



yeah, that
greenville®
visitgreenillesc.com

2018 "Yeah, THAT" VISITOR'S GUIDE

MEDIA KIT

 visitgreenillesc®



Economic Impact Of Tourism In Greenville County For 2016*

5 Million
Annual Visitors

\$1.14 Billion+
In Direct Visitor Spending at our Local Businesses

\$67.7 Million
In Local & State Taxes Generated

10,100
Jobs Created

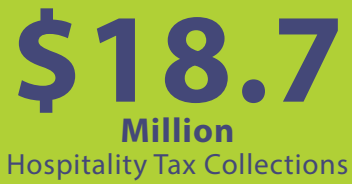
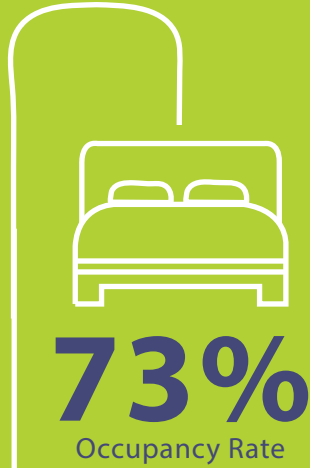
*Source: South Carolina Department of Parks, Recreation & Tourism

TOURISM IS BIG BUSINESS IN GREENVILLE. GET YOUR SHARE OF THIS LUCRATIVE AUDIENCE!

Greenville, SC offers it all in one destination — from remarkable culinary dining to unique shopping to can't-miss attractions and incredible outdoor adventures. Combining traditional Southern charm, stunning natural beauty, and an award-winning downtown, Greenville, SC continually earns great press coverage, appearing in ***The New York Times***, ***CBS This Morning***, ***MSN Travel***, ***Lonely Planet*** and more.

Visitor spending in Greenville, SC benefits hotels, restaurants, retailers, attractions, theaters, the arts, transportation and all related businesses.

TOURISM BY THE NUMBERS:



“Did reading the guide influence or change the following aspects of your trip?”*



50%
Added Attractions



24%
Spent More Money



45%
Added Activities



17%
Stayed Longer

*WACVB study conducted by Destination Analysts, and Visitor Guide study conducted by National Laboratory for Tourism & Ecommerce, Temple University.



LOCAL. RELEVANT. READABLE.

Our high-quality editorial and photographic content appeals to high-end consumers and is designed to attract high-quality advertisers. As an advertiser, you have the unique opportunity to align with the City and County of Greenville's strong, appealing brand as an innovative, forward-thinking, business-friendly, and consumer-savvy town to visit, live in, and do business in.

Recent studies demonstrate the high value of visitor guides*

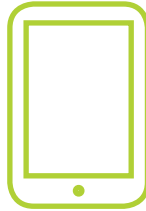
- Of undecided travelers, **83% were influenced to choose a destination after reviewing a visitor guide.**
- **85% of readers appreciated advertising as “content” enhancing the guides.**
- More than **50%** of respondents **used a visitor guide to plan their trip.**
- Nearly **40%** used a visitor guide both prior to and during their visit.
- **45%** spent more than 45 minutes reading a visitor guide.
- Another **53%** spent between 15 and 45 minutes reading a visitor guide.

DISTRIBUTION CHANNELS

The largest distributed annual publication in the region



Circulation
125,000



Readership
406,250



3.25 estimated readers per issue

Distribution Platforms:

- The exclusive fulfillment publication of VisitGreenvilleSC.com requests and all advertising inquiries from across the United States and Canada
- National tradeshows and sales missions
- South Carolina Regional visitor centers and outlets
- The official Greenville, SC Visitor Center located in City Hall
- Local city and county government offices
- Greenville-Spartanburg International Airport
- Greenville hotels, attractions, and area businesses
- Meetings, conventions, and sporting events coming to Greenville
- Print/Digital Editions

BONUS

- The digital version of the Visitor's Guide will be viewable on desktops, tablets, iPads, iPhones and other mobile devices. Mobile users will have the ability to view the publication live or download for offline viewing – a necessary feature for travel.
- Your print ad will appear in all digital flipbook editions and will directly link to your website!

RATES

A broad spectrum of price options designed to connect your business with our readers

Size	Non-Member	Member Rates
FULL PAGE	\$6,450	\$5,800
1/2 PAGE	\$4,000	\$3,650
1/3 PAGE	\$3,100	\$2,750
1/4 PAGE	\$2,050	\$1,900
BACK COVER	\$8,700	\$7,850
INSIDE FRONT	\$7,750	\$6,900
INSIDE BACK COVER	\$7,500	\$6,750
1ST INSIDE SPREAD	\$14,050	\$12,750
2ND INSIDE SPREAD	\$12,750	\$11,600

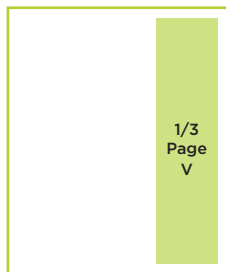
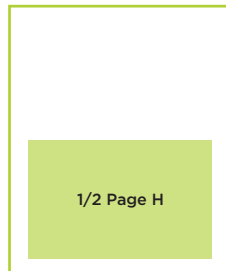
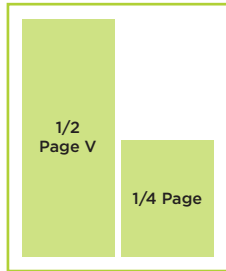
*Additional anchor positions as identified 15% premium

VALUE-ADDED OPPORTUNITIES

- A run-of-site spotlight text link ad on the newly redesigned VisitGreenvilleSC.com: Full page and premium advertisers receive 12 months (Run Period: January 1, 2019 – December 31, 2019); 2018 run period is available for NEW advertisers
- 1 box of Guides and 50 maps to share with your customers, delivered to your door
- A year-end statistical report for your ad on the digital version of the Guide

AD REQUIREMENTS

AD SIZES



MEDIA AND FILE FORMATS

Preferred method of delivery: Dropbox link sent to ads@visitgreenville.com
Please provide the Advertiser, Agency Name, Phone Number, Contact Person, and Ad Name/#.

Please name your file in this format: AdvertiserName_2018VG_AdName.pdf

Preferred File Format: High-quality PDF

Alternate File Formats Accepted: Adobe InDesign and Adobe Illustrator (MAC ONLY).

PDF files must contain only 4-color process images (CMYK).

VisitGreenvilleSC is not responsible for PDF files prepared incorrectly.

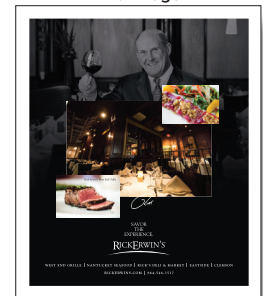
Image Requirements: All images provided for ads should be final, color corrected, hi-resolution (300dpi) CMYK files.

PRODUCTION REMINDERS

Additional Production Charges for the Advertiser may result if the below guidelines are not followed.

- All spread ads should be prepared as two individual full bleed pages. (See full page bleed dimensions)
- Do NOT send JPEG or GIF files. Do NOT send files in RGB.
- All spot colors should be converted to process CMYK.
- The magazine prints at 300dpi (150 line screen), maximum ink density is 280%.
- All ads created in any unacceptable format will not be accepted and will need to be resubmitted or re-created.
- All ads submitted should be suitable to print as is. VisitGreenvilleSC is not responsible for any errors in content, or color shifts on press if no approved color proof has been supplied.
- If files are prepared improperly and mechanical requirements are not met, VisitGreenvilleSC will not guarantee the reproduction of the ad.
- If the ad is submitted after deadline or revised after deadline additional charges WILL apply.

Full Page



1/3 Page



1/2 Page Horizontal



1/4 Page



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TO ADVERTISE, CONTACT:

MARK B. JOHNSTON 864.679.1225
ANITA HARLEY 864.679.1205

OR EMAIL:
ADS@VISITGREENVILLESC.COM