

EXPERIENCE COLUMBIA SC
FY 2017 - 2018
CO-OP MARKETING &
ADVERTISING OPPORTUNITIES



 **EXPERIENCE
COLUMBIA SC**

Experience Columbia SC will fill co-op spots on a first-come, first-served basis. Every effort will be made to grant partners the co-op spots they prefer, but due to limited numbers of opportunities in each area, Experience Columbia SC may direct partners to a comparable or similar opportunity if your first choice is no longer available.

Please email your selections to **Kelsey Carmichael** at kcarmichael@experiencecolumbiasc.com. Sending your selections via email helps us to see the order in which selections were received from our partners.

**Once ads are contracted, reimbursements cannot be made. Deadlines indicated in this document are the responsibility of the partner. If deadlines are missed, the DMO cannot provide a replacement co-op opportunity.*

**New this year, hotel DMF partners must use at least 50% of their banked DMF dollars for partnerships outlined in this guide.*

**Please note that all ads are out of market and must include Columbia, SC verbiage, or have the Experience Columbia SC logo on the ad.*

For questions contact:

Kelsey Carmichael

803-545-0269 | kcarmichael@experiencecolumbiasc.com

Kelly Barbrey

803-545-0018 | kbarbrey@experiencecolumbiasc.com

Plan Roll-Out Date:

JULY 18, 2017
AFTER 3:00PM

All advertising reservations must be made after 3 pm on Tuesday, July 18th, 2017. Any requests for advertising that are sent before 3 p.m. will be deleted.

Ad Space Reservation Dates:

**LISTED SPECIFIC TO EACH
INDIVIDUAL OPPORTUNITY**

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Columbia, SC will be featured, once again, in an issue of Delta SKY magazine with a destination profile. Capitalize on this coverage by purchasing an ad in the February 2018 issue!

READERSHIP:

5.85 million readers per month

RATES:

Pre-formatted Units:

Co-op A (<i>smallest unit</i>) client provides logo/company name/ address/phone and email	\$1,000
Co-op B (<i>larger unit</i>) client provides photo/40 words of copy/ company name/address/phone and email	\$2,000

Camera-ready Units:

¼ page formats	\$4,000
½ page formats	\$8,000
full page formats	\$16,000

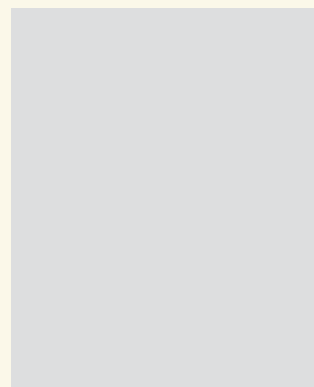
DEADLINE:

Materials due **November 30, 2017.**

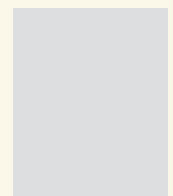
All co-op advertisers are allowed 3 proofs per ad. Additional proofs will be charge a production fee of \$75 per proof.

SPECS:

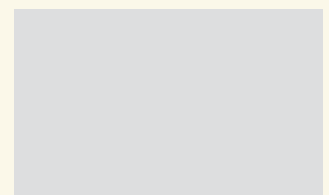
Specs will be given upon contracting.



Full Page



1/4 Page



1/2 Page

DIGITAL BILLBOARDS

DEADLINE:

Billboards must be designed to the specifications below by the **15th of the month PRIOR to the month your ad will run.** For example, if your ad is running in April, you must submit your artwork by March 15th. Placements are made based on availability.

SUBMISSION:

Please submit completed ads to **Kelsey Carmichael** at kcarmichael@experiencecolumbiasc.com by the deadline corresponding to your selected months. It will be forwarded along to the company pending DMO approval.



Downtown Greenville Rooftop

ASHEVILLE:

Location	US 25, .7 miles S/O I-40 Positioned on Hendersonville Road at a stop light in a slow speed area, this unit targets affluent drivers heading towards Biltmore Forest, Biltmore Village and Downtown Asheville. It is also a great year round board because of travelers heading to Biltmore Estates.
Size:	36' w X 10.5' h
Cost:	\$500
Exposure:	214,194 weekly impressions
File Set-up Size:	1400 w X 400 h pixels
File Set-up:	Sized at 72 dpi, RGB mode, JPEG format

AUGUSTA:

Location 1	I-20/Tower Road – In GA on the way to Columbia Drivers pass this billboard heading towards the main Augusta restaurants, gas stations and hotel exits. It picks up great local traffic as well as a lot of military traffic because the exit before (Belair Road) is one of the main roads to get to Fort Gordon.
Size:	48' w X 14' h
Cost:	\$500
Exposure:	39,751 weekly impressions
File Set-up Size:	1400 w X 400 h pixels
File Set-up:	Sized at 72 dpi, RGB mode, JPEG format

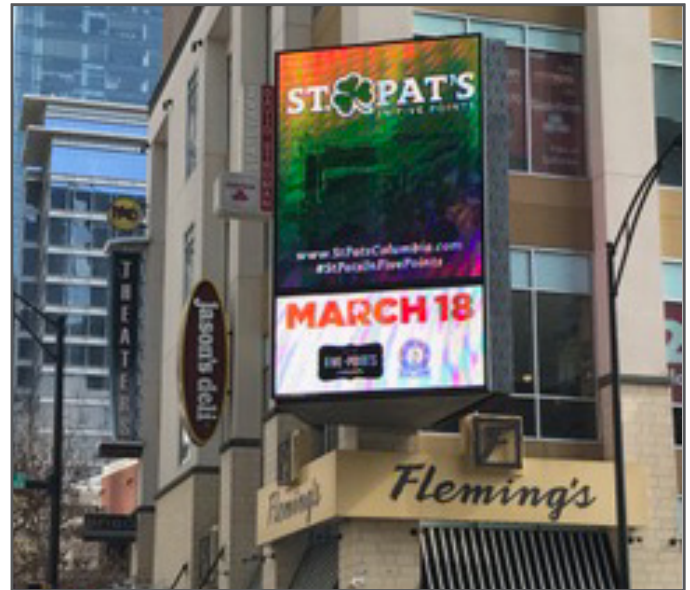
GREENVILLE:

Location	2-84 S. Church Street- Downtown Greenville rooftop Located in the middle of the city, this sign carries a unique structure that makes it stand out. This street has morning and afternoon commuters and tourists, as well as walking traffic on a very busy Main Street. The Peace Center, The Greenville Drive Stadium, and The Bon Secours Wellness Arena are all in very close proximity and create a steady stream of cars going by this sign night and day. Traffic often backs up allowing travelers to view the sign for extended periods.
Size:	36' w X 10' h
Cost:	\$500
Exposure:	118,335 weekly impressions
File Set-up Size:	1120 w X 288 h pixels
File Set-up:	Sized at 72 dpi, RGB mode, JPEG format

Location 2	Washington Road & Alexander Dr. This is a high impact, jumbo display, on busy Washington Road, in an affluent shopping center, and directly across from Augusta National Golf Course, which hosts the coveted Masters Golf Tournament each year. It reaches high-income families that are shopping, dining out, golfing and commuting to nearby downtown.
Size:	48' w X 14' h
Cost:	\$500
Exposure:	207,900 weekly impressions
File Set-up Size:	1408 w X 384 h pixels
File Set-up:	Sized at 72 dpi, RGB mode, JPEG format



Charlotte I-77 .5 miles North of Tyvola Rd.



Charlotte Epicentre

CHARLOTTE:

Location 1	I-77, .5 miles N/O Tyvola Road – on the way to Columbia This location is on the most traveled and trafficked interstate in the Charlotte area. Commuters going in to uptown Charlotte pass this sign every day. It is also a north-south thoroughfare for travelers. The dynamic and unconventional shape of this sign makes it stand out like no other in the area.
Size:	23' w X 16' h
Cost:	\$500
Exposure:	748,650 weekly impressions
File Set-up Size:	408 w X 280 h pixels
File Set-up:	Sized at 72 dpi, RGB mode, JPEG format

Location 2	I-77 Southbound at the SC State Line This new digital display is located on I-77, right side of the road, just south of I-485, and north of the Carowinds Blvd exit. Audience exposure includes daily commuter traffic, airport traffic, leisure traffic heading to Carowinds Theme Park and South Carolina, as well as shopping traffic heading to nearby Charlotte Premium Outlets and Carolina Place Mall. This billboard also serves traffic to one of the hottest residential real estate markets of South Charlotte, Fort Mill, and Rock Hill SC. This new display includes a unique architectural shape that sets itself apart from other billboards in the area to showcase advertisers.
Size:	36' w X 10.5' h
Cost:	\$500
Exposure:	745,000 weekly impressions
File Set-up Size:	680 w X 200 h pixels
File Set-up:	Sized at 72 dpi, RGB mode, JPEG format

Location 3	Charlotte Epicentre, College St. & 4th This is a vertical LED capable of displaying both static and motion creative artwork. It is the only one of its kind in Downtown Charlotte! It sits at the corner of College and 4th Streets, creating a visual intersection for the daily commuters from South Charlotte, as well as for the thousands of locals and out-of-towners who attend dozens of sports, conventions, restaurants, clubs and cultural events near the Epicentre.
Size:	12' w X 20' h (this is a VERTICALLY ORIENTED billboard)
Cost:	\$500
Exposure:	222,696 weekly impressions
File Set-up Size:	224 w X 384 h pixels
File Set-up:	Sized at 72 dpi, RGB mode, JPEG format

CHARLESTON:

Location 1	I-26, mile 211, W/O I-526 – on the way to Columbia This digital location has a great read and reaches commuters and tourists alike. Located at a very busy section on I-26, near I-526 and the Tanger Outlet Mall, with high traffic counts and standstill traffic at times. Charleston is a vibrant and growing city, reaching an international market.
Size:	48' w X 14' h
Cost:	\$500
Exposure:	619,216 weekly impressions
File Set-up Size:	752 w X 208 h pixels
File Set-up:	Sized at 72 dpi, RGB mode, JPEG format



Fort Gordon MWR

FORT GORDON MWR

3 locations - available April, May & June

90% of those who work and play on Fort Gordon live off of the installation. Be the first and last ad they see every day entering and exiting Fort Gordon.

Marquees are located at Gate 1, Gate 2 and Gate 5.

Messages are seen on both the front and back of each marquee on all three marquees. For example, what's showing on Gate 1 (front and back) will also be shown on Gate 2 and Gate 5

Gate 1	Gate 1 is what you consider the main entrance to Fort Gordon and has the most traffic. All visitors must come through this gate to be checked in. This is at Gordon Highway and also Jimmie Dyess Parkway runs straight into Gate 1. This is also the entrance closest to the hospital.
Gate 5	Gate 5 is closest to the elementary school, a lot of housing, and the Deans Bridge/ Tobacco Road area. Large population of Aiken County residents come in this entrance as well, as they take 520 into work.
Gate 2	Gate 2 also exits out onto Gordon Highway, a little further up than Gate 1, but the majority of the people using this Gate are Grovetown residents.
Availability:	April, May & June 2018
Size:	18' w X 7' 7" h
Cost:	\$1,000
Exposure:	at least 90,000 sets of eyes daily
File Set-up Size:	544 w x 224 h pixels
File Set-up:	Sized at 72 dpi, RGB mode, JPEG format

ALTERNATIVE WEEKLY - DIGITAL BANNERS

TOTAL COLUMBIA AD IMPRESSIONS FROM FY16/17:

Charleston City Paper	360,000 impressions
Metro Spirit	606,752 impressions
Creative Loafing	300,000 impressions
Mountain Xpress	182,000 impressions

DURATION: 1 week

COST: \$150/week

SPECS: 72 dpi/RGB/JPEG

MEDIA TYPES: .gif, .jpg, .png

MAX. FILE SIZE: 40k

FLIGHT RUNS:

Charleston City Paper and Mountain Xpress flights run Wednesday – Tuesday. Creative Loafing and Metro Spirit flights run Thursday – Wednesday. Please provide your choice week(s) and the DMO will let you know of availability.

DEADLINE:

Ads are due **two weeks prior** to flight start date.

SUBMISSION:

Please submit completed ads with URL for banner ad direction to **Kelsey Carmichael** at **kcarmichael@experiencecolumbiasc.com** by the deadline corresponding to your selected weeks above. It will be forwarded along to the publication pending DMO approval.

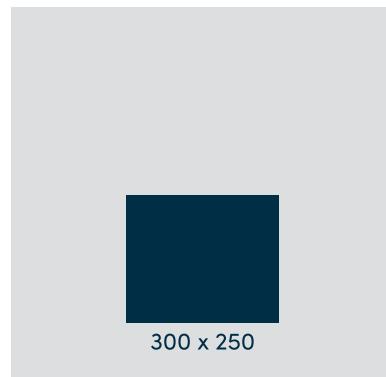
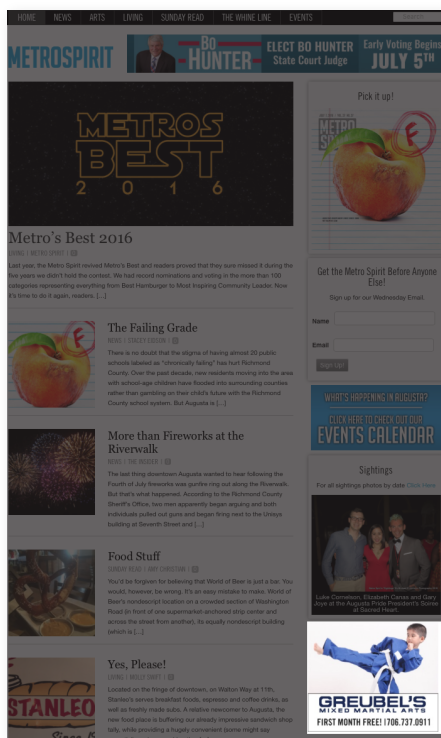
Metro Spirit Augusta
metrospirit.com

Duration: 1 week

Available: 8/1/17-6/30/18

Exposure: 606,752 Impressions

Banner ad sizes: 300w x250h pixels



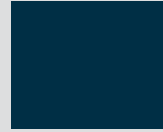
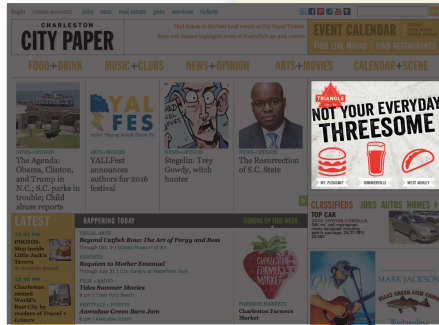
Charleston City Paper
charlestoncitypaper.com

Duration: 1 week

Available: 8/1/17-6/30/18

Exposure: 360,000 Impressions

Banner ad sizes: 300w x 250h pixels



300 x 250

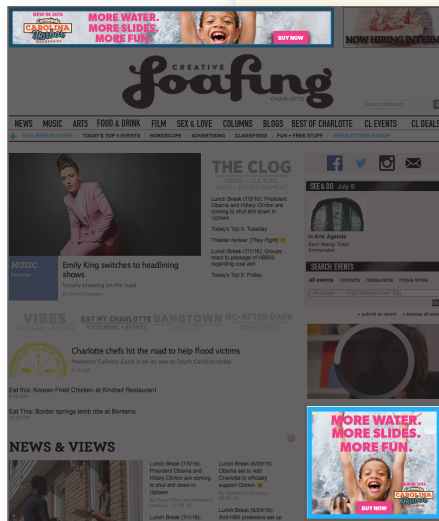
Creative Loafing Charlotte
clclt.com

Duration: 1 week

Available: 8/1/17-6/30/18

Exposure: 300,000 Impressions

Banner ad sizes: 300w x250h,
160w x 600h, 728w x 90h pixels



300 x 250



160 x 600



728 x 90

Mountain Xpress – Asheville
mountainx.com

Duration: 1 week

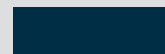
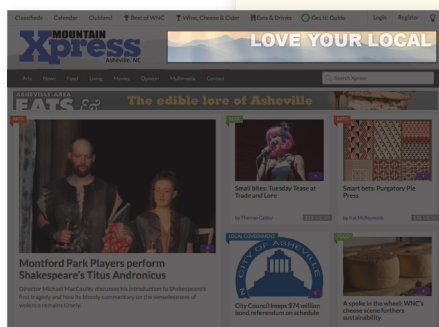
Available: 8/1/17-6/30/18

Mobile - 320x100

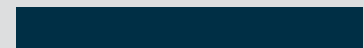
Desktop - 728x90

Exposure: 4,000 Impressions

Banner ad sizes: 320w x 100h,
728w x 90h pixels



320 x 100 (Mobile)



728 x 90

ALTERNATIVE WEEKLY - PRINT ADVERTISING

The DMO purchases ½ page print ads in all four locations (Asheville, Augusta, Charleston, Charlotte) for various weeks throughout the year. partners can purchase a 1/2 page in one of these print publications, pending availability.

READERSHIP:

Charleston City Paper	1,403,000
Augusta Metro Spirit	765,900
Charlotte Creative Loafing	621,186
Asheville Mountain Xpress	450,000

RATE:

\$500/a week

SPECS:

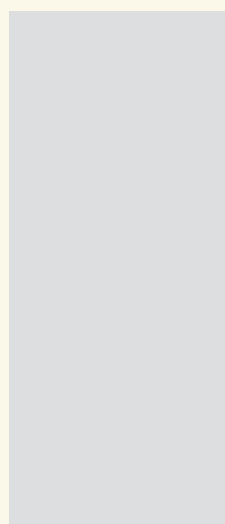
Charleston City Paper	4.687 x 10.75
Augusta Metro Spirit	4.875 x 11
Charlotte Creative Loafing	4.94 x 10.5
Asheville Mountain Xpress	4.91 x 10.42

DEADLINE:

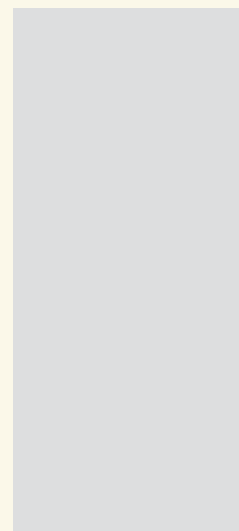
1 month prior to flight date

SUBMISSION:

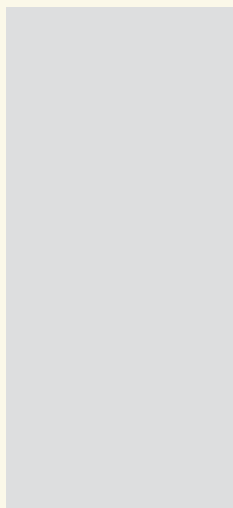
Please submit photo to **Kelsey Carmichael** at kcarmichael@experiencecolumbiasc.com by the deadline corresponding to your selected date.



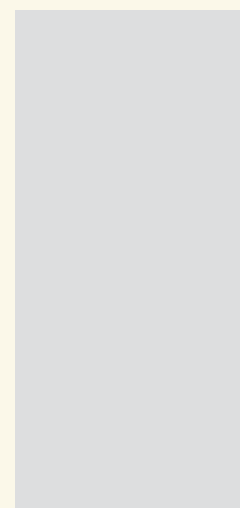
Charleston City Paper



Augusta Metro Spirit



Charleston Creative Loafing



Asheville Mountain Xpress

Southern Living magazine has been a strong partner of Experience Columbia SC for years. While it is often cost-prohibitive to purchase national advertising in *Southern Living*, we have found that by purchasing by the region allows us to reach our target customers for a fraction of the price. All advertisers will receive a listing on the national travel services page, as well as an online hyperlink on slvacations.com. Leads will be sent weekly.

CIRCULATION AND READERSHIP:

SC: 147,000/796,000

NC: 245,000/1.3+ million

GA: 236,000/1.3 million

RATES:

(All rates are 'per issue', local/net). We are offering 3x rate for 1-2x runs and 6x rates for 3+ runs. Running in 3 states one time constitutes a 3x rate (lowest rate in each state)

	SC	NC	GA
1/3 page 1-2x	\$3,196	\$4,429	\$3,944
1/3 page 3+x	\$2,848	\$3,936	\$3,506
<i>1/3 can be vertical (column) or square</i>			
1/2 page 1-2x	\$4,522	\$6,248	\$5,568
1/2 page 3+x	\$4,020	\$5,559	\$4,951
<i>1/2 can be vertical or horizontal</i>			

DEADLINES:

October 2017	7/26
November 2017	8/28
December 2017	9/26
January 2018	10/26
February 2018	11/24
March 2018	12/23
April 2018	1/25
May 2018	2/26
June 2018	3/25

SPECS:

Ad specifications will be provided upon contracting.

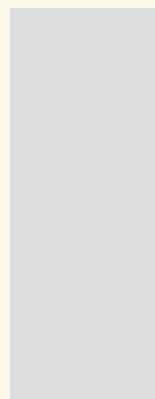
DIGITAL:

Digital advertising on SouthernLiving.com is a great option in any month:

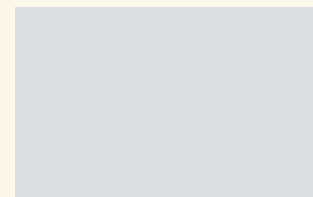
- Minimum digital buy \$5,000
- Geo-targeted banner rotation across southernliving.com
- One High Impact Homepage Roadblock (can be replaced with additional impressions)
- Southern Affairs Facebook Post
- Estimated Impressions: 1.1MM

SUBMISSION:

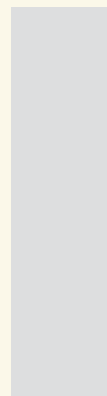
Please submit completed ads to **Kelsey Carmichael** at kcarmichael@experiencecolumbiasc.com by the deadline corresponding to your selected issue above. It will be forwarded along to the publication pending DMO approval.



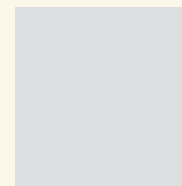
1/2 Page Vertical



1/2 Page Horizontal



1/3 Page Vertical



1/3 Page Square

CIRCULATION AND READERSHIP:

The *Local Palate* audience is derived mainly from the Southeastern US (51%), but is growing in popularity across the country. It is sold in a number of airports across the country, at various grocery stores and bookstores, as well as by subscription. Distribution also includes events and festivals where *The Local Palate* is an official media sponsor/partner.

*Experience Columbia SC will have an advertorial insert in the December/January issue, and a full pg. ad in an undetermined spring issue.

RATES:

Full Page	\$5,211
Half Page	\$3,474
One Third Vertical	\$2,875

DEADLINES:

October 2017	8/4
November 2017	9/1
December 2017/ January 2018	10/6
January 2018	TBD
February 2018	TBD
March 2018	TBD
April 2018	TBD
May 2018	TBD
June 2018	TBD

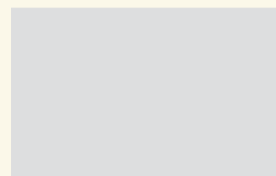
SPECS:

	Trim	Live Area	Bleed
Full Page	9 x 10.875	8.25 x 10.125	9.25 x 11.125
<i>All copy should be placed at least 0.375" from the gutter for safety. Bleed must be furnished with a minimum of 1/8 (0.125") image area beyond the trim (making the document 9.25x11.125). Anything less than 1/8 or .012 bleed, the publisher cannot guaranteed consistent bleed.</i>			
Half Page Horizontal	7.25 x 4.553	n/a	n/a
One Third Page Vertical	2.283 x 9.311	n/a	n/a

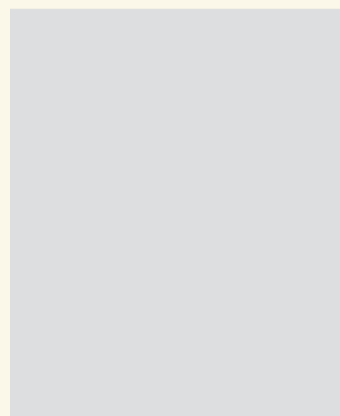
SUBMISSION:

Please submit completed ads to **Kelsey Carmichael** at kcarmichael@experiencecolumbiasc.com by the deadline corresponding to your selected issue above. It will be forwarded along to the publication pending CVB approval.

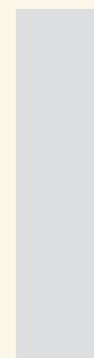
For troubleshooting and full media kit:
www.thelocalpalate.com/media



Half Page Horizontal



Full Page



1/3 Page Vertical

Experience Columbia SC has purchased a 4 page gate-fold ad in the 2017 Vacation Guide through SCPRT. The DMO plans to use two of the pages for general Columbia area marketing and co-op the remaining two pages to partners.

DISTRIBUTION:

Over 375,000 copies distributed at South Carolina Welcome Centers, SCPRT travel shows and upon request January 2018 – December 2018.

RATES:

Price per page: \$10,000

DEADLINE:

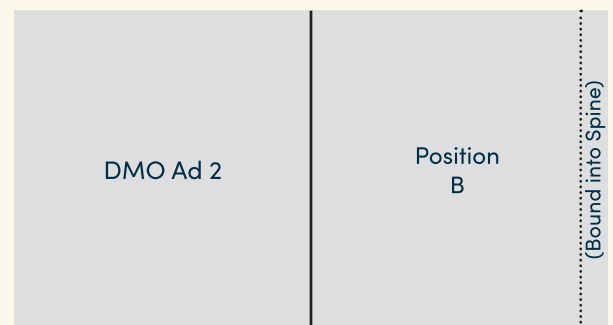
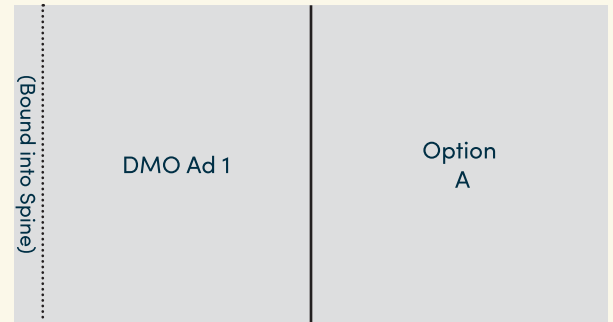
August 29, 2017

SPECS:

Option 1	
"Position A"	Will run opposite DMO ad 1
Trim	7.75 x 10.75
Bleed	1/8
Keep all text within 3/8 around entire page	
Option 2	
"Position B"	Will run opposite DMO ad 2
Trim	8 x 10.75
Bleed	1/8
Keep all text within 3/8 around entire page	

SUBMISSION:

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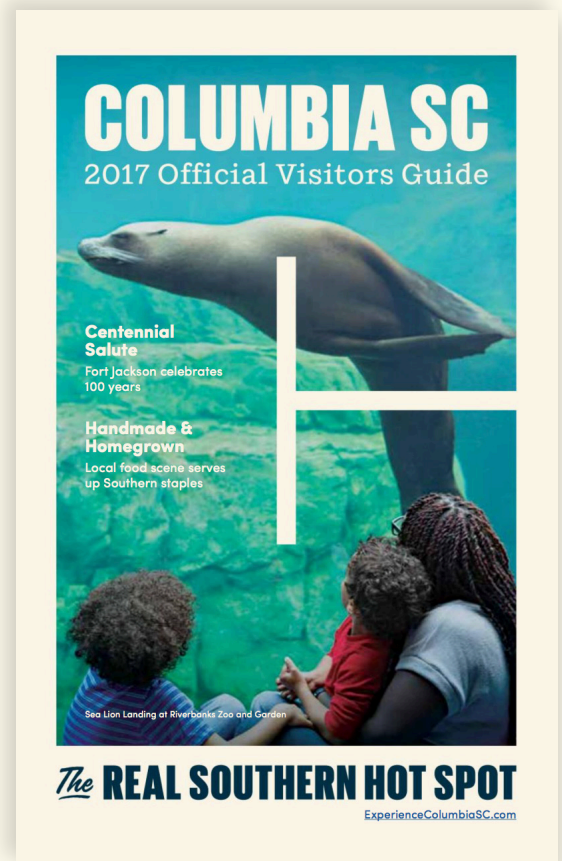
Experience Columbia SC prints 126,000 copies of the *Experience Columbia SC 2018 Official Visitors Guide*. The guide is distributed at all nine official state welcome centers, and also reaches visitors to USC and other colleges and universities in the region, military families visiting Fort Jackson, vacationing families with young children, and professionals coming to Columbia on business. This year's guide will be sized at 8" x 10.5".

RATES:

General Display Positions	
Quarter Page	\$2,100
Half Page	\$3,200
Full Page	\$5,400

Premium Display Positions	
Inside front cover	\$6,300
Page 1 (first inside page)	\$6,300
Facing table of contents	\$5,850
Page facing fold-out map	\$6,200
Page after fold-out map	\$6,200
Inside back cover	\$6,000
Back cover	\$6,500

Please e-mail kcarmichael@experiencecolumbiasc.com if you're interested and you will be put in touch with the appropriate source for space reservation, specs, deadlines, and submission.



SOCIAL MEDIA ADVERTISING

In partnership with Madden Media, a tourism destination marketing company, the DMO is offering four social media advertising packages from the Experience Columbia, SC Facebook account. These ads will focus on guaranteed clicks to your preferred URL.

TARGETING:

The "Prospecting" Facebook ads will target the general travel leisure market outside of the Columbia region and can include additional interest-based targeting determined by the partner (including such interests as shopping, dining, hotels, etc.). Geographic targets will be set to at least 50 miles outside of Columbia, SC. In addition, the "Retargeting Ads" will be delivered to those outside the Columbia region who have visited experiencecolumbiasc.com and therefore have shown an interest in or plan to visit Columbia, SC.

**If you would like to have the ads come from your own Facebook account, the DMO will coordinate with Madden Media to make this work. Ads from your own Facebook will use Prospecting ads (interest-based) only. The discounts listed below will be passed down to partners.*

**Hotel ads will be limited to one hotel per quarter to provide adequate attention to all partners involved. Ad space is filled on a first come, first served basis. Hotel ads will use Retargeting ads only (those that have visited the DMO website).*

PACKAGES:

Package Level 1

Cost:	\$1,000
Run:	4 weeks
Prospecting:	400 clicks
Retargeting:	300 clicks
Total:	700 clicks

Package Level 2

Cost:	\$1,500
Run:	8 weeks
Prospecting:	700 clicks
Retargeting:	400 clicks
Total:	1,100 clicks

Package Level 3

Cost:	\$2,000
Run:	8-12 weeks
Prospecting:	900 clicks
Retargeting:	600 clicks
Total:	1,500 clicks

Package Level 4

Cost:	\$2,500
Run:	12 weeks
Prospecting:	1,200 clicks
Retargeting:	800 clicks
Total:	2,000 clicks

SPECS:

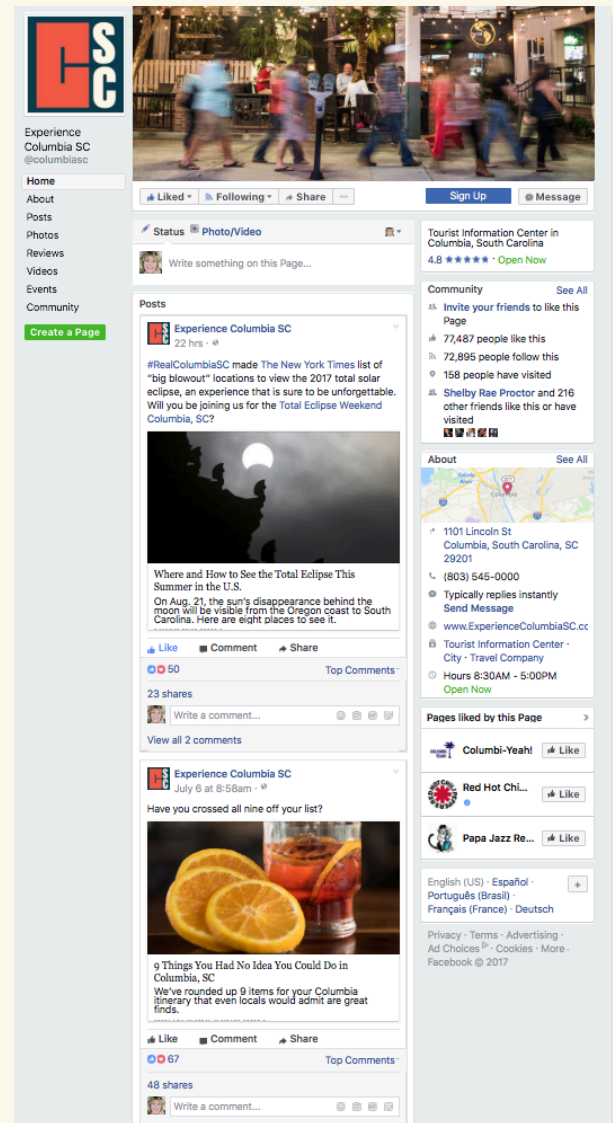
Website URL, EPS logo, 4-5 uncluttered JPEG images (at least 1200 wide x 628 tall pixels, 72 dpi), and a brief description of your business, promotion or event to be adapted for advertising copy.

DEADLINE:

Based on the partner's preferred run dates, all items will be due four weeks prior to the campaign launch. A final preview of the ad will be shown to you for approval prior to campaign launch.

SUBMISSION:

Please send link, logo, images and description to **Kelsey Carmichael** at kcarmichael@experiencecolumbiasc.com.



Creative assistance can help you submit the best ad possible in order to maximize your co-op dollars!

AD DESIGN REIMBURSEMENT

If you do not have someone on your team to design your ad, Experience Columbia SC would be happy to put you in touch with one of their design contacts. Once the company has been contracted, it is your responsibility to provide them with photos and direction for the ad. Invoicing from the design firm will go through the DMO.

If you are interested in having an ad designed for you, please contact **Kelsey Carmichael** at kcarmichael@experiencecolumbiasc.com or (803) 545-0269.

PHOTOGRAPHY

Experience Columbia SC works with several talented photographers to capture various events, attractions and hotels around our region. If you would like to schedule a photography session with a photographer from our network, please contact **Renee Chow** at rchow@experiencecolumbiasc.com.

MEETING PLANNER GUIDE INSERT

Experience Columbia SC is developing a NEW collaborative piece for Meeting & Convention Advertising in FY 17/18. We will produce a 12-page fold-out brochure (approximately 6" wide by 8" high in size) that will run as an insert in a variety of Meeting & Convention publications and will be on display at FY 17/18 tradeshows from November until June. This will take the place of running full page ads in many of the meeting & convention publications we work with. Hotel partners have an opportunity to purchase a full page ad in this fold-out insert.

Due to limited space available, we are only able to sell four advertising pages in this brochure. This insert will appear in the following publications and be distributed at tradeshows:

TARGETING:

Publication Name	Issues	Copies Distributed
ASAE Associations Now	Nov/Dec 2017 May 2018	21,000 per issue (2 issues)
MPI The Meeting Professional (TMP)	December 2017	19,000 per issue (1 issue)
PCMA Convene	Dec 2017 & May 2018	39,000 (Dec.) 35,000 (May) (2 issues)
Successful Meetings	March 2018	43,000 per issue (1 issue)
Meetings & Conventions (M&C)	February 2018	43,000 per issue (1 issue)
Total Distribution as Insert		221,000
Additional Distribution as Handout (tradeshows, sales calls Etc.)		29,000
TOTAL DISTRIBUTION		250,000

RATES:

Full Page	\$13,500 for 250,000 copies distributed – both inserted in meeting publications above and handed out at tradeshows
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SPECS:

To be provided upon contract

DEADLINE:

July 28th, 2017

SUBMISSION:

Please submit completed ads to **Kelsey Carmichael** at kcarmichael@experiencecolumbiasc.com by the deadline provided above. It will be forwarded along to the publication pending DMO approval.



4-page guide from June 2017

Use your Destination Marketing Funds to cover the cost of registration to tradeshow(s). Let the DMO know which tradeshow(s) you plan to attend, and submit the registration receipt, along with an invoice to the DMO for reimbursement.

**TRADESHOWS THAT THE DMO
IS ATTENDING IN FY 17/18:**

AENC Annual Showcase	
ASAE Annual Meeting	Availability to attend with DMO
ASAE-XDP	
CONNECT Association	
CONNECT Corporate	
CONNECT Diversity	
CONNECT Faith	
CONNECT GA	
CONNECT Medical	
CVENT Connect	
Destination Showcase	Availability to attend with DMO
Emerge Conference	Availability to attend with DMO
GSAE Annual Meeting	
Holiday showcase	Availability to attend with DMO
MPI-Carolinas	
MPI-WEC	
NCBMP	
PCMA Annual Meeting	
SCSAE Annual Meeting	
SCSAE Trade Show	

- Use your Destination Marketing Funds to cover the cost of hotel and travel to and from tradeshow(s). Let the DMO know which tradeshow(s) you plan to attend, then, research, book and pay for your travel expenses. Upon completion of trip, submit all receipts, along with an invoice to the DMO.
- Work with the DMO to host a dinner, lunch or entertainment outing with a key meeting planner or group of target meeting planners.

REIMBURSEMENT:

In order to be reimbursed you must submit tradeshow registration, travel receipts, and client entertainment receipts along with an invoice to the DMO. Reimbursements will be made upon completion of the trip.

Please send all receipts and invoices to **Kelsey Carmichael** at kcarmichael@experiencecolumbiasc.com.

CONTACT:

Jason Outman directly to discuss specifics of each tradeshow at joutman@experiencecolumbiasc.com or (803) 545-0108.

 **EXPERIENCE
COLUMBIA SC**