



Greater Raleigh Convention and Visitors Bureau

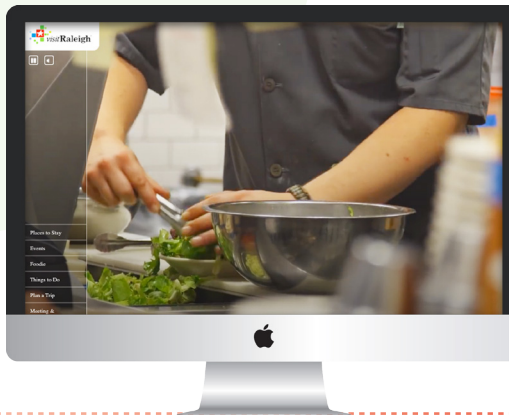
Official Media Kit

Advertising opportunities for hospitality industry partners,
other service providers and event planners

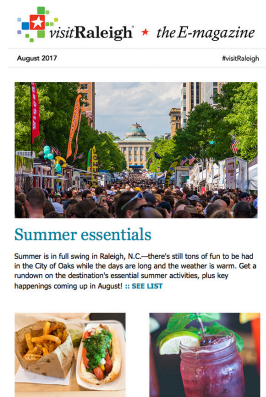
In fiscal year 2017-2018



Official Visitors Guide
to Raleigh, Cary and Wake County



visitRaleigh.com



visitRaleigh
the E-Magazine



Advertising opportunities sanctioned by the GRCVB and managed by:
Website advertising: Destination Travel Network
Visitors Guide advertising: Compass Media



**Greater Raleigh
Convention and Visitors Bureau**
421 Fayetteville St., Ste. 1505
Raleigh, NC 27601-2995
919.834.5900 | 800.849.8499
919.831.2887 FAX
www.visitRaleigh.com

Advertising opportunities in the **Official Visitors Guide** to Raleigh, Cary and Wake County



Take advantage of one of the most targeted, highly-used advertising opportunities in our area by displaying your business in GRCVB's Official Visitors Guide. When you advertise in the Visitors Guide, you know you are marketing to individuals who are interested in coming to our area or who are already here!

Impressive 150,000 print circulation

- Distributed (mailed and emailed) to pre-qualified and motivated individuals, groups, tour operators and meeting planners who have expressed interest in visiting and requested additional information.
- Additionally, the guide is continually distributed at at N.C.'s official Welcome Centers, the official Raleigh, N.C., Visitor Information Center in downtown Raleigh and at other visitor centers statewide, at Wake County accommodations, attractions, shopping centers, Chambers of Commerce, RDU International Airport, travel/trade shows and much more—not to mention the fully-indexed and linked digital version, prominently featured and accessed via visitRaleigh.com.
- Print media is still among the top sources for travel destination inspiration, second only to word-of-mouth. More travelers report being inspired about a destination from print media than from website/internet searches. (Portrait of the American Traveler, 2016)
- Online distribution—prominently linked and accessed via visitRaleigh.com; over 40,000 copies of the digital version of the guide will be emailed upon publication.
- Additionally, online readers view the digital version online annually. For the 2016-2017 guide, more than 65,000 pages were viewed, with an average 1,256 page views per week. Average time spent on the digital guide is nearly five minutes per reader.
- Your ad is linked to your website, allowing readers to reach you in one step.

Advertising for the Official Visitors Guide is being managed by **Compass Media**, which specializes in custom publishing for destination marketing organizations.



Compass Media has 30 years of experience in tourism and travel marketing.

www.compassmedia.com
175 Northshore Pl.
Gulf Shores, Ala. 36542
251.967.7570 • sales@compassmedia.com

If you have any questions about Compass Media and its relationship with the Greater Raleigh Convention and Visitors Bureau, please contact Karen DeSollar at 919.645.2666 or kdesollar@visitRaleigh.com.

FULL COVERAGE

Whether it's regional beauty and attractions or topics of interest for our target audiences, the Raleigh, Cary and Wake County Official Visitors Guide covers:

Accommodations	Attractions	Culture	Craft Beer/Wine
Dining	Gardens	Golf	History
Museums	Music	Nature/Outdoors Parks	Shopping
Sports			

DIGITAL VERSION

The digital edition of the magazine provides readers with an online view where they can "flip" the pages to read the magazine. All advertisers in the book will be in the digital edition. Please provide us with the correct URL to connect raleighvisitorsguide.com to your website.

PUBLICATION TIMELINE

Publication date: May 2018 • **Advertising closing:** January 12, 2018
Ad materials due: January 19, 2018

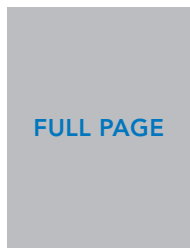
Advertising opportunities in the *Official Visitors Guide to Raleigh, Cary and Wake County*

Sizes and pricing:

FULL PAGE

\$6,325

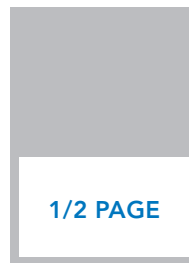
- 8.5" x 10.5"
- Plus .125" bleed



HALF PAGE

\$3,450

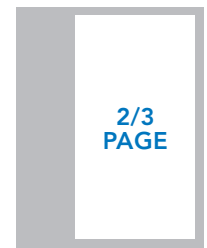
- 7.5" x 4.625"



2/3 PAGE

\$4,700

- 4.875" x 9.5"



Plus, this value-add!

- Free banner ad in visitRaleigh, the E-magazine for one issue



1/3 PAGE

\$2,250

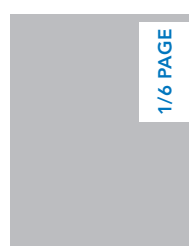
- Vertical: 2.375" x 9.5"
- Square: 4.875" x 4.625"



1/6 PAGE

\$1,550

- 2.375" x 4.625"



BACK COVER: \$8,525

INSIDE FRONT COVER: \$7,600

INSIDE BACK COVER: \$7,300

SPONSORSHIP OF INSERT MAP:

\$10,000

- Display ad space (TBD) and notation of your visitor-friendly business(es) on the map
- 150,000 copies inserted in the Official Visitors Guide, plus additional copies for general distribution

File submission:

FILE TYPE

PDF/x1a is the accepted format. PDF must pass preflight inspection.

- We will accept EPS or TIFF files if a PDF cannot be provided. (All fonts must be converted to outlines.)
- We no longer accept InDesign or Quark files, except in cases of emergency.
- We DO NOT accept Pagemaker, Corel Draw or Publisher files.

FILE SPECS

- All digital images must be CMYK and at least 300 dpi at 100%, and bitmapped images must be 600 dpi at 100%.
- DO NOT use spot colors in either graphic files or ad files.
- All fonts must be embedded.
- Please check your PDF accordingly before submission. File must pass PDF/x1a preflight inspection.

FILE SUBMISSION

Send all ad files to the Materials Coordinator in one of the following ways:

- Email files to materials@compassmedia.com
- Share through Dropbox.com
- Ship CD of files to: Compass Media, LLC, Attn: Client Materials Coordinator, 175 Northshore Pl., Gulf Shores, AL 36542.

For more information or to make a space reservation, please contact:

John Balhouse • 828.578.2323 • jbalhouse@compassmedia.com OR

Casey Hough • 336.613.0638 • caseyh@compassmedia.com

Please note: Advertising space is reserved on a "first-come, first-served" basis. GRCVB reserves the right to refuse ads that are judged to be inaccurate, deceptive, obscene or contrary to the CVB's mission.



2.36 million
sessions during 2016-2017
on visitRaleigh.com



15.4 million
visitors to Raleigh and
Wake County in 2016

DK Shifflet



\$2.4 billion
in revenue pumped
into the local economy

Tourism Economics



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Advertising opportunities on visitRaleigh.com



Advertising on visitRaleigh.com is being managed by **Destination Travel Network (DTN)**, which specializes in online ad sales for destination marketing organizations.

Learn more here:
www.destinationtravelnetwork.com

If you have questions about DTN and its relationship with the Greater Raleigh Convention and Visitors Bureau, contact Vimal Vyas at 919.645.2658 or vvyas@visitRaleigh.com.

The Greater Raleigh Convention and Visitors Bureau is making available official website advertising opportunities for its hospitality industry partners and other service providers. Our program provides partners with exposure beyond a simple listing. The program puts your product or service in front of “ready to spend” customers as they look to visitRaleigh.com to make decisions about where to stay, what to see and do and where to eat while visiting the capital city area.

visitRaleigh.com draws over 2.3 million sessions annually from engaged leisure and business travelers. They are on our website really for one reason: they are planning to visit our area and spend money here.

PROGRAMS FOR ANY BUDGET

Advertising programs can be tailored for any budget. Components include run-of-site banners, spotlight text links, featured listings and mobile banners.

NEW CUSTOMERS

75 percent of online visitors are new to our sites, and this means they represent new business and influenceable customers.

BETTER PERFORMANCE

Advertising on visitRaleigh.com puts your organization directly in front of your “perfect, qualified customer.” That’s why our advertising click-through rate (CTR) for hospitality industry partners is typically three to six times the national average, when compared with Google or Facebook advertising, for example.

TOP REFERRING WEBSITE

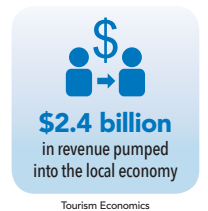
Other online advertising programs on destination marketing websites such as visitRaleigh.com have resulted in sites like ours eventually becoming the top referring website to the advertiser’s websites, whether they are for a hotel, attraction or restaurant. That’s powerful advertising.

WHY ADVERTISE ON VISITRALEIGH.COM?

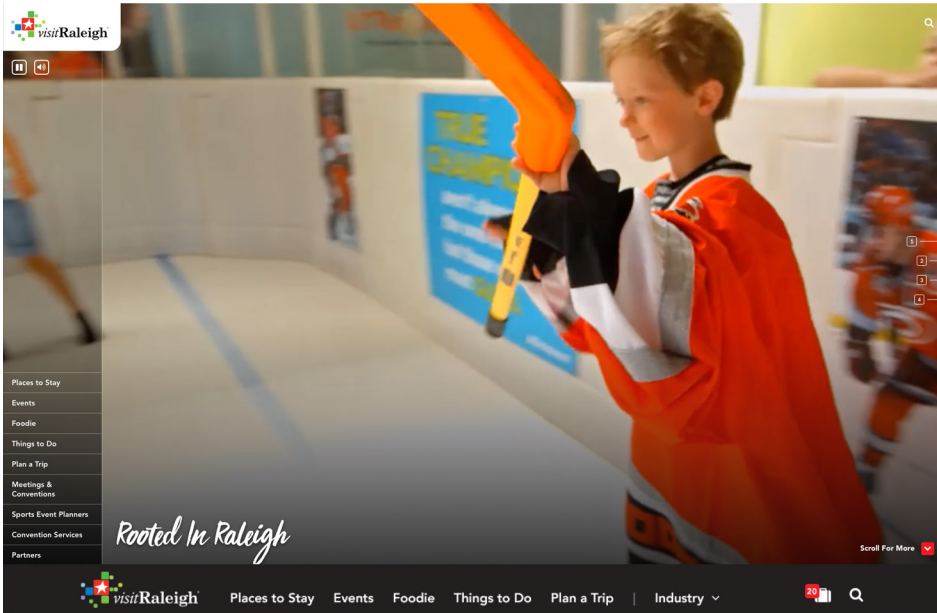
- Sites attract 2.36 million sessions annually
- Qualified audience of identified prospective visitors
- Users come to visitRaleigh.com to look for attractions, hotels, restaurants and more in the Raleigh area
- Great way to advertise deals, discounts and timely/seasonal offers
- Effective opportunity to get out in front of meeting, convention and sporting event attendees, as well as leisure visitors



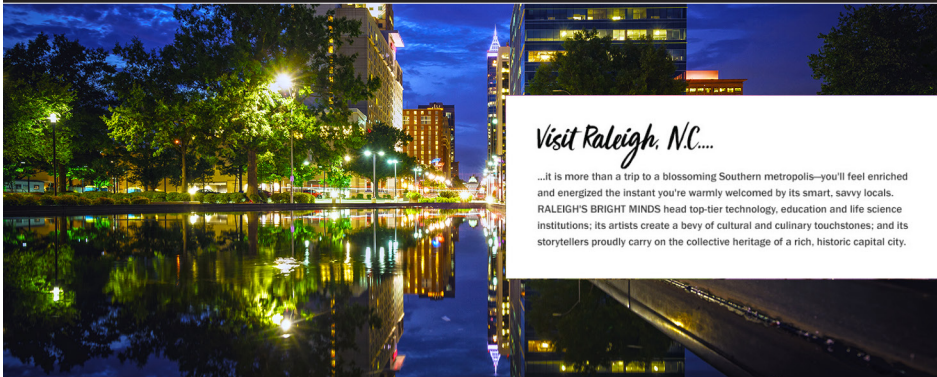
DK Shifflet



Tourism Economics

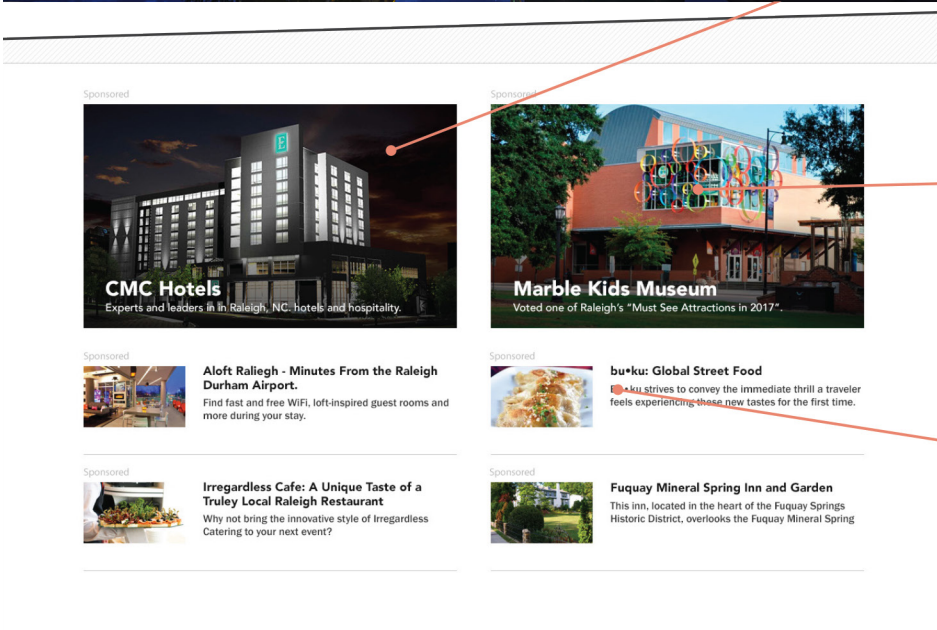


Responsive website design allows advertisements to display on all devices.



RUN-OF-SITE BANNER

- Showcase your business to visitors on nearly every page
- Photo=550 x 330 pixels
- Title=25 characters
- Copy=65 characters

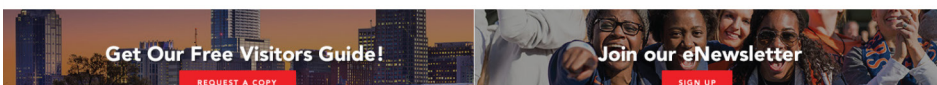


HOMEPAGE SPONSOR

- Showcase your business to visitors on the home page
- Photo=550 x 330 pixels
- Title=25 characters
- Copy=65 characters

SPOTLIGHT TEXT LINK

- Highlight unique offers with "run-of-site visibility" that is easily updated seasonally
- Photo=150 x 90 pixels
- Title=70 characters
- Copy=105 characters



Responsive website design allows advertisements to display on all devices.

HEADER IMAGE SPONSOR

- Premier subcategory page placement
- Highlight unique offerings at the top of a page
- Photo should be landscape with a center focused subject
- Title=30 characters

PREMIUM PAGE SPONSOR

- Secure targeted placement on category-specific pages for premium visibility
- Photo=250 x 187 pixels
- Hyperlinked partner name
- Title=20 characters

FEATURED LISTING

- Stand out from the crowd
- Put your company listing at the top of your industry category or subcategory
- Featured label

RUN-OF-SITE BANNER

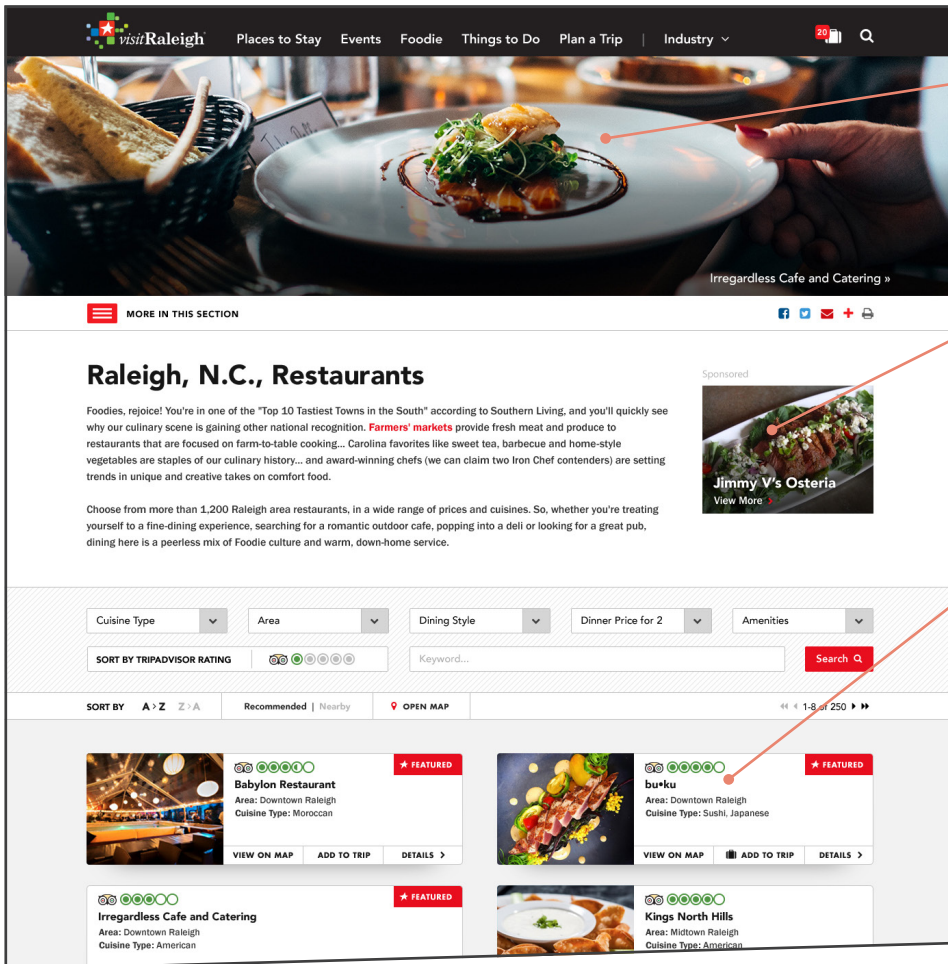
- Showcase your business to visitors on nearly every page
- Photo=550 x 330 pixels
- Title=25 characters
- Copy=65 characters

PAGE SPONSOR

- Very targeted page-specific placement
- Photo=550 x 330 pixels
- Title=25 characters
- Copy=65 characters

SPOTLIGHT TEXT LINK

- Highlight unique offers with "run-of-site visibility" that is easily updated seasonally
- Photo=150 x 90 pixels
- Title=70 characters
- Copy=105 characters



Responsive website design allows advertisements to display on all devices.

HEADER IMAGE SPONSOR

- Places to Stay sub-pages—\$350/ month
- Things to Do sub-pages—\$250/month
- Foodie sub-pages—\$200/month

PREMIUM PAGE SPONSOR

- Places to Stay sub-pages—\$400/month
- Things to Do sub-pages—\$350/month
- Shopping sub-page—\$200/month
- Foodie sub-pages—\$300/month

FEATURED LISTING

- Places to Stay featured listing—\$375/ month
- Places to Stay subcategory featured listing—\$200/month
- Restaurants featured listing—\$250/month
- Restaurants subcategory featured listing—\$175/month
- Things to Do subcategory/Shopping page featured listing—\$200/month
- Shopping subcategory featured listing—\$100/month

BASIC PAGE SPONSOR

- Places to Stay page—\$275/month
- Things to Do page—\$200/month
- Shopping sub-page—\$150/month
- Foodie page—\$175/month

RUN-OF-SITE BANNER

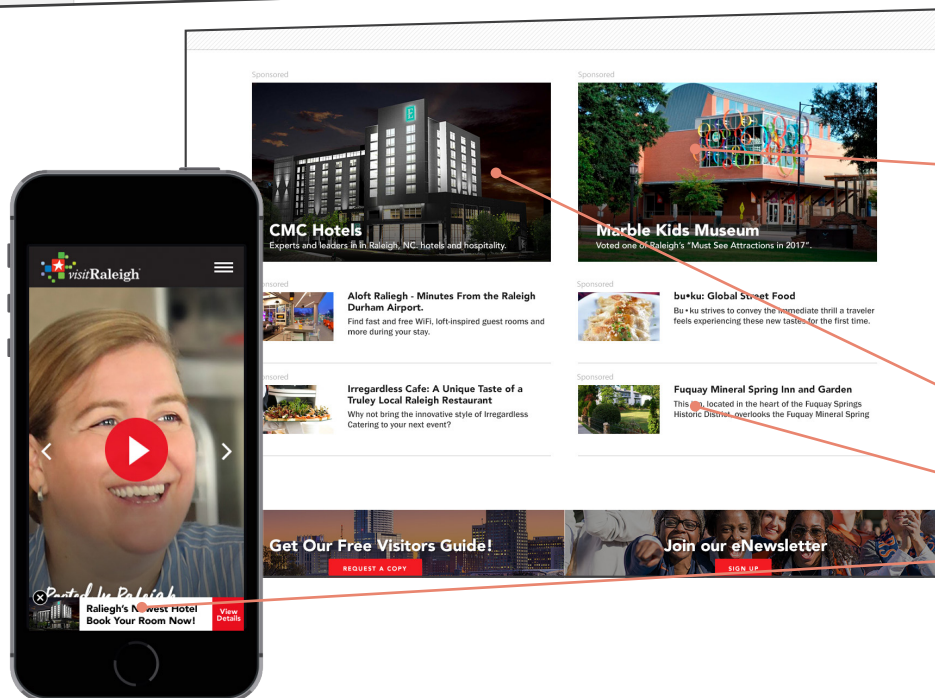
- 15k monthly impressions—\$300/month

SPOTLIGHT TEXT LINK

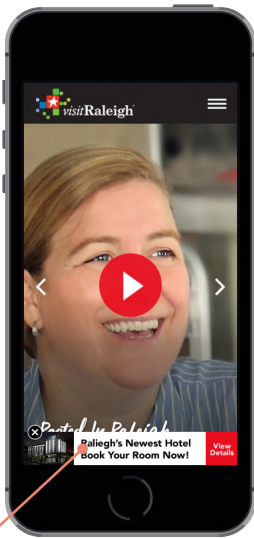
- 20k monthly impressions—\$200/month

MOBILE BANNER

- \$275/month



Advertising opportunities on
visitRaleigh.com
 (continued)



MOBILE BANNER

- Give “ready-to-spend” visitors one-click mobile access to your business NOW
- Photo=75 x 50 pixels
- Copy=45 characters
- If the name of your business or organization is mentioned in text, it must match to the name on your current visitRaleigh.com or be an abbreviation thereof.
- Names of destinations/locations/places outside of Wake County cannot be mentioned on visitRaleigh.com



For more information or to make a space reservation, contact:

Lia Wik
Destination Travel Network
 Phone: 520.989.8071
 Email: lwikdestinationtravelnetwork.com
 Website: www.destinationtravelnetwork.com

Please note: Advertising space is reserved on a “first-come, first-served” basis. GRCVB reserves the right to refuse ads that are judged to be inaccurate, deceptive, obscene or contrary to the CVB’s mission.

Guidelines for ad materials on **visitRaleigh.com**

FEATURED LISTING

If you are buying the featured listing option, GRCVB strongly recommends that you upload a photo for your listing through PIXL (pixl.visitraleigh.com) or work with your DTN sales representative to thoroughly update all listing content including photo. (Submitted content is subject to longstanding GRCVB protocols and practices of editing and conforming listings.)

You must be responsible to secure necessary model releases as well as rights usage for photos submitted, from the photographer or copyright holder. By submitting, you are assuring GRCVB has rights to display your photo on visitRaleigh.com for advertising purposes.



Note regarding center of attention:

When uploading images to PIXL, please be mindful of where the center of attention is in your photograph. The system will crop your image for use in various spots online, though you have some control in PIXL of where the crop occurs.

RUN-OF-SITE BANNER

- You must be responsible to secure necessary model releases as well as rights usage for photos submitted, from the photographer or copyright holder. By submitting, you are assuring GRCVB has rights to display your photo on visitRaleigh.com for advertising purposes.
- All title and body text will be edited using GRCVB’s editorial style (modified Associated Press style). Consistent capitalization is a must.
- If the name of your business or organization is mentioned, it must match to the name on your current visitRaleigh.com listing or be an abbreviation thereof.
- Names of destinations/locations/places outside of Wake County cannot be mentioned on visitRaleigh.com.

SPOTLIGHT TEXT LINK

- Text: 50-60 characters (including spaces)
- If the name of your business or organization is mentioned, it must match to the name on your current visitRaleigh.com listing or be an abbreviation thereof.
- Names of destinations/locations/places outside of Wake County cannot be mentioned on visitRaleigh.com.
- All text will be edited using GRCVB’s editorial style (modified Associated Press style). Consistent capitalization is a must.

HEADER IMAGE

- Must crop well for a horizontal profile, have a strong center of attention and be in focus. Please do not add filters (e.g., Instagram).
- Please do not add text to photos.
- Photographs must be authentic representations of your business and not be Photoshopped or manipulated to include unrealistic elements.
- Your business name (which will appear on the photograph) must match to the name on your current visitRaleigh.com.
- Type treatment will be according to visitRaleigh.com’s style guidelines.
- You must be responsible to secure necessary model releases as well as rights usage for photos submitted, from the photographer or copyright holder. By submitting, you are assuring GRCVB has rights to display your photo on visitRaleigh.com for advertising purposes.

ADDITIONAL HEADER AND PAGE SPONSOR IMAGE GUIDELINES

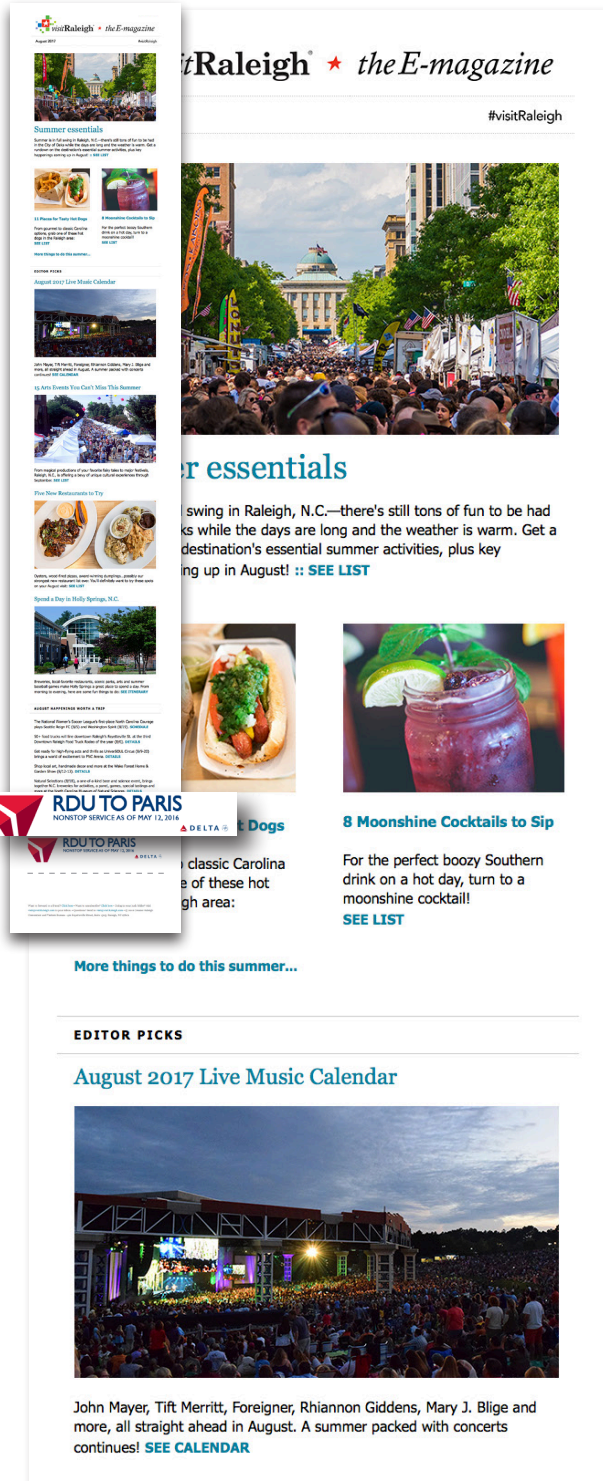
Because of placement on the site, the quality of these images is paramount.

- You may submit an image from your own library, provided the quality meets the standards of visitRaleigh.com.
- You are responsible for securing the rights from the photographer and/or model releases.
- If you do not have an image that meets these criteria and the GRCVB has photos of your business in its library, we will send you several options from which you may choose.



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Advertising opportunities in visitRaleigh • the E-Magazine



visitRaleigh, the E-magazine is the Greater Raleigh CVB's monthly curated email featuring the most current and engaging visitor opportunities in Raleigh, Cary and all of Wake County. It is sent prior to the first of each month to a list of 40,000+ subscribers, consisting mostly of previous visitors to Raleigh as well as past inquirers for visitor information.

The E-magazine is also emailed to 2,400 Tourism Talk newsletter subscribers, who consist mostly of Wake County hospitality partners, civic and business leaders.

visitRaleigh, the E-magazine is the most effective way to reach a targeted local audience as well as a qualified audience of potential Wake County visitors from North Carolina, the U.S. and abroad.

VISITRALEIGH, THE E-MAGAZINE SUBSCRIBERS

- North Carolina 28%
- Other U.S. 64%
- International 8%

ADVERTISING RATES AND SPECIFICATIONS

- Style: Banner ad
- Character limit: 200
- Size: 580 x 75 pixels
- Image format: png, jpg
- Image size: 20k maximum
- Price: \$99

SPACE RESERVATION DEADLINE

- 1st of month preceding publication date

MATERIALS DEADLINE

- 10th of month of publication

PUBLICATION DATE

- On or about 20th of each month

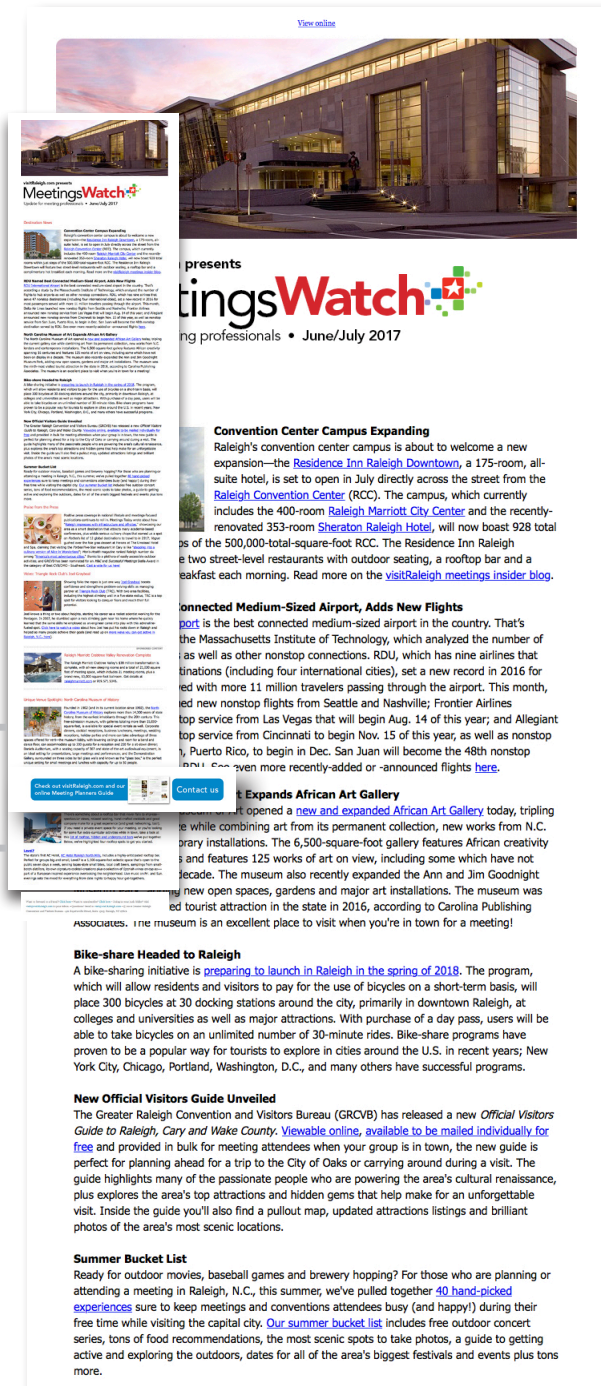
For more information and to reserve space, contact Derek Allman, CHIA, senior marketing manager, at dallman@visitRaleigh.com or 919.645.2671.

Please note: Advertising space is reserved on a "first-come, first-served" basis. To discuss advertising placements other than banner ads (e.g., sponsored stories and native advertising), please contact Derek Allman. GRCVB reserves the right to refuse ads that are judged to be inaccurate, deceptive, obscene or contrary to the CVB's mission.



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Advertising opportunities in MeetingsWatch



Meetings Watch is the Greater Raleigh CVB's bimonthly curated email highlighting the latest industry developments and meetings news from throughout the capital city area. It's sent around the 15th of each month to 4,000+ meeting planners and clients of the Bureau's Sales and Services departments.

Meetings Watch is the best way to reach a qualified, targeted meeting planner audience that represents potential business for the destination. Subscribers consist of planners who have hosted a meeting in the Raleigh area, have a future meeting planned for the destination or are considering the destination.

MEETINGS WATCH SUBSCRIBERS

- North Carolina 46%
- Other U.S. 53%
- International 1%

ADVERTISING RATES AND SPECIFICATIONS

- Style: Banner ad
- Character limit: 200
- Size: 580 x 75 pixels
- Image format: png, jpg
- Image size: 20k maximum
- Price: \$99

SPACE RESERVATION DEADLINE

- 1st of month preceding publication date

MATERIALS DEADLINE

- 5th of month of publication

PUBLICATION DATE

- On or about the 15th, bimonthly

For more information and to reserve space, contact Derek Allman, CHIA, senior marketing manager, at dallman@visitRaleigh.com or 919.645.2671.

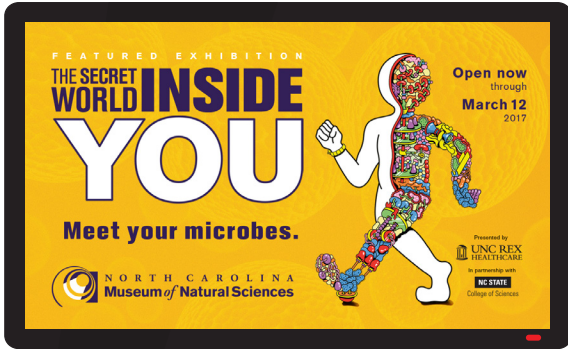
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BANNER AD



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Advertising opportunities in the Visitor Information Center



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The official Visitor Information Center (VIC) is the Greater Raleigh CVB's venue for serving leisure, business and convention visitors with personalized assistance and official brochures, event calendars, special promotional materials, maps and more. The VIC greets and serves more than 10,000 visitors each year.

Since its relocation to the connector space between the Raleigh Marriott City Center and the Raleigh Convention Center, the VIC has offered two LCD TVs behind the information desk, which present still imagery, video segments and text-based information to walk-in visitors.

Throughout the year, the screens will display various programming, including current events, destination images and videos and advertising creative on continuous loops.

ADVERTISING RATES AND SPECIFICATIONS

- Style: electronic banner
- Image dimensions: 1360w x 768h (300 dpi)
Please leave a 75-pixel margin around the live area.
- Image format: jpg, png
- Image size: 1MB maximum
- Price:
 - 15-second exposure:
 - \$179 for 30 days
 - \$479 for 90 days
 - \$800 for 6 mos.
 - \$1,350 for 1 yr.

- 30-second exposure:
 - \$350 for 30 days
 - \$900 for 90 days
 - \$1,500 for 6 mos.
 - \$2,500 for 1 yr.

SPACE RESERVATION DEADLINE

- 1st of month preceding publication date

MATERIALS DEADLINE

- 15th of month preceding publication

PUBLICATION DATE

- On or about the 1st of each month

For more information and to reserve space, contact Karen DeSollar, creative director, at kdesollar@visitRaleigh.com or 919.645.2666.