 1080 x 1350). Partners who sign up for this social program must submit materials that meet the goal of inspiring travel and sparking travel consideration to North Carolina.





## INSTAGRAM STORY FEATURES

Instagram Story Features are available for \$700 each.

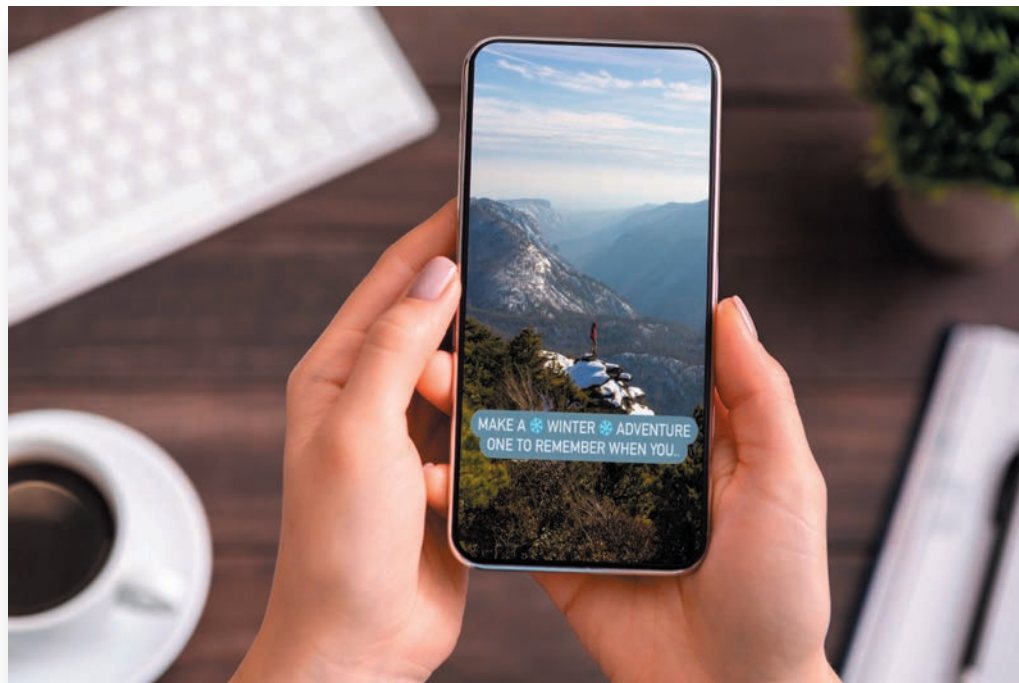
Inventory: Twenty-four (24) partner spots (two (2) per month)

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. Content disappears after 24 hours but 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 2020, Visit North Carolina's Instagram Stories yielded 1,139,380 impressions and over 88,000 engagements across brand 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.

**Program Requirements:** partners can purchase one (1) Instagram Story Feature per year max. Partners may only sign up for one social program per month. A minimum 30-day lead time is required in order to guarantee placement on Visit North Carolina's social calendar during the month partners sign up for. Partners who do not meet this deadline are subject to delayed promotion based on content and calendar openings.

**Material Requirements:** partners will be required to submit high-quality social content (images and videos; sized to 1080 x 1920, videos must not exceed 15 seconds), information about the destinations featured and any applicable Instagram handles or hashtags. Partners who sign up for this social program must submit materials that meet the goal of inspiring travel and sparking travel consideration to North Carolina.



## SOCIAL MEDIA SPOTLIGHT

Social Media Spotlights are available for \$2,500 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 (446,000+ followers) to leverage our passionate and engaged follower base to specifically feature their destinations.

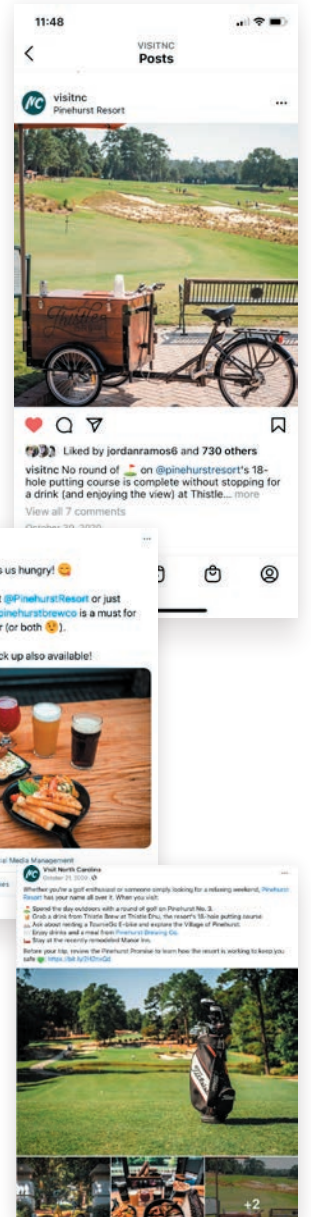
We'll work with partners to determine content to feature that will inspire potential visitors to plan their own trip. Then, our team will travel to partner locations to gather spotlight content for social media use and feature the partner's destination across Visit North Carolina's social media channels within a month of the trip being completed.

Partners participating in a spotlight will receive the following:

- Social quality pictures
- 5 social posts across Visit NC social platforms. Platforms may include Facebook, Twitter, Instagram (Feed and / or Stories) or Pinterest.
- Detailed recap report

**Program Requirements:** partners can purchase one (1) Social Media Spotlight per year max. Partners may only sign up for one social program per month. A minimum 60-day lead time is required in order to guarantee placement on Visit North Carolina's social calendar. Partners who do not meet this deadline are subject to delayed promotion based on content and calendar openings.

**Material Requirements:** partners will be required to submit ideas for the spotlight itinerary. Partners who sign up for this social program must submit materials that meet the goal of inspiring travel and sparking travel consideration to North Carolina.



# 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
\$3,250 Per Partner	10	2
\$4,625 Per Partner	15	3
\$5,875 Per Partner	20	4

At each of these levels, Visit NC has invested additional funds on top of what the partner pays to cover the dual-use of the final selected images. Final photo selections can be used in perpetuity for advertising and publicity purposes to promote, and editorial purposes about, economic development, travel, and tourism in the State of North Carolina in television, print, industrial, out-of-home (including collateral), and digital/internet (including social media) media.

Example Photo Network Imagery:



# VIDEO PRODUCTION



The Video Production program is available to partners for \$10,000 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.





## NEW ZARTICO VISITOR INSIGHTS

The annual cost of this program is based on the NC Department of Commerce County Distress Rankings:  
Tier 1 – \$7,000; Tier 2 – \$7,500; Tier 3 – \$8,000

Visit NC has partnered with Zartico Insights to combine all of North Carolina’s visitor and resident data into one Destination Operating System. We now have insights into North Carolina’s visitor economy that we’ve never seen before. These learnings are giving us the intelligence we need to better connect with our visitors and fellow North Carolina residents. Our mutual goal is to improve the experience of visiting and living in our beautiful State.

Each region\*\* and most counties\* throughout NC will be able to take advantage of the system and insights on a monthly basis. The following visitor reports will be sent to partners monthly to help their teams better understand opportunities and craft a narrative over the best possible North Carolina experience.

Zartico Visitor Insights will be provided as follows:

### 1. Monthly County\* & Regional\*\* Visitor Volume Visitation

Visitor volume into your county\*/region\*\* by each day of the month. You’ll be able to see your high-volume visitor days vs. low visitation days.

This data will help you answer questions like:

- What times of the month are slowest for visitors entering the county\*/region\*\*?
- What do my visitation trends look like day-to-day, week-to-week, throughout the month?

### 2. Visitation by Trip Type

The segmentation of trips for visitors to the county\*/region\*\* throughout the month.

This data will help you answer questions like:

- What days of the month do we have the most overnight stays?
- What part of the week do we have the most day-trippers?

### 3. County\* & Regional\*\* Visitation by Origin Market

The trip type by your top 20 origin markets reported monthly.

This data will help you answer questions like:

- Does my top visitor market actually stay overnight in my destination?
- What market that we don’t advertise in is visiting my destination?
- What market spends the most time in my region?
- What percentage of overnights comes from what market?

*\* Not all counties in North Carolina have the minimum visitation levels at the monthly level to provide valid data. In the case that your county does not, it is possible to aggregate two or more counties to provide data. Less than 10 counties are affected.*

*\*\* Regional reports will be offered at the Economic Development Region (Prosperity Zones)*

If you have questions or would like to participate in the Zartico Visitor Insights program, please reach out to **Marlise Taylor**, [marlise.taylor@visitnc.com](mailto:marlise.taylor@visitnc.com).



## NEW MMGY CUSTOM TRAVELER SEGMENT PROFILE

Attendees of the Visit NC 365 conference can take advantage of this program for just \$12,500 – a 30% savings on the regular program price. This limited time offer expires June 30, 2021. If a partner is interested in this program and did not attend conference or the offer has elapsed, the program price is \$17,500.

New to our partners this year, MMGY Travel Intelligence will prepare and deliver a set of four (4) audience segment profile reports based on a custom crosstab of its 2021 Portrait of American Travelers® survey data (ex. “A Profile of NC Visitor Prospects Interested in Beach Vacations”). Partners can work in collaboration with MMGY to define the specific data filters to ensure a highly relevant set of four (4) seasonal reports to help guide strategic planning decisions, messaging priorities, and to understand factors that affect travelers’ planning decisions overall.

If you have any questions or would like to participate in the MMGY Custom Traveler Segment Profile program, please reach out to **Chelsea Bachman**, [cbachman@mmgyintel.com](mailto:cbachman@mmgyintel.com).

## 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 2021 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.

Key Data 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 **Daniel Leifeld**, [daniel@keydatadashboard.com](mailto:daniel@keydatadashboard.com).



## ARRIVALIST ANALYTICS 2021-2022

Three exclusive Arrivalist / Visit North Carolina programs allow partners to measure tourism visitation activity from mobile devices and / or automobiles, and to measure hotel revenue from origin markets within Arrivalist's always-on platform for a range of investment levels. Fees for location attribution are discounted by more than 200% on standard rates. One-year partnerships with Arrivalist are available for the fiscal year of July 1, 2021 – June 30, 2022.

Visit North Carolina is excited to bring the proprietary measurement and analytics technology of Arrivalist back to our partners for the seventh year in a row with three unique program offerings. 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 events, 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 now Arrivalist has demographics.

What is new this year? There are multiple improvements and new product platforms of data. Arrivalist is now offering demographics paired with cell phone location data; it means daily automobile movement data – soon to be paired with demographic data as well – hotel revenue by origin markets, a panel balanced to the population and more.

The multiple products available now are the latest generation of the best-of-class location platforms. Partners will not need to have media in market to fully avail themselves of these tools, but media attribution is an option as well. Partners will 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 will assist with collecting and summarizing data into actionable insights. With the new addition of monthly demographics, partners can understand with precision who is visiting a festival or museum or resort or block of vacation rentals. You'll now better understand who these visitors are and how to best reach and influence them with your marketing.

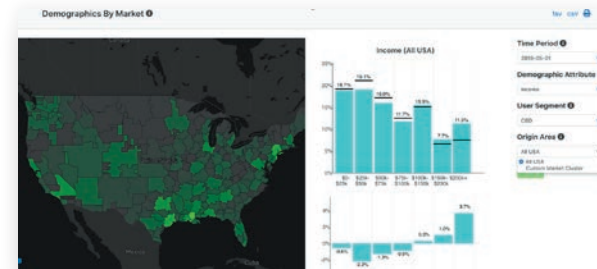
- From where do your customers (and your competitors' customers) visit? By State / DMA / City / ZIP Code
- By origin DMA, what is their household income, age, gender, ethnicity, family makeup, education – either for your destination as a whole or for every single Point of Interest within your destination
- 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?
- Daily automotive data will provide origin points by percent



**Arrivalist Visitation / Cell Phone Location Analysis**  
**\$11,000 fee per year**

*How does it work?*

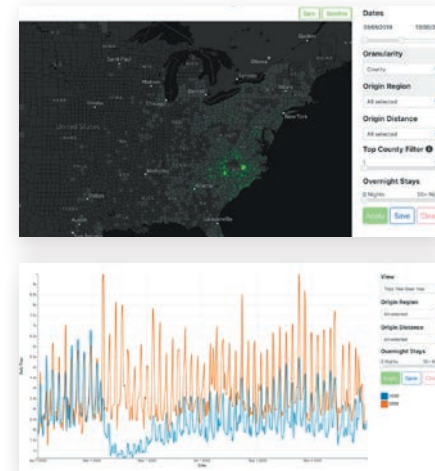
1. Regularly updated, always on, movement of cell devices into and around your city/county/region
2. Calibrated data accurately modeled to reflect how the population moves
3. Length of stay, day of arrival, volume, repeat visits into your regions and into Points of Interest
4. Demographic analysis of your region and Points of Interest
5. Twelve month look-back to review recent activity



**Daily Automotive Movement Data**  
**\$11,000 fee per year**

*How does it work?*

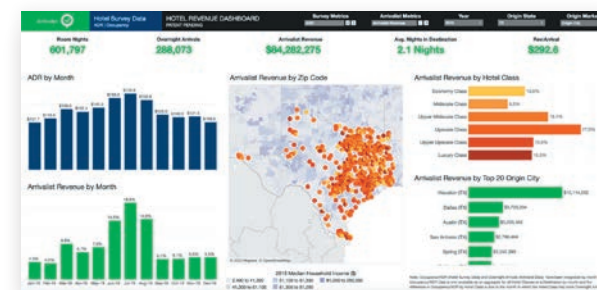
1. It's daily; log in on Monday to see what Friday and Saturday looked like
2. Arrivalist receives remarkably consistent ping data from noncommercial automobiles sourced by several OEM auto manufacturers
3. View 2019's "normal," 2020, and every day in 2021
4. Data is visible by day, week, month, with year-over-year visualizations as well as competitive areas
5. Origins markets are available at a ZIP Code, county, DMA or state level



**Arrivalist's Calibrated Overnight Origin Report (COOR)**  
**\$15,000 fee per year**

*How does it work?*

1. Arrivalist can use hotel survey data and overnight & origin data to plot monthly hotel revenue estimates for your destination
2. Revenue estimates will be available by origin city, ZIP Code, DMA or state
3. Overnight stays within your hotels provide Arrivalist the necessary information to connect the dots
4. Data is available within a simple, intuitive, interactive dashboard
5. At an easy glance you can see overnight arrivals, average nights stayed, room night volume, estimated hotel revenue, hotel revenue by arrival and hotel occupancy tax revenue all by month and origin market
6. You'll understand with precision which markets are driving hotel revenue



Visit North Carolina is proud to offer partners the opportunity to exhibit and network at numerous 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.

## DOMESTIC OPPORTUNITIES

**Travel & Adventure Show – Atlanta, GA**  
**\$850 per partner**  
**Open to six (6) partners**

**October 2-3, 2021**

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

**AAA Northeast Marketplace – TBD**  
**\$850 per partner**  
**Open to six (6) partners**

**January 2022**

This is a new show and saw significant consumers, agents and writers during the 2021 Virtual Marketplace.

If you have any questions or would like to participate in any of the above travel programs, please reach out to **Andre Nabors, andre.nabors@visitnc.com**.

**Southeast Tourism Society Domestic Showcase – Virginia Beach, VA**  
**Partner is responsible for registration and travel expenses**

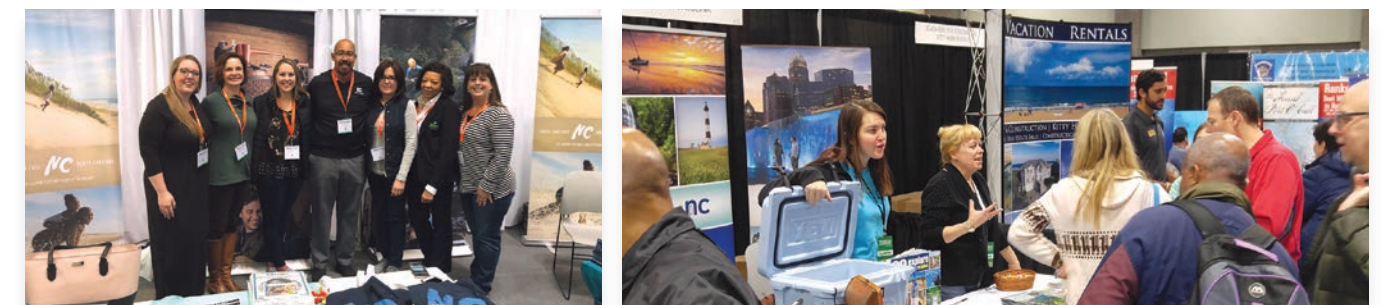
**February 13-15, 2022**

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 Southeast Tourism Society.

**Group Travel Quarterly eNewsletter**

Distributed quarterly, this eNewsletter 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 Southeast Tourism Society Domestic Showcase or Group Travel Quarterly eNewsletter, please reach out to **Amanda Baker, amanda.baker@visitnc.com**.





# OUTDOOR NC

With 322 miles of ocean shoreline, vast mountain landscapes, hundreds of waterfalls, 41 State Parks and 14 National Park Service units, North Carolina has endless opportunities for recreation and adventure.

Recently Visit NC, along with the NC Outdoor Recreation Industry Association and Leave No Trace Center for Outdoor Ethics, partnered to create an initiative to ensure our treasured outdoor resources continue to thrive for the 51 million people who visit these spaces annually. We know that our outdoor spaces bring visitors from around the world, but also 63% of residents that recreate outdoors, do so within 10 miles of where they live. It's important to all forms of economic development.

Interested partners can take the pledge and become a member of the Partner Alliance. With membership, comes assets to help your business or community spread the word to visitors and residents.

If you would like to learn more about Outdoor NC or want to take the pledge and become a member of the Partner Alliance, please reach out to **Heidi Walters, [heidi.walters@visitnc.com](mailto:heidi.walters@visitnc.com)**.



## Outdoor NC Partnership Alliance

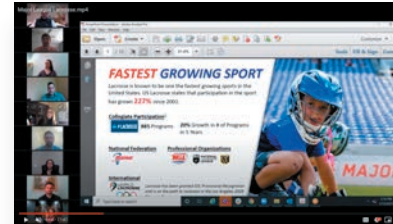
BENEFITS	PARTNERSHIP LEVELS			
	Patron \$300	Steward \$500	Advocate \$1,000	Trailblazer \$5,000
Outdoor NC logo for communications and educational efforts	•	•	•	•
Usage rights for the 7 NC Leave No Trace Principles to Form a Lasting Connection With Nature and supporting text	•	•	•	•
Outdoor NC website listing with business / organization name and website link	•	•	•	•
10% discount on educational materials and merchandise from the Leave No Trace store	•	•	•	•
Access to the Outdoor NC toolkit	•	•	•	•
Organization logo on OutdoorNC.com		•	•	•
Discounts on Outdoor NC co-op marketing opportunities through Visit NC's co-op Program		•	•	•
Training workshop for your destination from the Leave No Trace Center team			•	•
Partner highlight across various platforms			•	•
One Outdoor NC-related post per quarter on one of Visit NC's social channels that incorporates partner messaging			•	•
Outdoor NC itinerary for your area			•	•
One Instagram Story Feature that spotlights the partner and ties back to Outdoor NC / outdoor adventure travel in North Carolina; each story will contain four slides and be live on Visit NC's Instagram for 24 hours				•
Logo recognition at Visit NC 365 and Outdoor Economy conferences				•
Use the Leave No Trace Center's copyright language including the Seven Principles and associated messaging tailored to over 15 different activities and 10 environments				•
Review of materials using the Leave No Trace Center's copyright language and intellectual property				•
À la carte opportunities to be discussed and defined individually				•

# 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. SportsNC is not a paid membership organization. All partners have access to these opportunities through Visit North Carolina. These co-op programs are contracted and billed separately from other Visit North Carolina partner programs and are open to all tourism partners.

## SportsNC Virtual Sales Mission

Meetings will be arranged with sports rights holders and held on a virtual platform. Participating partners can provide a profile sheet, receive updates / RFPs from the sports rights holder, have the opportunity to ask questions and talk about their venues.



## SPORTSNC.COM OPPORTUNITIES

In July 2020, the newly redesigned SportsNC.com launched and with it came new opportunities.

### SportsNC.com Listings

Listings are for sports commissions and destination marketing agencies (CVB, DMO, TDA, etc.).

This gives the sports rights holder the contact info for someone in the community who can direct sports event planners seamlessly to the resources necessary for planning their event, including lodging, facilities / venues, and restaurants. This will create a coordinated effort at the local level for an event being hosted in a destination.

New listing features include the opportunity to highlight 3 venues / facilities in your destination and photos from your destination.



### SportsNC.com Featured Destination

Featured Partners are available in 90-day increments

Inventory: Eight (8) partner spots (2 per quarter)

Partners now have the opportunity to feature their destination. Featured partners will be able to showcase their destination on the homepage of SportsNC.com.

### SportsNC.com Featured Events

Featured Events are available in 90-day increments

Inventory: Three (3) partner spots per quarter

Participating partners can call more attention to their sporting events via SportsNC.com featured event listings. This will help partners showcase the types of sporting events they can host in their community and provide added exposure for the event.

### SportsNC.com Custom Content Program:

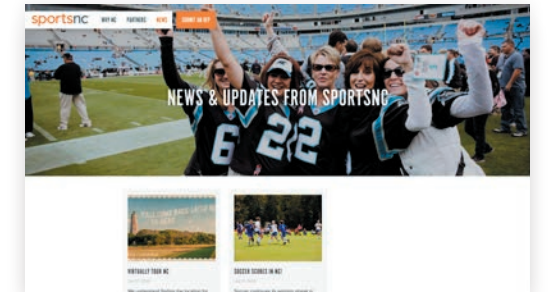
\$150

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

We are excited to introduce a new opportunity for partners to work with our content team to develop custom content to be published on SportsNC.com, which can also live on the partner's website. Custom content will be written by the SportsNC team based on the input and collaboration with the partner on desired content and key messages to cover. Partners will maintain joint ownership of the content with SportsNC. The new content will be promoted on SportsNC social channels and the SportsNC quarterly eNewsletter.

### SportsNC.com News

Share your sports-related press releases for the opportunity to be included on SportsNC.com News section. Please note not all press releases will be accepted. Examples of topics of interest include: facilities news (for example, renovations and openings), recently awarded events, and the economic impact of a sporting event held in a community.



### Sports Travel eNewsletter Quarterly

This quarterly eNewsletter 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.

Additional eNewsletter opportunities:

- eNewsletter Featured Events – (3 per quarter)
- eNewsletter Featured Destination – (2 per quarter)



### 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.**

# RETIRENC

Visit North Carolina's RetireNC program works to bring potential retirees to the state by promoting RetireNC.com and 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.

## The Certified Retirement Community Program

In July of 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 prerequisite 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 fee \$3,000 (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 five (5) 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 2021

This expo brings in more than 800 participants interested in learning more about desirable retirement destinations.

### ideal-LIVING Expo – Tysons Corner, VA

September 2021

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 2022

### ideal-LIVING Expo – Chicago, IL

January 2022

## ideal-LIVING Online Listing

The year-long (July '21 - June '22) investment is \$1,750 for Certified Retirement Communities and \$2,250 for Non-Certified Retirement Communities.

This program offers inclusion in a year-long dedicated listing on ideal-LIVING.com within the RetireNC section. This opportunity will allow partners to include a destination image, brief description, downstream URL and contact info. All leads from the program will be shared with participating partners.

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 60,000 print copies (up 10,000 from previous years) 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	\$10,206	\$9,696
1/6 Page	\$5,623	\$5,342
Bold Listing†	\$525	\$500
Logo + Bold Listing†	\$961	\$915

Places to Live**   Places to Stay***   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 Deadline July 31, 2021  
Ad Close 10/1/21

† 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 2022 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**, [stacey.rosseter@meredith.com](mailto:stacey.rosseter@meredith.com), 678.571.7445.

# PUBLIC RELATIONS

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

## DOMESTIC MEDIA MISSIONS

Media missions are designed to let you network and share your destination's story with top-tier travel and lifestyle media in markets of interest. For 2021-2022, we plan to include the following:

### In-state Media Mission - Raleigh \$300 plus travel expenses

Fall 2021

The event will be a traditional reception / trade show-style gathering with up to 25 destination partners and dozens of media representatives and influencers. Registration fee includes event attendance, tabletop exhibit space, media contact list, and pitch sheet inclusion in the digital media kit.

### Out-of-state Mini Missions \$1,000 plus travel expenses

Spring-Summer 2022

These versatile events will involve a small number of destination partners traveling to markets of interest for deskside visits, meals, informal meetings and other activities. Markets will be determined based on partner interest and media travel sentiment. Registration fee includes meals and other hospitality expenses, media contact list and assistance with follow-up as needed.

### Media Pitch Projects from \$2,500

The first step to gaining coverage is targeting the right outlets to tell your story. With this program, Visit NC's PR staff and agency (J Public Relations) will work with you to pinpoint ideas and develop a customized pitch that will resonate with target media. The JPR team will then connect you directly to media interested in the subject to see coverage through to fruition.

### Influencer Pitch Projects from \$2,500

As you ride the currents of the digital world, Visit NC will help you identify and vet influencers. You will work with the JPR team to brainstorm hosted experiences (culinary events, hotel stays, outdoor adventures) that can be offered to influencers in exchange for social posts. JPR will share a list of targeted influencers, pitch them on your behalf, and connect you directly to those who are interested. You can then arrange visits to deliver the experiences.

### Deskside Media Tours \$6,000 plus expenses

Make one-on-one connections with key travel and lifestyle editors in major media markets such as New York, Los Angeles, Atlanta and Washington, D.C. The JPR team will help determine topics and timing, then set up six to ten media appointments with a comprehensive briefing on each outlet. A JPR representative can escort you for an additional fee.

If you are interested in the PR offerings for the 2021-2022 fiscal year, please contact [media@visitnc.com](mailto:media@visitnc.com).



## FINANCIAL SUPPORT OF THE EDPNC



Your commitment to cooperative tourism marketing makes North Carolina one of the most economically competitive and vibrant states in our country. We thank you for your partnership. Another way to partner with Visit NC is by investing in the organization through a tax-deductible donation. As a result of the combined support that Visit NC / EDPNC has received from the State of North Carolina and organizations such as yours, we have expanded our ability to host members of the travel trade and travel media beyond what was previously possible.

A tax-deductible donation to the organization also helps expand our capabilities and provide best-in-class customer service to all those looking to visit North Carolina. A private investment in the EDPNC allows us to be nimble and innovative with our efforts to enhance tourism promotion as well as other economic development functions. As a North Carolina leader, we ask you to consider supporting the EDPNC with an annual donation. Your support is vital to our success.

For more information, please contact **Wit Tuttell, EDPNC VP of Tourism**, [wit.tuttell@visitnc.com](mailto:wit.tuttell@visitnc.com).



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

**HAILEY WEDDINGTON**  
[hweddington@thinklga.com](mailto:hweddington@thinklga.com)  
980.505.7974

**MICHELLE MURDOCH**  
[mmurdoch@thinklga.com](mailto:mmurdoch@thinklga.com)  
704.731.8277

**VISIT NORTH CAROLINA**

NC design are service marks of the EDPNC.