

Visit North Carolina



Greenville, North Carolina



Visit NC Partner Programs **2024/25**



 Museum of Natural Sciences, Raleigh


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Visit NC maintains the right to adjust and add programs as needed based on budget fluctuations, new initiatives and partner interest.

To view the most current program opportunities, scan here:



WHAT'S NEW IN FY24-25

PRICING

Tier Discounts: Following positive feedback on the Tier 1 and Tier 2 county discount structures in FY23-24, we're maintaining those discounts. To streamline the process, we'll now automatically apply a 20% discount

for Tier 1 and a 10% discount for Tier 2 to your program order totals. Additionally, Outdoor NC Alliance Partners (Champion Level & above) will enjoy an extra 5% discount on most programs.*

**Excludes print advertising programs*

CO-OP SIGN UP & ABOUT THE BROCHURE

Physical Sign-Up Sheets: As we undergo our website redesign, we'll revert to physical program sign-up sheets for FY2024-25. This transition will facilitate easier access to your program details via the new website interface in 2025. After you submit your 2024 contracts, we'll schedule kickoff calls with each of you to provide greater transparency into expectations and support.

Brochure Navigation: We've changed things up a bit this year in the hopes of making it easier to navigate the brochure. We've grouped programs based on the marketing objective they best achieve, whether for overall program planning or audience targeting in the consumer marketing funnel.

VISITNC.COM & EMAIL UPDATES

Website: We are currently undergoing a total redesign of VisitNC.com, Partners.VisitNC.com and Media.VisitNC.com, which we plan to launch in early 2025. As we redevelop this major marketing channel, we know that our approach to content will change, impacting current and future partner programs. For this reason, we will only be offering the website-related partner programs listed in this brochure through December 2024. We anticipate having a new slate of programs both related to traditional offerings and fresh opportunities in the new year. Rest assured, we'll keep you informed throughout this process,

alerting you of any needed updates of your current custom content and presenting new offerings as they become available. You can also stay updated on program changes by visiting Partners.VisitNC.com.

Email: Since last year, we have been evolving our email capabilities through the Salesforce Marketing Cloud platform. As we continue developing this strategy, we intend to offer new, sophisticated email programs to allow you to reach the visitors that matter most to your destination. Stay tuned for more.

NAVIGATING THE BROCHURE

For this program year, 2024-25, we've simplified the brochure layout. Tactics now sit under two broad categories with explanations of how each can help you strategically meet your goals.

Program Planning

These tactics are designed to maximize the success of your efforts. Whether it be data and research to create a strategy for your audience, productions to bolster your library of assets, or marketing consulting to sharpen your skills and create efficient workflows, we have a slew of tactics to support you.

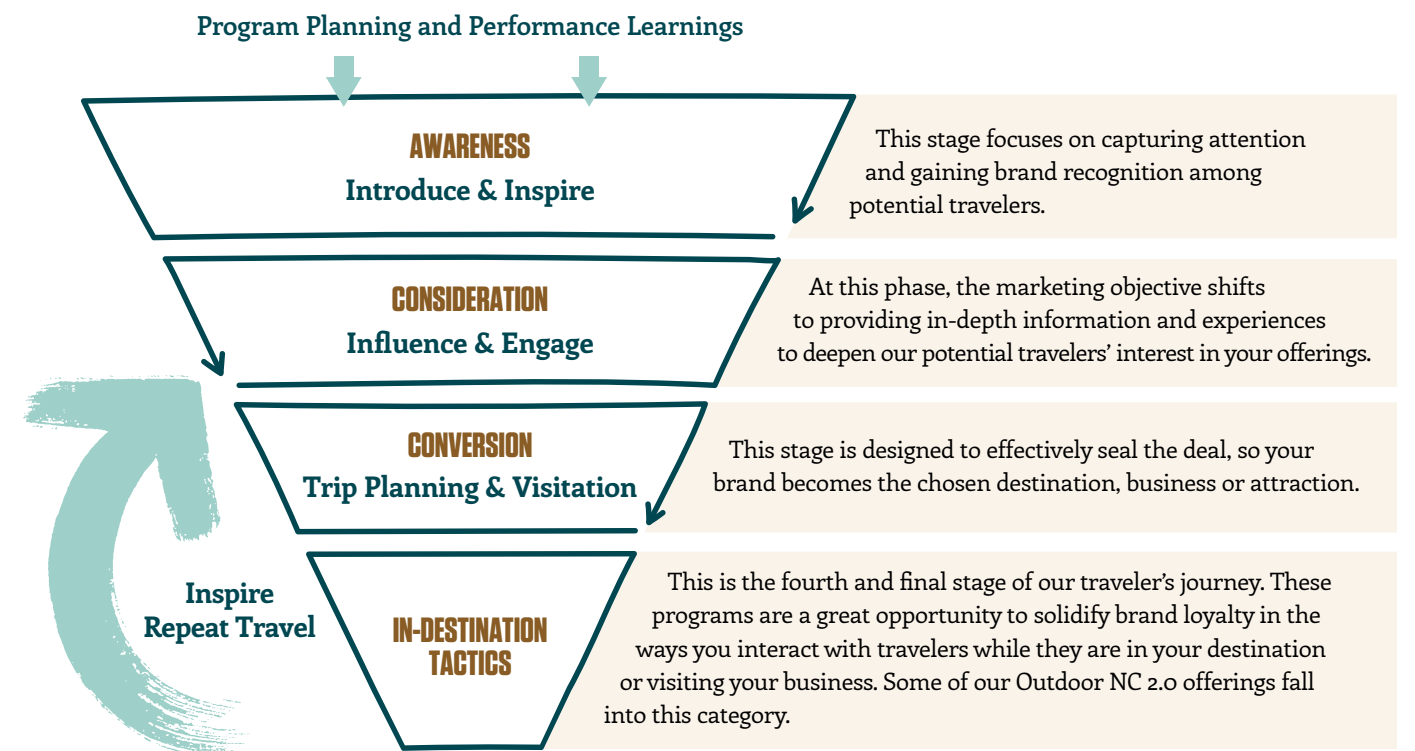
Consumer Audience Facing

Intended to generate awareness, deepen consideration, or convert audiences to travel, these tactics can include cable TV buys, programmatic native and display, or placements on Visit NC's social, email and web channels, to name a few.

HOW THE FUNNEL WORKS

Most of us are familiar with the concept of the marketing funnel – the framework that defines the journey prospective travelers go through when deciding their next destination. Along the way, there are multiple touchpoints to reach and engage future travelers. And while travel planning and decision-

making isn't always linear, it's a great tool for understanding and optimizing our future visitors' experience. Our program offerings reflect marketing tactics found in the three primary stages of the funnel: generating awareness, deepening consideration, and ultimately converting audiences into active travelers.





PROGRAM PLANNING

MARKETING CONSULTING SERVICES

Social Media Audit

The Social Media Audit reviews and audits your organization’s social media platforms to have a cohesive understanding of what’s working and what’s not on the continually evolving and ever-important content channels. The audit includes suggestions on imagery, content, copy, community management and more, allowing you to learn best social practices, understand relevant measurements and uncover new opportunities for your channels.

PARTNER BENEFITS

Utilize recommendations provided for your own channels, apply engagement and performance tactics, and learn how to improve social channels moving forward.

PRICE

\$1,500

INVENTORY

Five (5) partners per year, with two (2) reserved for T1 partners (T1 may choose from either a 1-2 channel or 3-5 channel audit)

PRODUCTION PROGRAMS

Content Shoot

Our team will travel to your destination to gather both photography and vertical video assets ranging from 10 to 30 seconds for you to use on your social channels, websites, advertisements and more.

PARTNER BENEFITS

Receive high-quality assets and learn tips on how to capture content.

PRICE

- 10 retouched photos and three (3) video clips: \$1,000
- 15 retouched photos and five (5) video clips: \$1,500
- 20 retouched photos and seven (7) video clips: \$2,000

** Additional photos available upon request for quoted price.*

*** Partners are also responsible for lodging, dining and activity expenses and will be invoiced following the shoot for these expenses, if incurred.*

INVENTORY

Ten (10) partner spots, with three (3) being reserved for T1

Video Production

This turnkey service, from preproduction to final delivery of video file(s), covers script writing, a 1-, 1.5-, or 2-day shoot, post-production, VO and music licensing, and provides you with a two-to-three-minute promotional video that can be used for all marketing purposes.

Looking to make the most out of the footage captured with this program? 30- or 15- second spots can be produced from the same footage upon request for an additional fee. The completed video will also be posted on the partner's listing on VisitNC.com at no charge (a \$200 value).

PARTNER BENEFITS

Take the hassle out of finding a production company and rely on the Luquire Content Studio. We've been handling video production for Visit NC for more than a decade, from broadcast advertising to social media content creation.

PRICE

- 1-day shoot: \$10,000
- 1.5-day shoot: \$14,000
- 2-day shoot: \$18,000

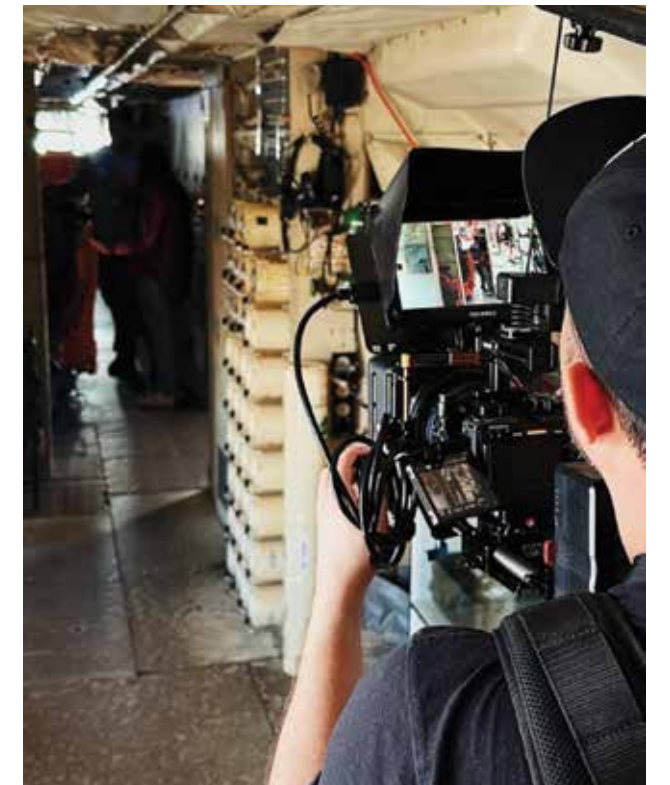
Number of days necessary will be determined once you and the production team have met to discuss goals.

** Footage Selects Reel (B-roll) package can be purchased for \$500.*

*** Partners are also responsible for lodging, dining and activity expenses and will be invoiced following the shoot for these expenses, if incurred.*

INVENTORY

Five (5) partners per year



RESEARCH PROGRAMS



Zartico Visitor Insights

The annual cost of this program is based on the NC Department of Commerce County Distress Rankings:

Tier 1 – \$5,000 | Tier 2 – \$5,500 | Tier 3 – \$6,000

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. Key Visitor Insights Compared to State Averages

Using device counts for your county*/region** and the state by month, you'll be able to see how your destination compares to the state in terms of visitor to resident ratio, average visitor spend, and percent of out-of-state visitation. This data will help you answer questions like:

- What months are slowest for visitors entering the county*/region** compared to the state?
- What do my visitation and spending trends look like compared to the state?

2. County* and Regional** Visitation by Origin Market

The visitation and spending by your top origin markets reported monthly and compared to the same month last year. This data will help you answer questions like:

- Is my top market for visitation also the top market for visitor spending?
- What market that we don't advertise in is visiting my destination?
- What is the proportion of in-state versus out-of-state visitors to my destination?
- How does visitation to my destination change by market by month?
- What types of locations do visitors to my destination visit and how does that compare to residents' activities?

3. Visitor Spending by Category

The segmentation of spending by visitors to the county*/region**.

This data will help you answer questions like:

- What segments do visitors spend the most in within my destination and how is that spending allocated by trip?
- How is in-state spending different from out-of-state visitor spending?
- How is visitor spending generated by season?

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

**Regional reports will be offered at the Visit NC Marketing Region level.

NEW 2024 Enhancements to Existing Zartico Co-op

- Each co-op partner will be able to take advantage of a new Event Insights analysis. Partners will be allowed up to four qualifying* event reports per contract year. Information provided will include origin markets for duration of event, spend trends in market for duration of event, visitation share compared to previous four weeks and more.
- New and existing partners will be invited to participate in regular webinars focusing on best practices for putting your Zartico data into action to include:
 - Overview of what is included in your monthly report data
 - Data literacy best practices
 - Examples of how destinations are leveraging their data

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, 919-447-7748.

*Qualifying events are dependent on sample size, location and duration.

RESEARCH PROGRAMS (CONTINUED)



NEW Zartico Event Dynamic Visualization

Event Dynamic Visualization \$5,000 per partner. Available for up to ten (10) partners (you do not have to be existing Zartico co-op participants). Using Zartico's platform, Visit NC will provide a dynamic visualization of an event, busy weekend or spring break. The type of visualization depends on what question you are trying to answer. See below for examples:

- **Starburst:** Shows cross-visitation. For example, visitors who we saw at an event venue – where else did they go?
- **Dispersion:** Shows a heat map of where devices were concentrated.
- **Time-lapse:** Shows visitor movement. For example, visitors who were observed on the Blue Ridge Parkway – how did they move throughout the destination?
- **Source Markets:** Map of origin markets

If you have questions or would like to participate in the Event Dynamic Visualization co-op, please reach out to **Marlise Taylor**, marlise.taylor@visitnc.com, 919-447-7748.



NEW MMGY Portrait of American Travelers Annual Subscription

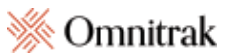
Attendees of the Visit NC Tourism Conference qualify for a 30% discount on an annual subscription to MMGY's Portrait of American Travelers® research study. The cost of this discounted subscription is \$3,500 for Visit NC conference attendees (standard price is \$5,000), and subscribers will receive four (4) seasonal editions in 2024. This limited time offer expires June 30, 2024.

For more than three decades, the Portrait of American Travelers has been the leading study of traveler intentions and perspectives in the U.S. Each month, an in-depth report will track consumers' travel and spending intentions, destination interest, travel

optimism, and several other valuable metrics to help guide strategy and planning decisions for leading destination marketing organizations around the country. And each quarter, the reports explore relevant topics for destination marketers, including sources of travel planning information, travel advisors, sustainability issues in tourism, culinary travel trends, inclusivity in travel, and many others throughout the year.

Interested partners may reach out to **Chelsea Bachman**, cbachman@mmgyintel.com and mention promotional code VISITNC2024 for 30% off the 2024 base subscription.

RESEARCH PROGRAMS (CONTINUED)



NEW Syndicated Resident Sentiment, Omnitrak Group, Inc.

Residents have emerged as key destination stakeholders who are conscious of tourism’s impact on their community. As a result, it has become vital to understand how residents view tourism in their area, including insights into residents’ perceptions of the industry’s positive and negative impacts.

These insights allow destinations to develop actionable strategies for strengthening resident sentiment and get ahead of any underlying community concerns before they manifest themselves into potential “defund tourism” efforts.

Omnitrak’s Syndicated National Resident Sentiment research program is the largest ongoing study of U.S. households, with an annual sample of 144,000+ respondents, measuring how residents view travel and tourism in their area.

This Visit NC co-op not only provides DMOs with knowledge about residents’ overall feeling toward

travel and tourism in their area, but also delivers insight into how residents feel about tourism promotion and what impacts they view tourism has on their local community, such as:

- Generating local tax revenue, jobs and employment opportunities
- Enhancing living standards
- Creating lifestyle opportunities
- Supporting infrastructure, new venues and schools

Visit NC DMO partners can purchase a Resident Sentiment report in PDF format, specific to their market area as outlined above for \$3,500. Note: Not all areas within North Carolina may have sufficient resident sample to produce a report. Please inquire with Visit NC about sample feasibility for your area.

If you have questions or would like to participate in the Syndicated Resident Sentiment program, please reach out to **Marlise Taylor, marlise.taylor@visitnc.com, 919-447-7748.**

NEW Syndicated TravelTrak America Visitor Profiles, Omnitrak Group, Inc.

U.S. travelers have *been there and done that* all over North Carolina, and Omnitrak’s syndicated TravelTrak America research tracks U.S. travelers to get the inside scoop on their travel behaviors, trip spending, purpose of trip, etc. as they adventure throughout the state.

Visit NC co-op partners can tap into this ongoing research to gain visitor profile insights into travelers visiting their specific area of North Carolina.

Omnitrak TravelTrak America Visitor Profile insights will be provided in a PDF report as follows:

Key Visitor Profile Indicators: \$4,500	Basic Visitor Profile: \$15,000
Provides DMOs with a PDF report containing demographic information about their visitors and key visitor indicators, including the % leisure/business, % air/drive, average party size, average nights, and average spend per party.	Provides DMOs with information about who their visitors are, what they do while visiting, when they visit, and why they visit. It also provides valuable insights into the destination selections process to help clients build a solid foundation for making truly informed marketing and business decisions.

Note: Not all areas within North Carolina may have sufficient visitor sample to produce a report. Please inquire with Visit NC about sample feasibility for your area.

About dataset – TravelTrakAmerica is a comprehensive national travel study of U.S. households focusing on domestic travel.

If you have questions or would like to receive additional information on Omnitrak’s TravelTrak America program, please reach out to **Marlise Taylor, marlise.taylor@visitnc.com, 919-447-7748.**

RESEARCH PROGRAMS (CONTINUED)



Key Data: Vacation Rental Data

Key Data's Dashboard is available 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, the industry leader for lodging data (both vacation rental and hotel) in your market and surrounding markets. They've created the industry's first comprehensive accommodations picture in an interactive, real-time DMO dashboard. Through direct integrations with vacation rental and hotel reservation systems, Key Data provides DMO partners with a robust online platform that makes visualizing your destination's data easier.

Key Data can help you answer questions like:

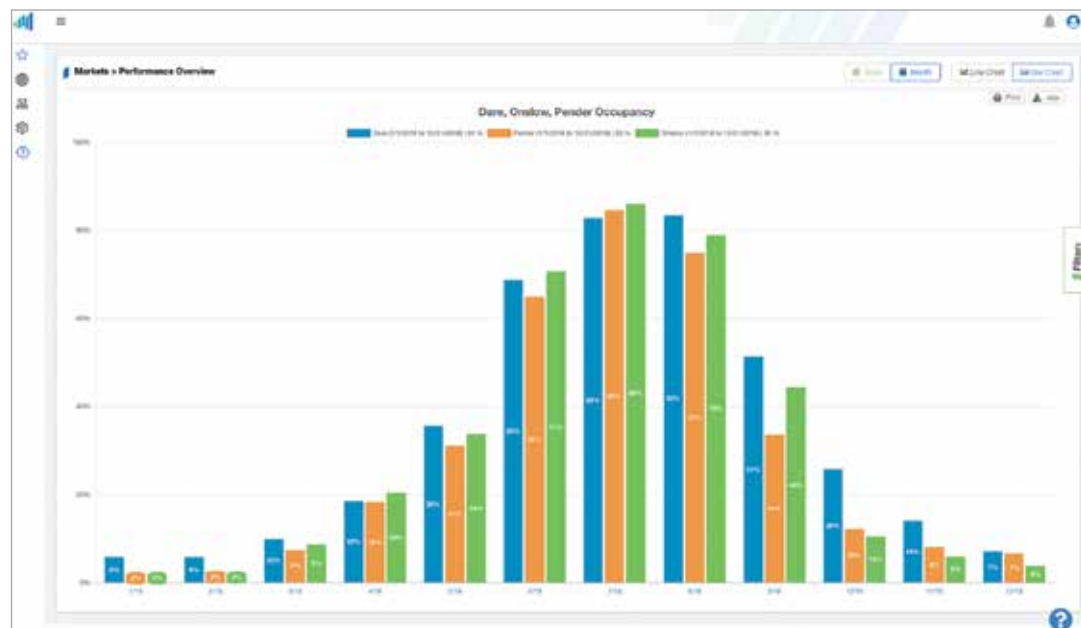
- How is 2024 pacing in overall bookings?
- Are we on track to exceed last summer's occupancy and ADR?
- Which of my towns are performing the best, and which need some attention?

- Where are our fastest growing feeder markets for peak season?
- How are we looking compared to competitive destinations?

Key Data's DMO Dashboard answers these questions with up-to-date, transactional data that presents your destination's metrics visually with easy-to-grasp dashboard views of more than 30 KPIs, including ADR, Nights Sold/Nights Available, length of stay, booking window, and more.

Key Data also provides a DMO marketing platform for tracking visitation patterns by mapping visitors who stay overnight in your destination back to their home addresses. This allows DMOs to advertise to the most frequent and highest paying visitors.

If you have questions or would like to participate in the Key Data program, please reach out to **Chris Christmas**, chris.christmas@keydatadashboard.com.



PUBLIC RELATIONS PROGRAMS

Media Perception Study

Any time
\$5,000, plus research response incentives (typically gift cards)

DCI's Vice President of Research will conduct a media perception study to gauge the perceptions of your destination and its competitive set. The analysis, provided in a PowerPoint deck, will highlight differences in perceptions among media members who have and have not visited your destination.

These findings will help you evolve your media communications strategy.

For more information or to sign-up for any public relations programs, contact the **Visit NC PR Team** at media@visitnc.com.

Key Message Strategy, Pitch Development and Target Media List Development

Any time
\$15,000 plus expenses

Based on either a perception study or an in-person immersion, Visit NC's PR agency will develop six (6) to eight (8) key messages that will effectively relay your destination's unique selling points to target media. We will then research and write three media pitches that you can use to tell your destination's story. Each story

angle will be supported by a list of 25 journalists (with complete contact details) who are aligned with the angle.

For more information or to sign-up for any public relations programs, contact the **Visit NC PR Team** at media@visitnc.com.

INDUSTRY RELATIONS



RetireNC

Emphasizing North Carolina's assets that make it a top retirement destination, Visit NC's RetireNC program works to bring potential retirees to the state by promoting RetireNC.com and the North Carolina Certified Retirement Communities program. Visit NC 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 Communities program, to be administered by the North Carolina Department of Commerce. In July 2018, the General Assembly made revisions to enhance and continue the program to promote North Carolina as a preferred retirement destination and encourage 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. Some of the criteria communities must meet to apply include:

- 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 of \$3,000 (five (5) year commitment)
- Complete an application and submit by January 31 and July 31 of each calendar year

If you would like more information about RetireNC, please reach out to **André Nabors** at andre.nabors@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.

In 2020 Visit NC, along with the NC Outdoor Recreation Industry Association and Leave No Trace, partnered to create an initiative called Outdoor NC to ensure our treasured outdoor resources continue to thrive for the 51 million people who visit these spaces annually. Our outdoor spaces bring visitors from around the world, and 63% of residents who recreate outdoors do so within 10 miles of where they live. Taking care of our outdoor resources is important to all forms of economic development.

Recently, the program has expanded with the introduction of **Outdoor NC 2.0**. The strategy features a reimagined partner program which incorporates new offerings such as cleanup kits, permanent signage solutions and an updated partner tool kit. The offerings have expanded to provide resources for a new **Accessible Outdoors** initiative, as well as a new **Trail Town Designation** program, which will highlight Outdoor NC Partners. Additionally, Outdoor NC will be launching a new website, e-newsletter campaign and social media presence this year. These new channels will be used to educate visitors to the state about responsible recreation and highlight partners who have joined the Outdoor NC movement.

INDUSTRY RELATIONS (CONTINUED)



NEW Outdoor NC Alliance Partner Program

The new Outdoor NC Alliance Partner Program launched last year with the primary goal of increasing communication of our message. Our partners have access to exciting new tools, like new cleanup kits which provide all the necessary equipment to execute a cleanup event, along with a digital guide. In addition, you will have the opportunity to implement a permanent signage infrastructure program to communicate the Outdoor NC Leave No Trace Principles at trailheads and other outdoor venues. We hope you will join the movement and become a member of the Partner Alliance. This annual membership includes a comprehensive set of assets designed to assist your business or community in effectively communicating Outdoor NC messaging to visitors and residents. Billing is done on a fiscal year basis.



NEW Accessible Outdoors

Outdoor NC announced its new Accessible Outdoors program through a series of statewide workshops in 2023. This year, regardless of Outdoor NC Alliance affiliation, all Visit NC partners will receive free access to online learning resources, accessible outdoors communication templates, a global trends report, and programmatic activities to work in tandem with the Alliance Partner Program. Each of these programs will provide a pathway to more effective and inclusive promotions of destinations across the state.



NEW Trail Town Designation

Embracing the definition of all towns and the inclusion of all trails (whether it be cultural, experimental, greenways, blueways or single track), the new Trail Town Designation Program will provide new tools and incentives to highlight partners who participate in both the Outdoor NC Alliance Partner Program and the Accessible Outdoors program. Destinations will be provided with a tool kit, online learning labs, and a comprehensive checklist that outlines everything required for inclusion in a new online Trail Town Guide. This tool will highlight a variety of destinations across the state, their stewardship story, and the unique outdoor experiences visitors can enjoy.



If you would like to learn more about any of the new Outdoor NC programs or want to join the movement and become a member of the Partner Alliance, please reach out to **Amanda Baker**, amanda.baker@visitnc.com.



2024 Outdoor NC Alliance Partner Program

This program includes our full suite of assets designed to help your community or business spread the word about responsible recreation, the Outdoor NC Leave No Trace Principles and Accessible Outdoors.



2024 Outdoor NC Alliance Partner Program	
<p>Pioneer Level \$300</p>	<ul style="list-style-type: none"> • Outdoor NC logo for communications and educational efforts • All Trails destination stewardship integration and trail database improvement • Usage rights for the 7 Outdoor NC Leave No Trace Principles to Form a Lasting Connection with Nature and supporting text • 10% discount on educational materials and merchandise from the Leave No Trace store • Organization logo featured on Visit NC website • Access to the Outdoor NC toolkit • Access to destination stewardship learning labs, global trends report, tools and resources
<p>Champion Level \$1,000</p> <p>Includes all Pioneer Level incentives plus incentives listed here</p>	<ul style="list-style-type: none"> • An additional 5% discount on VisitNC.com, Visit NC social and email, and paid media programs. • Outdoor NC itinerary for your area • Access to Outdoor NC Leave No Trace guide workshop series (see Outdoor NC Guide Program on page 20) • Outdoor NC Cleanup project (with 10 cleanup kits and how-to guide) • One Instagram and Facebook story feature spotlighting the Partner and Outdoor NC stewardship messaging on the new Outdoor NC social media channels • One e-newsletter spotlight on a partner destination integrated in monthly thematic content featuring their unique outdoor offerings and stewardship efforts on the new Outdoor NC e-newsletter.
<p>Guardian Level \$4,000</p> <p>Includes all incentives in both Pioneer and Champion levels plus incentives listed here</p>	<ul style="list-style-type: none"> • Use of the Leave No Trace organization's copyright language including the Seven Principles and associated Outdoor NC messaging • Review of your existing materials using the Leave No Trace organization's copyright language and intellectual property • High-impact area permanent signage assessment and consultation using the Leave No Trace organization's copyright language and intellectual property, with up to five (5) high-impact sites per partner • Outdoor NC Cleanup Kit project, with 25 cleanup kits featuring custom co-branding with Outdoor NC and how-to guides • Quarterly Instagram and Facebook story features spotlighting the Partner and Outdoor NC stewardship messaging on the new Outdoor NC social media channels • Biannual Instagram and Facebook post features spotlighting the Partner and Outdoor NC stewardship messaging on the new Outdoor NC social media channels • One e-newsletter feature on a partner destination featuring exclusive coverage on their unique outdoor offerings and stewardship efforts on the new Outdoor NC e-newsletter
<p>Statewide Partnerships \$300 buy-in, plus à la carte opportunities</p>	<p>Open to statewide entities, nonprofits and businesses</p> <ul style="list-style-type: none"> • All opportunities listed in our Outdoor NC Alliance Partner Program are available on an a la carte basis with a \$300 buy-in to the program. The Outdoor NC team will customize these offerings to fit the needs of your organization.

INDUSTRY RELATIONS (CONTINUED)



NEW OUTDOOR NC PROGRAM DETAILS

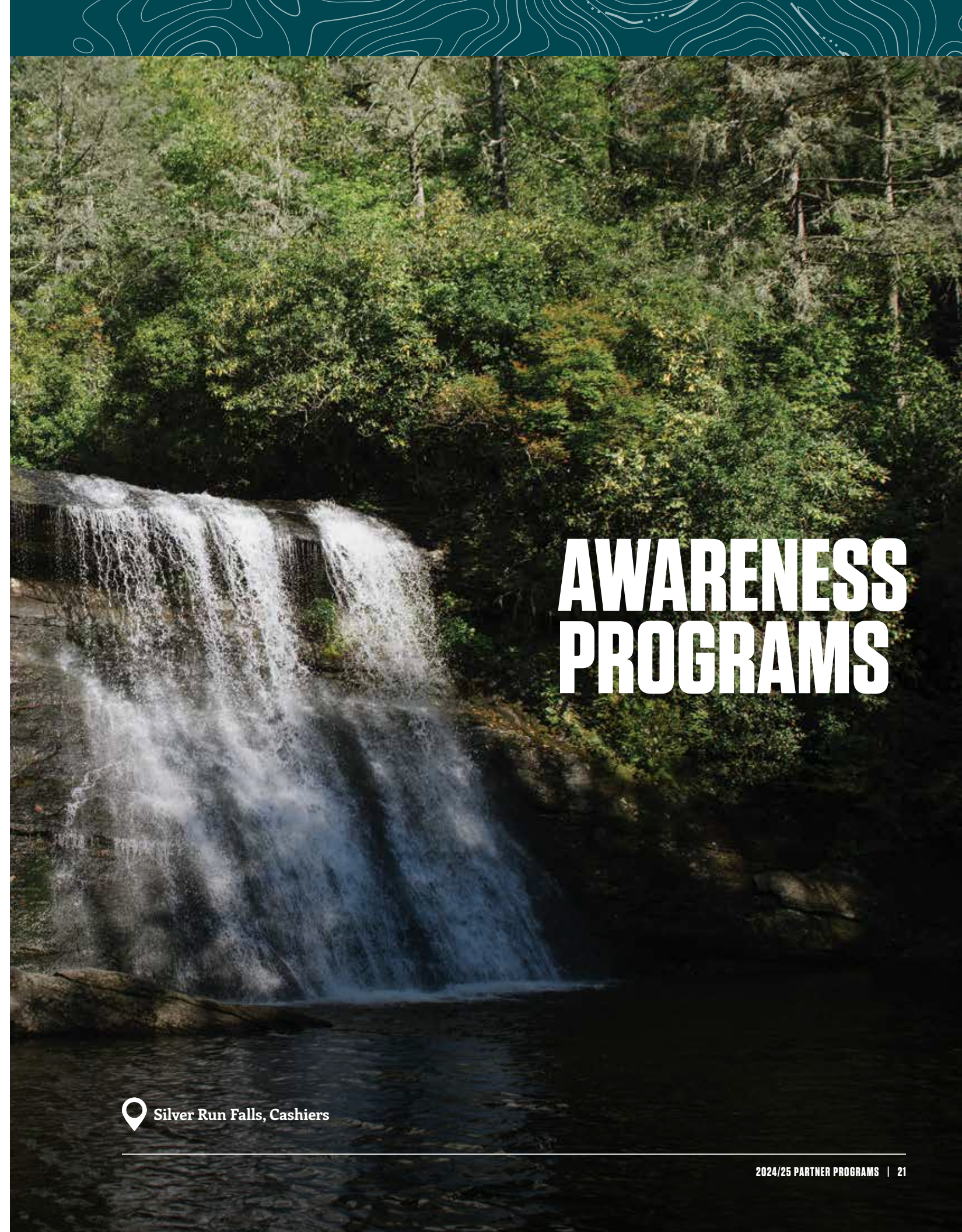
NEW Outdoor NC Guide Program and 2024 Guide Summit

In November 2023, Outdoor NC and Leave No Trace hosted the first annual guide summit where guides from different disciplines across the state gathered in Raleigh to participate in a two-day training session designed to equip them with communication strategies and tactics to integrate the Outdoor NC Leave No Trace principles into the experiences they offer. This first of its kind program was co-developed by Outdoor NC and Leave No Trace with a goal of maximizing engagement with visitors while they are experiencing outdoor adventure across the state. This program equips guides with the tools and certification necessary to teach other guides how to implement the program. Outdoor NC Alliance Partners are eligible to nominate guide services in their destination for the annual summit. For more information on how to nominate a guide service or participate in the 2024 summit, contact **Amanda Baker** at amanda.baker@visitnc.com.



Brand Partnerships

Since its inception, Outdoor NC has worked with brands who support stewardship and responsible visitation to North Carolina. ENO is an excellent example of a partner who has provided ongoing support, most recently with the creation of custom co-branded Outdoor NC backpacks, hammocks and reusable totes for use in a wide variety of programs. We are excited to roll out new partnerships currently in development and are always on the hunt for new partners who would like to join the Outdoor NC movement to preserve and protect our beautiful state. If you would like to connect on a brand partnership level or know a business who would be a great candidate, contact **Amanda Baker** at amanda.baker@visitnc.com.



AWARENESS PROGRAMS

 Silver Run Falls, Cashiers

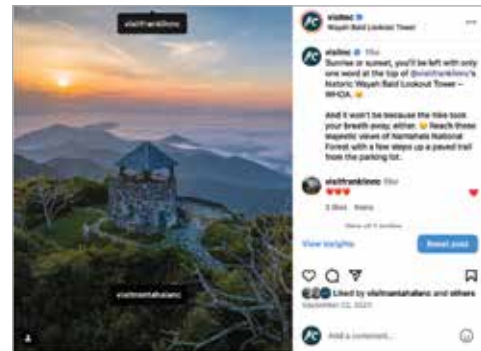
SOCIAL PROGRAMS

Social Media Spotlight

After working with you to determine content to feature, our team will travel to a maximum of five (5) locations to gather spotlight content for social media use and will feature your destination in five posts across three of Visit NC's social media channels (Facebook, X (Twitter) and Instagram). The featured content will be posted within one month of the completed trip. You may also opt in for the Joint Posting program at no extra cost, so posts may live on both your Instagram feed and Visit NC's.

PARTNER BENEFITS

You will receive social-quality pictures, a robust presence on Visit NC's social media channels of 465,000+ followers, and a detailed recap report. This program had over 718,000 post impressions and over 19,000 engagements total in 2023.



PRICE

\$2,500

* Partners are also responsible for lodging, dining and activity expenses and will be invoiced following the Spotlight for these expenses, if incurred.

** Additional fees for Instagram Reel/TikTok creation: \$500

INVENTORY

One (1) partner spot per month

Instagram UGC Promotion

Visit NC's social media team will utilize user-generated content (UGC) featuring your destination to create one (1) organic feed post during the month your program runs. The social team will search for UGC among the four locations you provide and select the final image to be featured on Instagram. The program also includes community management by the Visit NC team on the posts, including responding to any destination-specific questions and comments on your behalf. You may also opt in for the Joint Posting program at no extra cost, so posts may live on both your Instagram feed and Visit NC's.

PARTNER BENEFITS

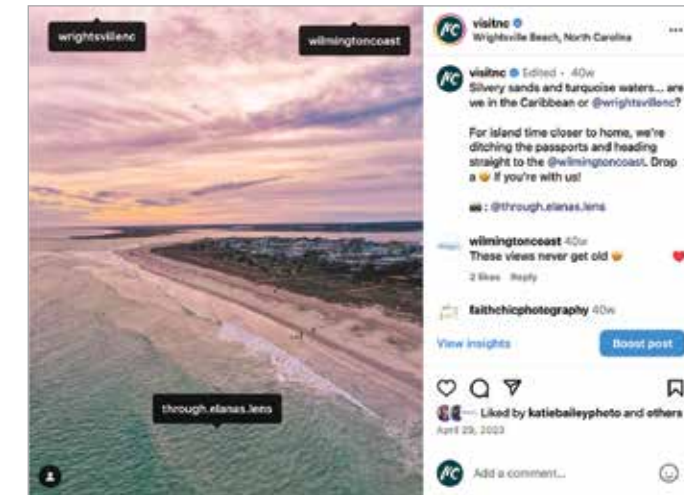
Provides your destination with permanent real estate on Visit NC's feed, with an Instagram audience of 197,000 followers. This program had over 157,000 post impressions and over 10,000 engagements total in 2023.

PRICE

\$1,000

INVENTORY

Twelve (12) partner spots (one (1) per month)



SOCIAL PROGRAMS (CONTINUED)

Joint Posting Opportunities

With this value-added program, those participating in a Social Spotlight or Instagram UGC Promotion program will receive a Joint Posting. Once published, these posts live on both your and Visit NC's Instagram feeds. If you purchase both a Social Spotlight program AND Instagram UGC promotion, you will receive one (1) free Joint Post at the Visit NC social team's discretion.

PARTNER BENEFITS

Joint Posts amplify engagement as the posted content will appear on the feeds of those who follow either the partner or Visit NC. Posting instructions for you to opt in to the Joint Post will be sent along with sign-up confirmation.



E-NEWS PROGRAMS

NEW Welcome Journey Featured Content

As new individuals sign up for Visit NC's e-news, they begin to receive a series of emails from Visit NC called the Welcome Journey. The Welcome Journey builds the profiles of individuals in our database by asking questions to understand their personal preferences and interests. With this program, you will have your destination's content featured as the itinerary recommendation that is served, aligning with specific interest categories.

PARTNER BENEFITS

By associating with an interest category, you're guaranteed to get in front of an engaged audience seeking what you have to offer, allowing you to build awareness.

PRICE

Free

INVENTORY

Available to all partners participating in either of these programs:

- Social Media Spotlight
- Instagram UGC promotion

PRICE

\$500

INVENTORY

Limit one (1) per partner per quarter, for the following interest categories: Mountains, Coast, City and Small Towns, History and Culture, Outdoors

** Program subject to change in 2025, see page 2 for details.*

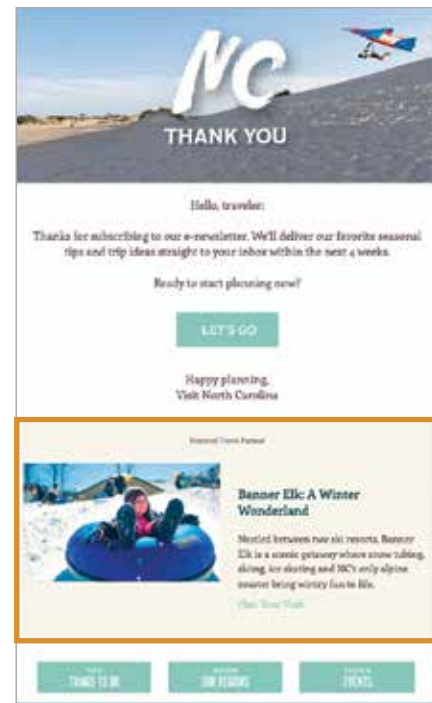
E-NEWS PROGRAMS (CONTINUED)

Thank You Email Sponsorships

Those who order a North Carolina Travel Guide or sign up for a Visit NC e-newsletter on VisitNC.com will receive an auto-trigger thank you email as the beginning of our Welcome Journey. This sponsorship opportunity allows you to generate brand awareness alongside Visit NC content and messaging to an already-engaged audience.

PARTNER BENEFITS

The placement includes a click-through URL so subscribers can learn more about your destination.



MULTICHANNEL PROGRAMS

Featured Content Sponsorship

Sponsor a portion of content specific to your destination within a seasonal or thematic story on VisitNC.com. In addition, your featured content will be promoted on Visit NC's Instagram account in a two-slide Instagram Story that includes a swipe-up link to your featured content during the season in which the story is published.

PARTNER BENEFITS

These stories have historically performed well, and partners often benefit from added value placement in the Visit NC e-newsletter (160,000+ subscribers).



PRICE
\$1,200

INVENTORY
One (1) 12-month increment for each content category

** Program subject to change in 2025, see page 2 for details.*



Fall 2024	Winter 2024/2025	Spring 2025	Summer 2025
Agritourism Adventures Most Talked-About Restaurants in College Towns	Coziest Spots to Eat and Drink Places to Shop Vintage, Thrifts and Antiques (New Content)	Eco-Friendly Trips Ways to Wellness: Retreats, Spas and Forest Bathing Dreamy Overnight Experiences	Unusual Festivals and Events Summer Attractions That Won't Break the Bank Unforgettable Places of History and Heritage

**Three (3) story themes have been added for FY 2024-25 for increased sponsorship availability.*

DIGITAL PROGRAMS



AccuWeather

The AccuWeather Program is available at investment levels starting at \$2,500 per partner.

Weather is one of the essential factors when planning vacation travel, and AccuWeather users come to the platform daily (on average 3x/day) to plan their last-minute weekend getaways and upcoming vacations.

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, participants can tailor their geographic and audience selections, with an additional opportunity to target against inclement weather conditions or activity indexes:

- Employs weather as a trigger, using current weather conditions and forecast to deliver your destination messaging to the travel intender, at the right time and the right place, inspiring a decision to visit your location
- Contains multiple pricing tiers and product availability – display, pre-roll video, custom high-impact unit
- Has customizable audience third-party targeting options – food & culture, outdoor adventure or sports enthusiasts
- Has complete and detailed reporting of key performance indicators
- Avoid \$15K-campaign minimums; added-value production with custom high-impact hero unit

Investment	Flight & Targeting Options	Channels & Media Rates	Required Assets
\$2,500 Per Partner Per Month Per Audience	Each partner to customize their campaign based on the following selects: <ul style="list-style-type: none"> • One (1) consecutive month between July 2024-June 2025 • Targeting Options (choose any combination, minimum of five (5) states or five (5) DMAs): <ol style="list-style-type: none"> 1) Broad in-state in-market travelers (geo: NC) 2) Broad out-of-state in-market travelers (geo: FL, GA, TN, VA, SC, OH, PA, NJ, NY, Washington D.C.) 3) In-state OR out-of-state markets specific to one (1) of the following interests: Food & Culture, Outdoor Adventure, Sports Enthusiasts 4) One (1) optional weather trigger – inclement weather (e.g., local conditions are “cold”) OR activity index (e.g., local conditions are ideal for “golf”) 	\$2,500 investment tier is reserved for display only: <ul style="list-style-type: none"> Display • No weather trigger: \$8.25-\$9.75 CPM • With weather trigger: \$8.75-\$10.25 CPM 	Display <ul style="list-style-type: none"> • 300 x 250, 320 x 50, 728 x 90 Click-through URL
\$5,000 Per Partner Per Month Per Audience	Each partner to customize their campaign based on the following selects: <ul style="list-style-type: none"> • One (1) consecutive month between July 2024-June 2025 • Targeting Options (choose any combination, minimum of five (5) states or five (5) DMAs): <ol style="list-style-type: none"> 1) Broad in-state in-market travelers (geo: NC) 2) Broad out-of-state in-market travelers (geo: FL, GA, TN, VA, SC, OH, PA, NJ, NY, Washington D.C.) 3) In-state OR out-of-state markets specific to one (1) of the following interests: Food & Culture, Outdoor Adventure, Sports Enthusiasts 4) One (1) optional weather trigger – inclement weather (e.g., local conditions are “cold”) OR activity index (e.g., local conditions are ideal for “golf”) 	\$5,000 investment tier includes display (Cross-Platform) and video (Cross-Platform): <ul style="list-style-type: none"> Display • No weather trigger: \$8.25-\$9.75 CPM • With weather trigger: \$8.75-\$10.25 CPM Pre-Roll Video • No weather trigger: \$18 CPM • With weather trigger: \$19 CPM 	Display <ul style="list-style-type: none"> • 300 x 250, 320 x 50, 728 x 90 Pre-Roll Video • :15 and / or :30 video Click-through URL
\$10,000 Per Partner Per Month Per Audience	Each partner to customize their campaign based on the following selects: <ul style="list-style-type: none"> • One (1) consecutive month between July 2024-June 2025 • Targeting Options (choose any combination, minimum of five (5) states or five (5) DMAs): <ol style="list-style-type: none"> 1) Broad in-state in-market travelers (geo: NC) 2) Broad out-of-state in-market travelers (geo: FL, GA, TN, VA, SC, OH, PA, NJ, NY, Washington D.C.) 3) In-state OR out-of-state markets specific to one (1) of the following interests: Food & Culture, Outdoor Adventure, Sports Enthusiasts 4) One (1) optional weather trigger – inclement weather (e.g., local conditions are “cold”) OR activity index (e.g., local conditions are ideal for “golf”) 	\$10,000 investment tier includes display (Cross-Platform) and high-impact unit: <ul style="list-style-type: none"> Display • No weather trigger: \$8.25-\$9.75 CPM • With weather trigger: \$8.75-\$10.25 CPM Custom High-Impact Unit • No weather trigger: \$15 CPM • With weather trigger: \$16 CPM 	Display <ul style="list-style-type: none"> • 300 x 250, 320 x 50, 728 x 90 Custom High-Impact Unit • AccuWeather to build • Partner to provide logo, imagery, copy, fonts, brand guidelines, standard display PSDs (directional) Click-through URL

DIGITAL PROGRAMS (CONTINUED)



Garden & Gun Digital Program

The Garden & Gun Digital Program is available at investment tiers of \$2,500, \$5,000 or \$10,000 per two-month flight.

This exciting opportunity allows you to reach Garden & Gun's digital audience (978,000+ monthly visitors) via a cross-device (desktop, tablet and mobile) display campaign.

Garden & Gun is the only brand that moves from the sporting life to lush land and gardens, from architectural pursuits to adventurous travel, from food and drink to visual splendor. At its heart, G&G is about the richness of the South, and how a deep appreciation for its character can enhance life both within the region and beyond. GardenandGun.com is a resourceful destination to reach those looking for the charm of the South. Whether

visitors are searching for great travel destinations, events and more, Garden & Gun hosts it all.

Additionally, 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.

- By partnering with G&G through the Visit NC program, partners receive priority with dates and special partner pricing
- Individualized reporting to be delivered at campaign end including impressions, clicks and CTR – 40% rate saving

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

Investment	Flight & Targeting Options	Channels & Media Rates	Required Assets
<p>\$2,500</p> <p>Per Partner</p>	<p>Flighting options: September-October 31, 2024 OR March 1-April 30, 2025</p> <p>Targeting: GardenandGun.com site visitors cross-channel: • Food & Drink • Home & Garden • Arts & Culture • Travel, Music, Sporting</p>	<p>Display</p> <ul style="list-style-type: none"> • 250,000 guaranteed impressions • \$10.00 CPM 	<p>Display</p> <ul style="list-style-type: none"> • 300 x 250, 320 x 50, 728 x 90, 970 x 250, 300 x 600 <p>Click-through URL</p>
<p>\$5,000</p> <p>Per Partner</p>	<p>Flighting options: September-October 31, 2024 OR March 1-April 30, 2025</p> <p>Targeting: GardenandGun.com site visitors cross-channel: • Food & Drink • Home & Garden • Arts & Culture • Travel, Music, Sporting</p>	<p>Display</p> <ul style="list-style-type: none"> • 625,000 guaranteed impressions • \$8.00 CPM 	<p>Display</p> <ul style="list-style-type: none"> • 300 x 250, 320 x 50, 728 x 90, 970 x 250, 300 x 600 <p>Click-through URL</p>
<p>\$10,000</p> <p>Per Partner</p>	<p>Flighting options: September-October 31, 2024 OR March 1-April 30, 2025</p> <p>Targeting: GardenandGun.com site visitors cross-channel: • Food & Drink • Home & Garden • Arts & Culture • Travel, Music, Sporting</p> <p><i>*Inquire about available Homepage Takeover dates</i></p>	<p>Display</p> <ul style="list-style-type: none"> • 951,000 guaranteed impressions • \$10.52 CPM 	<p>Display/HPTO</p> <ul style="list-style-type: none"> • 300 x 250, 320 x 50, 728 x 90, 970 x 250, 300 x 600 <p>Click-through URL</p> <p><i>* Homepage takeover at 100% share-of-voice, partners to reserve one week from five total options within flight based on a first-come, first-served basis</i></p>

DIGITAL PROGRAMS (CONTINUED)



OTT / CTV Program

The OTT / CTV program is available to partners at a minimum investment level of \$5,000.

to cut costs with their video content consumption, leading to an increase in ad-supported streaming.

This program allows you to connect with the right person, at the right time, on the right device. The buy will reach desired viewers where they're consuming premium content across highly coveted OTT (over the top, e.g., internet-connected devices, such as an Apple TV or Roku device) and CTV (connected TV or internet-enabled TV, such as a Smart TV). Inventory relationships are within Hulu, Peacock and HBO Max, to name a few.

In OTT environments, in-stream video ads are played full-screen with 100% share of brand voice. These tactics strengthen ad recall and favorability and drive awareness among prospective travelers.

- Awareness-building video viewership that's highly targeted, cost-efficient and measurable
- Media curated, executed and managed by Visit NC's agency media team at Luquire
- Complete and detailed reporting of key performance indicators
- Cost savings of 10% compared to standard rates

With increasing fragmentation among TV audiences, OTT and CTV inventory expands traditional programming viewership by reaching cord-cutters and/or households with multiple streaming subscriptions (Paramount+, Hulu, etc.) In addition, 75% of individuals are now looking

Investment	Flight & Targeting Options	Channels & Media Rates	Required Assets
<p>\$5,000</p> <p>Per Partner Per Month Per Audience</p>	<p>Each partner to customize their campaign based on the following selects:</p> <ul style="list-style-type: none"> • One (1) consecutive month between July 2024-June 2025 • Targeting Options (choose one (1)): <ol style="list-style-type: none"> 1) Broad in-state in-market travelers (geo: NC) 2) Broad out-of-state in-market travelers (geo: FL, GA, TN, VA, SC, OH, PA, NJ, NY, Washington D.C.) 3) In-state OR out-of-state markets specific to one (1) of the following interests: Food & Culture, Outdoor Adventure, Sports Enthusiasts 	<p>OTT / CTV</p> <ul style="list-style-type: none"> • \$30 CPM 	<p>OTT / CTV</p> <ul style="list-style-type: none"> • :15 and / or :30 video
<p>\$10,000</p> <p>Per Partner Per Month Per Audience</p>	<p>Each partner to customize their campaign based on the following selects:</p> <ul style="list-style-type: none"> • One (1) consecutive month between July 2024-June 2025 • Targeting Options (choose one (1)): <ol style="list-style-type: none"> 1) Broad in-state in-market travelers (geo: NC) 2) Broad out-of-state in-market travelers (geo: FL, GA, TN, VA, SC, OH, PA, NJ, NY, Washington D.C.) 3) In-state OR out-of-state markets specific to one (1) of the following interests: Food & Culture, Outdoor Adventure, Sports Enthusiasts 	<p>OTT / CTV</p> <ul style="list-style-type: none"> • \$30 CPM 	<p>OTT / CTV</p> <ul style="list-style-type: none"> • :15 and / or :30 video

Streaming & Podcast Audio – Unified Partnerships

Streaming Audio and Podcast Advertising to partners starting at \$5,000.

Enjoy a specialized focus throughout each phase of the campaign:

This program allows you to leverage Podcast and Streaming Audio with Unified Partnerships for Strategic Streaming Campaigns. Powered by the iHeartAudience Network, this Streaming Audio delivery is "Simplified Audio Advertising." iHeartPodcasts is the #1 podcast publisher in the U.S. with more downloads than the next two publishers combined.* This offering will achieve one place to reach addressable audiences in premium audio inventory at scale. The iHeartAudience network distributes brand-safe podcast and streaming inventory, advanced targeting options and comprehensive measurement.

1. **Strategy Planning** – Align objectives, targeting strategy and measurement opportunities to maximize investments
2. **Setup and Deployment** – Campaign creation and deployment, inclusive of bid and budget implementation
3. **Performance and Optimization** – Advanced campaign management techniques such as bid adjustments, pacing and delivery
4. **Reporting and Insights** – Data analysis and aggregation to inform optimization and future recommendations

*Source: Podtrac, Monthly Ranker, July 2023

Investment	Flight & Targeting Options	Channels & Media Rates	Required Assets
<p>\$5,000</p> <p>Per Partner Per 30-days Per Tactic Per Audience</p>	<p>Each partner to further customize their campaign based on the following selects:</p> <ul style="list-style-type: none"> • One consecutive month between July 2024-June 2025 • Targeting Options (choose one (1)): <ol style="list-style-type: none"> 1) Broad in-state in-market travelers (geo: NC) 2) Broad out-of-state in-market travelers (geo: FL, GA, TN, VA, SC, OH, PA, NJ, NY, Washington D.C.) 3) In-state OR out-of-state markets specific to one (1) of the following interests: Food & Culture, Outdoor Adventure, Sports Enthusiasts 	<p>Partner to choose one (1) tactic:</p> <ul style="list-style-type: none"> • Standard Streaming Audio: \$10 CPM • Podcast Network: \$16 CPM 	<p>Audio :15, :30 and / or :60 MP3 audio</p> <p>OR</p> <p>Scripts :15, :30 and/or :60 scripts – no additional cost for production</p>
<p>\$10,000</p> <p>Per Partner Per 30-days Per Tactic Per Audience</p>	<p>Each partner to further customize their campaign based on the following selects:</p> <ul style="list-style-type: none"> • One consecutive month between July 2024-June 2025 • Targeting Options (choose one (1)): <ol style="list-style-type: none"> 1) Broad in-state in-market travelers (geo: NC) 2) Broad out-of-state in-market travelers (geo: FL, GA, TN, VA, SC, OH, PA, NJ, NY, Washington D.C.) 3) In-state OR out-of-state markets specific to one (1) of the following interests: Food & Culture, Outdoor Adventure, Sports Enthusiasts 	<p>Partner to choose up to two (2) tactics:</p> <ul style="list-style-type: none"> • Standard Streaming Audio: \$10 CPM • Podcast Network: \$16 CPM 	<p>Audio :15, :30 and / or :60 MP3 audio</p> <p>OR</p> <p>Scripts :15, :30 and/or :60 scripts – no additional cost for production</p>

TRADITIONAL MEDIA PROGRAMS

Publication	September '24	October '24
<p>Garden & Gun Circulation: 364,000 Geography: National (56% in Southeast)</p>		
<p>Southern Living Circulation: 1,381,000 Geography: DE, FL, GA, MD, NJ, NY, NC, PA, SC, TN, VA, Washington D.C.</p>		
<p>Outside Magazine Circulation: 225,000 Geography: DE, FL, GA, IL, KY, MD, NJ, NY, OH, PA, SC, TN, VA, Washington D.C., WV</p>		
<p>Bridal Guide Circulation: 102,000 Geography: National</p>	<p>Brand/Co-Op Spread Four (4) Quarter-Page Ads, \$5,000 Per Partner</p>	
<p>Local Market Combo: Large Markets <i>Atlanta Magazine, Philadelphia Magazine and Washingtonian Magazine</i> Total Circulation: 300,000</p>	<p>Brand/Co-Op Spread Four (4) Quarter-Page Spots, \$8,000 Per Partner</p>	
<p>Local Market Combo: Small Markets <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>Brand/Co-Op Spread Four (4) Quarter-Page Ads, \$7,500 Per Partner</p>	
<p>Local Market Combo: In-State <i>Carolina Country and Our State</i> Total Circulation: 896,863</p>	<p>Brand/Co-Op Spread Four (4) Quarter-Page Spots, \$3,500 Per Partner</p>	

February '25	March '25	April '25	May '25	June '25
<p>Three-Page Section Four (4) Quarter-Page Spots, \$6,000 Per Partner One (1) Full-Page Spot, \$17,000 Per Partner</p>		<p>Three-Page Section Four (4) Quarter-Page Spots, \$6,000 Per Partner Two (2) Full-Page Spots, \$17,000 Per Partner</p>		
		<p>Brand/Co-Op Spread Four (4) Quarter-Page Spots, \$9,500 Per Partner</p>	<p>Three-Page Section Eight (8) Quarter-Page Spots, \$9,500 Per Partner</p>	
	<p>Brand/Co-Op Spread Four (4) Quarter-Page Ads, \$3,500 Per Partner</p>		<p>Brand/Co-Op Spread Four (4) Quarter-Page Ads, \$3,500 Per Partner One (1) Full-Page Spot, \$12,000 Per Partner</p>	
	<p>Brand/Co-Op Spread Four (4) Quarter-Page Ads, \$5,000 Per Partner</p>			
		<p>Brand/Co-Op Spread Four (4) Quarter-Page Spots, \$8,000 Per Partner</p>		
		<p>Brand/Co-Op Spread Four (4) Quarter-Page Spots, \$7,500 Per Partner</p>		
		<p>Brand/Co-Op Spread Four (4) Quarter-Page Spots, \$3,500 Per Partner</p>		

TRADITIONAL MEDIA PROGRAMS (CONTINUED)



Garden & Gun

Quarter-Page Investment: \$6,000 Per Partner (24% savings on standard rates)
 Full-Page Investment: \$17,000 Per Partner (46% savings on standard rates)
 February/March 2025: Four (4) Quarter-Page Partners
 One (1) Full-Page Partner
 April/May 2025: Four (4) Quarter-Page Partners
 Two (2) Full-Page Partners



Southern Living

Quarter-Page Investment: \$9,500 Per Partner (59% savings on standard rates)
 April 2025: Four (4) Quarter-Page Partners
 May 2025: Eight (8) Quarter-Page Partners



Outside Magazine

Quarter-Page Investment: \$3,500 Per Partner (15% savings on standard rates)
 March/April 2025: Four (4) Quarter-Page Partners
 May/June 2025: Four (4) Quarter-Page Partners



Bridal Guide

Quarter-Page Investment: \$5,000 Per Partner (66% savings on standard rates)
 September/October 2024: Four (4) quarter page ads
 March/April 2025: Four (4) quarter page ads

Local Market Combo: Large Markets

Atlanta Magazine, Philadelphia Magazine and Washingtonian

Quarter-Page Investment: \$8,000 Per Partner (15% savings on standard rates)
 September 2024: Four (4) Quarter-Page Partners
 April 2025: Four (4) Quarter-Page Partners



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 (19% savings on standard rates)
 September 2024: Four (4) Quarter-Page Partners
 April 2025: Four (4) Quarter-Page Partners



Local Market Combo: In-State

Carolina Country and Our State

Quarter-Page Investment: \$3,500 Per Partner (21% savings on standard rates)
 September 2024: Four (4) Quarter-Page Partners
 April 2025: 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 responsibility of the partner. If you need creative support, please contact the **Visit NC Partner Programs team at vnpartnerprograms@luquire.com**.

TRADITIONAL MEDIA PROGRAMS (CONTINUED)

NEW Local Market Television

This year, we will see linear TV rates spike as we enter what media vendors refer to as a political window. To make TV buying more accessible, we're excited to offer three different Local Cable TV Advertising packages to DMOs and CVBs throughout NC with our Traditional / Linear TV partner, Spectrum Reach.

your own plan based on your budget, target geography and other needs.

Commercial lengths are :05, :10, or :30. Commercial production assistance is available through Spectrum with costs varying between \$0 and \$1,000.

Choose from the three packages outlined below or work directly with Spectrum Reach to customize

The two TV Networks being offered are Travel Channel and Spectrum News 1, North Carolina's only statewide local 24/7 news network.

Option	Commercial Schedule	Investment	Required Assets
Package #1	28x 5-second commercials per month on Spectrum News 1	Monthly Investment Charlotte or Raleigh: \$3,000 Greensboro: \$2,000 Wilmington: \$1,000 Greenville or Asheville: \$500	:05 commercial Spectrum can assist with commercial production.
Package #2	20x 10-second commercials / vignettes per month on Spectrum News 1, with your DMO / CVB as the sponsor of Wish You Were Here	Monthly Investment Charlotte or Raleigh: \$4,000 Greensboro: \$2,500 Wilmington: \$1,400 Greenville or Asheville: \$600	:10 commercial / vignette (sample available to view upon request) Spectrum will assist with commercial production.
Package #3	12x 30-second commercials per month on both Travel Channel and Spectrum News 1; 240 commercials per month total.	Monthly Investment Charlotte or Raleigh: \$8,000 Greensboro: \$5,000 Wilmington: \$2,000 Greenville or Asheville: \$1,000	:30 commercial Spectrum can assist with commercial production.

PUBLIC RELATIONS PROGRAMS

Building relationships with key media and influencers is crucial to securing the local, regional and national coverage that will inspire travelers to consider your destination for their next vacation. Visit NC's PR team

supports your efforts with opportunities to connect your story ideas to the media. For more information or to sign-up for any public relations programs, contact the Visit NC PR Team at media@visitnc.com.

Group Media Missions

Media missions are designed to let you network and share your destination's story with top-tier travel and lifestyle media. For 2024-25, Visit NC will travel as a group to the following markets:

In-state Media Mission

Market: Raleigh/Durham
Tentatively scheduled for September/October 2024
\$400 plus travel expenses

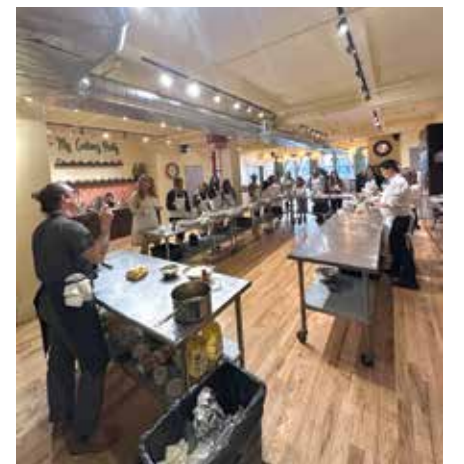
The event will be an interactive reception/trade show-style gathering with up to 25 destination partners and dozens of North Carolina-based media representatives and influencers. Registration fee includes event attendance, media contact list, and pitch sheet inclusion in the digital media kit. A pitch sheet-only option is available for \$100.



Out-of-state Media Missions

Each year, the Visit NC PR team travels with a limited number of destination partners to select cities with a concentration of contributors to local, regional and national outlets. These versatile missions include desk-side visits, informal meetings and other engagement activities for a \$1,500 participation fee plus travel, accommodations and some meals.

Registration is closed for the 2024 missions to Atlanta, Boston, New York City and Chicago. In late fall, the PR team will reach out via email to DMO directors and public relations specialists with the rundown of 2025 missions and an invitation to sign up.



PUBLIC RELATIONS PROGRAMS (CONTINUED)

Individual Media Tours (U.S. or Canada)

Any market; Any time

\$6,000 plus travel and entertainment expenses

This opportunity allows destinations to make one-on-one connections with travel and lifestyle editors in major media markets such as Dallas, Houston, Los Angeles, Seattle, San Francisco, Washington, D.C., or Montreal, Toronto, Calgary and Vancouver. Our PR agency will work with you to determine pitch topics and timing, then arrange six (6) to ten (10) media appointments with a comprehensive briefing on each journalist.

A PR agency representative can escort you for an additional fee.



Media Pitch Projects

Any time

Sliding Fee Scale - from \$5,500

This initiative expands upon the key message strategy, pitch development and target media list development noted above and includes our PR team pitching to media. We will establish a measurable outcome for each pitch, such as media placement or interest in a hosted visit. Detailed notes on each journalist spoken with will be provided following each proactive pitching effort.

To support destinations that have newsworthy stories to tell but lack the economic resources to invest in PR, Visit NC uses a sliding fee scale based on 2023 County Distress Rankings. If approved by the Visit NC PR team, fees may be shared among several counties for one regional pitch project.

PUBLIC RELATIONS PROGRAMS (CONTINUED)

Influencer Partnerships

Timeline: Ongoing

Sliding Fee Scale – from \$3,500 + Expenses (4-6 influencer partnership fees + travel expenses)

Influencer Partnership Fees: Trade out* – \$8,000

*Trade out indicates covering travel expenses only.

In the rapidly evolving landscape of marketing, leveraging influencer partnerships has become a vital strategy for destinations looking to enhance their visibility, appeal, and ultimately, their visitor numbers. Research indicates that content from influencers plays a significant role in how travelers make decisions about their next vacation destinations. Influencers can sway opinions and inspire their followers to consider places they might not have thought of before, directly influencing where they book their next trip.

We approach engagement with digital influencers as another channel to generate, amplify and distribute

content to an engaging group of strategic followers. Our PR agency, DCI, will work with you to identify a target list of influencers from their database of highly engaged travel, lifestyle, and niche market influencers across thematic segments to amplify NC's key messages through strategic partnerships. The team will negotiate and contract influencers on your behalf, as well as provide data reports and content deliverables once partnerships conclude.

You have the option to invest in one influencer partnership or scale it for a campaign or spread out up to six partnerships over the course of the fiscal year.

Investment:

One (1) Digital Influencer Partnership	Four (4) – Six (6) Digital Influencer Partnerships
\$8,000	\$40,000
	<i>*Total number of partnerships contingent on fee structure of agreed upon target influencers.</i>

Note: These costs exclude travel expenses for hosting influencers (flights, ground transportation, accommodations, meals and activities).

CONSUMER TRADE SHOWS

RetireNC Trade Shows



ideal-LIVING Expos 2025

Each expo is open to five (5) partners for \$500 each.

- ideal-LIVING Expo – Parsippany, NJ** **January 2025**
- ideal-LIVING Expo – Long Island, NY** **February 2025**
- ideal-LIVING Expo – Greenwich, CT** **February 2025**
- ideal-LIVING Expo – Greater D.C. Area (Tysons Corner, VA)** **February 2025**

ideal-LIVING Online Listing and Summer, Fall '24 – Winter, Spring '25 Publications

The year-long (July '24 - June '25) investment is \$1,200 for Certified Retirement Communities and \$2,500 for Non-Certified Retirement Communities.

If you would like more information about RetireNC Trade Shows, please reach out to **André Nabors** at andre.nabors@visitnc.com.

Domestic Trade Shows

Travel & Adventure Show – New York, NY **January 2025**
\$850 per partner
 Open to six (6) partners

Travel & Adventure Show – Atlanta, GA **January 2025**
\$850 per partner
 Open to six (6) partners

Travel & Adventure Show – Washington, D.C. **March 2025**
\$850 per partner
 Open to six (6) partners

If you would like more information about Domestic Trade Shows, please reach out to **André Nabors** at andre.nabors@visitnc.com.

CONSIDERATION PROGRAMS

 Mount Mitchell State Park, Burnsville

SOCIAL PROGRAMS

Instagram Story Feature

Using your content, our social media team will develop an Instagram Story that will be featured from Visit NC's account. Our team will develop your assets into a story, adding text, captions and other fun engagement features to make it social media-friendly. Stories will go live on an agreed-upon date between you and Visit NC and will last for 24 hours.

PARTNER BENEFITS

In 2023, Visit NC's Instagram Story Features yielded more than 142,000 impressions and more than 4,000 engagements total.

PRICE

\$800

INVENTORY

Twenty-four (24) partner spots (two (2) per month). Partners may choose both one (1) event-related story and one (1) general story per year. Any event-related dates must be provided on partner interest forms before the spot is secured.



VISITNC.COM PROGRAMS

Interest Overview Page Feature

Here is your chance to be highlighted on one of VisitNC.com’s most highly trafficked interest overview pages: Spas & Wellness, Kids & Family, Wine, Outdoor Adventures, Natural Attractions or Romantic Getaways. 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.

PARTNER BENEFITS

These interest overview pages receive approximately 76,000 average page views per calendar year.



PRICE

\$1,500

INVENTORY

One (1) partner feature per page for six (6) month flight

** Program subject to change in 2025, see page 2 for details.*

Seasonal Overview Page Feature

Now your content can be highlighted on one of VisitNC.com’s seasonal overview pages that 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.

PARTNER BENEFITS

The average seasonal overview page receives approximately 41,000 page views per calendar year.



PRICE

\$2,000

INVENTORY

Five (5) partner features per year (one partner per season and one holiday partner)

** Program subject to change in 2025, see page 2 for details.*

Native Advertising

This program allows you to buy into pages of the VisitNC.com site where your short-form native ad can appear within the site’s existing content grid for three months. 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.

PARTNER BENEFITS

Native ads guarantee placement on some of VisitNC.com’s most-trafficked pages, including the most-trafficked page (Things to Do).

PRICE

\$500

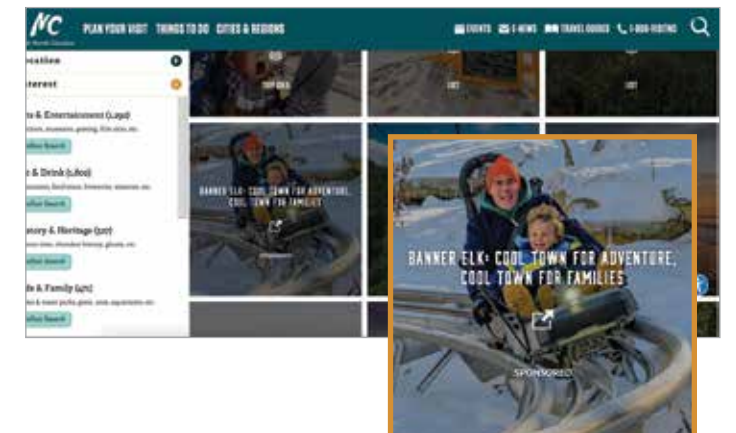
INVENTORY

Five (5) partners per content page and the opportunity to purchase added-value placements if space is available

** Program subject to change in 2025, see page 2 for details.*

Interest Overviews
Things To Do
Eat & Drink Eat & Drink > Wine
History & Heritage
Kids & Family Kids & Family > Zoos & Aquariums
Natural Attractions Natural Attractions > Beaches, Rivers & Lakes Attractions > State & National Parks Natural Attractions > Waterfalls
Outdoor Adventures Outdoor Adventures > Camping Outdoor Adventures > Hiking
Romantic Getaways Romantic Getaways > Spas & Wellness

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



E-NEWS PROGRAMS

For Real Content Series

This content series showcases the genuine, local and authentic experiences found in NC as part of Visit NC's monthly e-newsletter. Take advantage of this placement to highlight the real experiences waiting to be discovered in your destination.

PARTNER BENEFITS

The Visit NC email list is currently at 160,000+ opt-in subscribers and growing, with the ability to capitalize on specific interest segmentation. We will leverage these audiences to increase engagement with your brand's site(s) and allow for real-time insights into clicks / content interaction.

PRICE

\$1,250

INVENTORY

Limit to twelve (12) spots per year, one (1) per month

** Program subject to change in 2025, see page 2 for details.*



MULTICHANNEL PROGRAMS

E-News Insider Authorship

This program allows you to be a lead voice for Visit NC's monthly e-newsletter. Introduce yourself and your destination to our subscribers with a feature in the email header, a landing page showcasing your insider recommendations and more.

PARTNER BENEFITS

The Visit NC email list is currently at 160,000+ opt-in subscribers and growing, with the ability to capitalize on specific interest segmentation. We will leverage these audiences to increase engagement with your brand's site(s) and allow for real-time insights into clicks / content interaction.

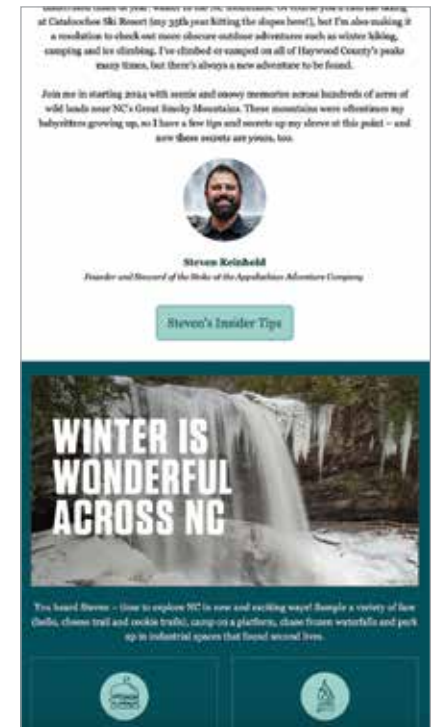
PRICE

\$1,500

INVENTORY

Four (4) total deployments, at one per season

** Program subject to change in 2025, see page 2 for details.*



MULTICHANNEL PROGRAMS (CONTINUED)

Custom Content

Custom content will be written by the Visit NC team based on input and collaboration with you on desired content and key messages to cover. Your custom content piece will be published on VisitNC.com, placed and promoted through three (3) social media posts, and will also be included within the monthly Travel Insider e-newsletter.

PARTNER BENEFITS

Custom content published on VisitNC.com will be included in the monthly Travel Insider e-newsletter (160,000+ subscribers) and be eligible for the Custom Content Refresh program moving forward.

PRICE

\$3,000

INVENTORY

One (1) partner per month

** Program subject to change in 2025, see page 2 for details.*

Custom Content Refresh

Freshen up your existing custom content on VisitNC.com without changing the overall structure or theme. The Visit NC editorial team will work with you to provide content updates as well as any new links or images. The refreshed content will be promoted in the monthly Travel Insider e-newsletter, and partners will maintain joint ownership of the content with Visit NC.

PARTNER BENEFITS

This program invites you to promote the new, exciting locations in your destination; links, images and the date at the bottom will all be updated, which helps the story's SEO; and the story will be included in the monthly Travel Insider e-newsletter (160,000+ subscribers).

PRICE

\$1,250

INVENTORY

One (1) partner per month

** Program subject to change in 2025, see page 2 for details.*

DIGITAL PROGRAMS

Curated Travel Whitelist Display / Pre-Roll Cross-Device Program

The Display / Pre-Roll Cross-Device program is available to partners at a minimum investment level of \$5,000.

Reach targeted audiences while travel planning is top of mind with this program's emphasis on curated premium travel website inventory and predictive algorithms. Premium inventory is focused on publishers such as Atlas Obscura, Epicurious, Southern Living, Travel and Leisure, Thrillist, Kayak, TripAdvisor, Tripsavvy and more.

Display is a scalable format that allows you to efficiently optimize for driving site traffic, sign-ups and form fills, and promotes awareness via carefully curated premium travel websites.

The pre-roll tactic captures user attention via sight, sound and motion, encouraging users to lean in and engage with the message, strengthening recall intent. In one day, profiles exposed to multiple tactics like display and video yielded a lift in conversion of 56.94%.

- Opportunity to align with content across premium travel sites
- 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	Flight & Targeting Options	Channels & Media Rates	Required Assets
\$5,000 Per Partner Per Month Per Tactic Per Audience	Each partner to customize their campaign based on the following selects: • One (1) consecutive month between June 2024 – July 2025 • Targeting Options (choose one (1)): 1) Broad in-state in-market travelers (geo: NC) 2) Broad out-of-state in-market travelers (geo: FL, GA, TN, VA, SC, OH, PA, NJ, NY, Washington D.C.) 3) In-state OR out-of-state markets specific to one (1) of the following interests: Food & Culture, Outdoor Adventure, Sports Enthusiasts	Partners to choose one (1) tactic: Display • \$12 CPM Native • \$12 CPM Video • \$24 CPM	Display • 160 x 600, 300 x 250, 300 x 50, 300 x 600, 320 x 50, 728 x 90 Native • Custom image and copy Video • :06, :15 or :30 video Click-through URL
\$10,000 Per Partner Per Month Per Tactic Per Audience	Each partner to customize their campaign based on the following selects: • One (1) consecutive month between June 2024 – July 2025 • Targeting Options (choose one (1)): 1) Broad in-state in-market travelers (geo: NC) 2) Broad out-of-state in-market travelers (geo: FL, GA, TN, VA, SC, OH, PA, NJ, NY, Washington D.C.) 3) In-state OR out-of-state markets specific to one (1) of the following interests: Food & Culture, Outdoor Adventure, Sports Enthusiasts	Partners to choose one (1) tactic: Display • \$12 CPM Native • \$12 CPM Video • \$24 CPM	Display • 160 x 600, 300 x 250, 300 x 50, 300 x 600, 320 x 50, 728 x 90 Native • Custom image and copy Video • :06, :15 or :30 video Click-through URL

DIGITAL PROGRAMS (CONTINUED)



Our State Custom Article Opportunity

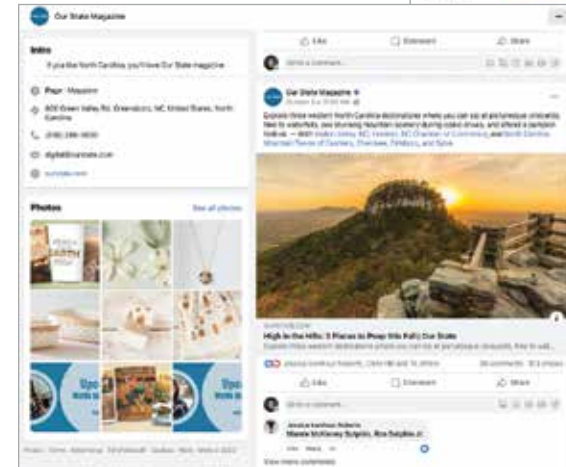
Each **Our State** paid content article co-op will be shared by three (3) partners at an investment of \$2,500 per partner. Articles will center around a unifying theme to be determined. Theme idea starters include coastal gems, small-town charm, trail towns, etc.

You will be a collaborator with the *Our State* digital team to guide the direction of the content of the article featuring your destination. The article will feature highlights of partner destinations that fit the theme of the article and will be written for Visit NC partners following the *Our State* brand standards. Each article will be hosted on ourstate.com for one year as a sponsored piece with partner advertising on the article page (partners share the display ad inventory on the article page). Articles may stay on ourstate.com beyond the year.

The article will be included in one relevant *Our State* email newsletter (e.g., an article on Trail Towns might appear in an *Our State's* Outdoors email newsletter).

Article will receive both paid and organic promotion on *Our State's* Facebook and X (Twitter) social media channels.

You will be on one of the three banner ad positions on the article page. This banner ad will link out to your URL of choice.



Investment	Flight & Targeting Options	Channels & Media Rates	Required Assets
\$2,500 Per Partner Per Spot Three (3) spots for Fall Three (3) spots for Spring	Article will be supported across ourstate.com, social channels and email newsletter <i>*Inquire about available deployment dates</i>	\$2,500 Per Partner, per seasonal article	<ul style="list-style-type: none"> Hi-res imagery to accompany article (3-4 to choose from) 600 x 500 pixel display ad Click-through URL

Our State “Countdown” E-news Series

Everyone loves a countdown! This 14-day custom e-newsletter series is available to seven partners at an investment of \$2,000 per partner.

You will be the sole partner featured on two consecutive days of the 14-day-long series.

Fashioned after *Our State's* wildly popular “Christmas Cookie a Day” series, there will be two Countdown offerings in 2024-2025.

Each Countdown will focus on a “passion point.” NC Fall View of the Day or NC Bucket List Experience of the Day will be the theme for the Fall Series, and NC Food of the Day will be the theme for the Spring Series.

Each partner will receive a listing that includes one photo, copy and a link to the website of choice per day of their sponsorship.

- Detailed analytics report delivered including email opens, clicks and number of recipients
- Visit NC Partner exclusive advertisers within each e-newsletter
- Deployed for a consecutive 14-day window in spring and fall



Investment	Flight & Targeting Options	Channels & Media Rates	Required Assets
\$2,000 Per Partner Per Two (2) Day feature Seven (7) spots for Fall Seven (7) spots for Spring	Each partner to customize their campaign based on the following selects: <ul style="list-style-type: none"> One (1) send per e-blast date Targeting at least 20K opt-in subscribers from curated Our State lists <i>*Inquire about available deployment dates</i>	\$2,000 Per Partner for two (2) Email Deployments	<ul style="list-style-type: none"> Header (Five (5) words max) Description (40 words max) Image/Digital Ad: 528 x 440 pixels (JPG) Click-through URL

DIGITAL PROGRAMS (CONTINUED)



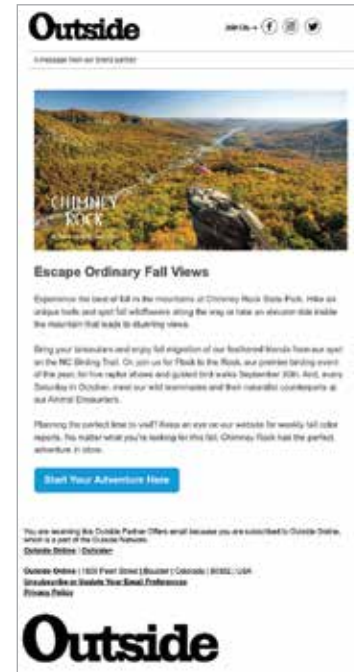
Outside Dedicated E-news Program

The *Outside* dedicated e-newsletter program is available at a starting investment level of \$4,350 per deployment.

- Customizable geotargeting
- 100% SOV
- Detailed reporting with sends, opens, open rate, clicks and CTR to follow deployment
- 33% rate savings and avoids \$10K minimum

Visit NC is excited to leverage *Outside's* first-party email data list to tap into a highly engaged Outdoor Enthusiast audience. Through this program, you can share your personal message (100% SOV) straight to the inbox of 43K+ opt-in subscribers. With geotargeting capabilities, you 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. Use this program to spotlight your local outdoor destinations and attractions.



Investment	Flight & Targeting Options	Channels & Media Rates	Required Assets
\$4,350 Per Partner Per Deployment Six (6) deployments available for Fall Six (6) deployments available for Spring	Each partner to customize their campaign based on the following selects: <ul style="list-style-type: none"> • One (1) send per e-blast date • Visit NC's Broad Market List (FL, GA, TN, VA, SC, OH, PA, NJ, NY, Washington D.C. – approx. 43,500 sends) • Minimum send of 30,000 (\$3K - i.e., FL, GA, VA, SC, OH, PA, Washington D.C.), can customize states if interested in different ones. *Inquire about available deployment dates	E-newsletter <ul style="list-style-type: none"> • \$0.10 per send (total of 40K sends) 	E-newsletter <ul style="list-style-type: none"> • 600 x 300 image with logo • Subject line • Promotional copy (600-800 characters max) • Click-through URL

Paid Social Media – Unified Partnerships

Paid Social Media Advertising to partners at two different price points, \$5,000 and \$10,000.

This program leverages Unified Social (US) for Strategic Paid Social Campaigns at scale on all ten of the major social platforms including Facebook, Instagram, X (Twitter), TikTok, YouTube, Snapchat, Pinterest, Reddit and Nextdoor. Paid Social allows you to drive true engagement and amplify your message outside of your current followers. This affordable practice will be delivered at scale but still within the audience segments needed for targeting without exhausting bandwidth of internal teams. You are in good hands with Unified Social as your campaigns will receive the expertise and technology to deliver a successful campaign. These are

experts who live and breathe the paid social ecosystem to provide strategic planning and flawless execution, using third-party data partnerships to reach any audience.

Each partner will enjoy a specialized focus on each phase of the campaign:

- 1) **Strategy Planning** – Align objectives, targeting strategy and measurement opportunities to maximize investments
- 2) **Setup and Deployment** – Campaign creation and deployment, inclusive of bid and budget implementation
- 3) **Performance and Optimization** – Advanced campaign management techniques such as bid adjustments, pacing and delivery
- 4) **Reporting and Insights** – Data analysis and aggregation to inform optimization and future recommendations

Investment	Flight & Targeting Options	Channels & Media Rates	Required Assets
\$5,000 Per Partner Per 30-days Per Tactic	Each partner to customize their campaign based on the following selects: <ul style="list-style-type: none"> • One (1) consecutive month between June 2024 – July 2025 • Targeting Options (choose one (1)): <ol style="list-style-type: none"> 1) Broad in-state in-market travelers (geo: NC) 2) Broad out-of-state in-market travelers (geo: FL, GA, TN, VA, SC, OH, PA, NJ, NY, Washington D.C.) 3) In-state OR out-of-state markets specific to one (1) of the following interests: Food & Culture, Outdoor Adventure, Sports Enthusiasts 	Partners to choose one (1) tactic: <ul style="list-style-type: none"> Display <ul style="list-style-type: none"> • \$12 CPM Native <ul style="list-style-type: none"> • \$12 CPM Video <ul style="list-style-type: none"> • \$24 CPM 	Static Post <ul style="list-style-type: none"> • Static Image – high resolution with less than 20% text • Headline: 25 characters • Link Description: 30 characters Video <ul style="list-style-type: none"> • :06, :15 or :30 video • Headline: 25 characters • Link Description: 30 characters Story Ad <ul style="list-style-type: none"> • :06 or :10 video Click-through URL
\$10,000 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"> • One (1) consecutive month between June 2024 – July 2025 • Targeting Options (choose one (1)): <ol style="list-style-type: none"> 1) Broad in-state in-market travelers (geo: NC) 2) Broad out-of-state in-market travelers (geo: FL, GA, TN, VA, SC, OH, PA, NJ, NY, Washington D.C.) 3) In-state OR out-of-state markets specific to one (1) of the following interests: Food & Culture, Outdoor Adventure, Sports Enthusiasts 	Partners to choose up to two (2) tactics: <ul style="list-style-type: none"> Display <ul style="list-style-type: none"> • \$12 CPM Native <ul style="list-style-type: none"> • \$12 CPM Video <ul style="list-style-type: none"> • \$24 CPM 	Static Post <ul style="list-style-type: none"> • Static Image – high resolution with less than 20% text • Headline: 25 characters • Link Description: 30 characters Video <ul style="list-style-type: none"> • :06, :15 or :30 video • Headline: 25 characters • Link Description: 30 characters Story Ad <ul style="list-style-type: none"> • :06 or :10 video Click-through URL

MARKETING PROGRAMS



The Official North Carolina Travel Guide

A trusted source for selecting where to go, where to stay, and what to do while visiting North Carolina, the Official North Carolina Travel Guide is the primary consumer fulfillment publication for the state in its international and national marketing efforts. As a partner in the guide, your message will be seen by consumers who have expressed interest in visiting North Carolina. Highlights include:

- Official fulfillment piece for Visit NC'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
- Added value of 160,000 printed Travel Guides polybagged and distributed to Meredith's magazine subscribers in North Carolina's select markets with timing for optimal conversion. The Travel Guides will appear together with popular titles such as *Better Homes & Gardens*, *Southern Living* and *Real Simple*.
- 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 Dotdash Meredith properties, 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, 2024
Ad and Materials Deadlines: September 20, 2024
Delivery Date: December 18, 2024

† 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 Added Value for All Display Partners*

Capture the attention of readers with dynamic use of video. Your supplied video will be embedded into the digital edition of the 2024 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.

If you have any questions or would like to advertise in the North Carolina Travel Guide, please reach out to **Stacey Rosseter** at stacey.rosseter@dotdashmdp.com, **678-571-7445**.

*Excludes Places to Stay, Explore, or Live

CONVERSION PROGRAMS

MULTICHANNEL PROGRAMS

Featured Event

Call more attention to your events and festivals via VisitNC.com's Featured Event listings for 60 days. New this 2024-25 year, each Featured Event program includes the additional placement in an e-news Events and Travel Deals roundup.

PARTNER BENEFITS

Cost-effective way to provide timely event information to attendees and visitors, especially engaged e-news subscribers.



PRICE

\$300

INVENTORY

Available in 60-day increments. Event dates must be provided on partner interest forms before spot is secured.

** Program subject to change in 2025, see page 2 for details.*

Travel Deal

Featured on a dedicated VisitNC.com page, Travel Deals promote special North Carolina travel offers and packages to interested visitors. New this 2024-25 year, each Travel Deal program includes the additional placement in an e-news Events and Travel Deals roundup.

PARTNER BENEFITS

Cost-effective way to provide deals and specials to visitors, especially engaged e-news subscribers.



PRICE

\$250

INVENTORY

Available in 60-day increments

** Program subject to change in 2025, see page 2 for details.*

MULTICHANNEL PROGRAMS

Featured Event: Instagram Story Roundup

Leveraging your Featured Event listing on VisitNC.com, Visit NC's social media team will include your upcoming event in an Instagram Story roundup alongside other participating partners throughout the state. Roundups will highlight one (1) partner event per slide, sharing pertinent event details and encouraging them to learn more at your listing.

PARTNER BENEFITS

Price includes a 60-day Featured Event listing on VisitNC.com, valued at \$300.

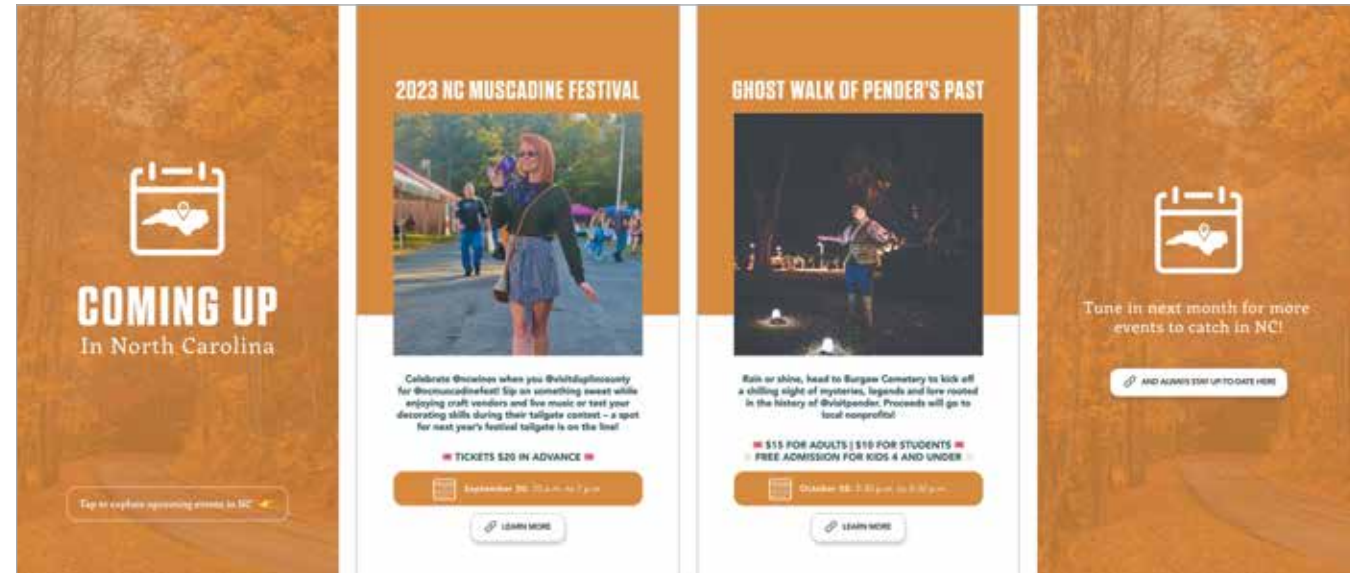
PRICE

\$500

INVENTORY

Three (3) partner spots available per month January-October. Five (5) partner spots available per month November-December.

** Program subject to change in 2025, see page 2 for details.*



Featured Event: Facebook Promotion

Leveraging your Featured Event listing on VisitNC.com, Visit NC's social media team will create an organic Facebook Event on Visit NC's Facebook page with your destination's Facebook page set as a co-host. The event will then be promoted to a target audience through a Facebook Event Response Campaign with a \$500 ad spend. Campaign targeting ensures we reach interested audiences, while co-hosting the event allows you to assist in community management needs with attendee questions.

PARTNER BENEFITS

Price includes a 60-day Featured Event listing on VisitNC.com, valued at \$300. Facebook events will remain on Visit North Carolina's event page for thirty (30) days leading up to the event date.

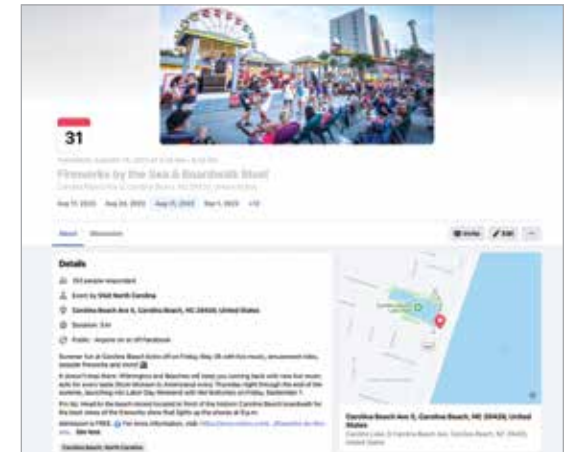
PRICE

\$1,000

INVENTORY

Two (2) partners per month, limited to three (3) per partner per fiscal year. Event dates must be provided on partner interest form before slot is secured.

** Program subject to change in 2025, see page 2 for details.*



Recommended Platform for Event Types and Demographics

Featured Event: Instagram Story	Featured Event: Facebook Promotion
18 - 44 years	35 - 64 years
Concerts and Performances	Arts and Literature
Food and Drink	Home and Garden
Health and Wellness	Shopping/Markets
Crafts/DIY	Causes
Festivals/Fairs	Festivals/Fairs

MULTICHANNEL PROGRAMS (CONTINUED)

Travel Deal: Facebook Promotion

Leveraging your Travel Deal listing on VisitNC.com, Visit NC's Social Media team will create an organic Facebook post showcasing the opportunity. The published post will then be activated as a Facebook campaign with a \$1,000 spend for increased awareness and exposure.

PARTNER BENEFITS

Price includes a 60-day Travel Deal listing on VisitNC.com, valued at \$250. In 2023, Travel Deal Facebook Promotions yielded more than 70,000 impressions and 800 link clicks per post.



PRICE

\$1,500

INVENTORY

One (1) partner per quarter. Travel deal dates must be provided on partner interest form before slot is secured.

** Program subject to change in 2025, see page 2 for details.*



DIGITAL PROGRAMS

Travel Intent Driven Programmatic Media – Sojern

Drive visitation and increase visitor revenue with a targeted, programmatic advertising campaign with Sojern. **Programs available at a starting investment of \$2,500 and will include a 50% match in media value from Sojern.**

Leveraging thousands of travel data sources paired with machine learning technology, partner Sojern reaches travelers at the optimal points in their path to purchase. Through travel intent signals, Sojern identifies travelers who are not only actively booking travel but can pinpoint those travelers who are coming to North Carolina and serve them your ads leading up to their trip and while they're here on their visit.

Sojern offers scalable plans and best practices to meet the needs of destination stakeholders of all sizes from rural communities, major metros, mountain, beach and leisure destinations. Insight reports include an

economic impact report for each participant. Each participating partner will also have direct access to the Sojern Visit NC co-op portal to track real-time results. Display ad creative services are also available, if needed, at no additional cost.

Once opted into the program, Sojern will work with you to build and implement a custom digital advertising campaign specifically aimed to increase visitor business and revenue for your organization. Campaign channels and impressions will be based on your goals and KPIs for the campaign. Sojern will work with you to set KPIs, identify the best channels to achieve your goals, and place pixels on your website and create digital assets, if needed, at no additional cost. The campaign will run a minimum of three consecutive months.

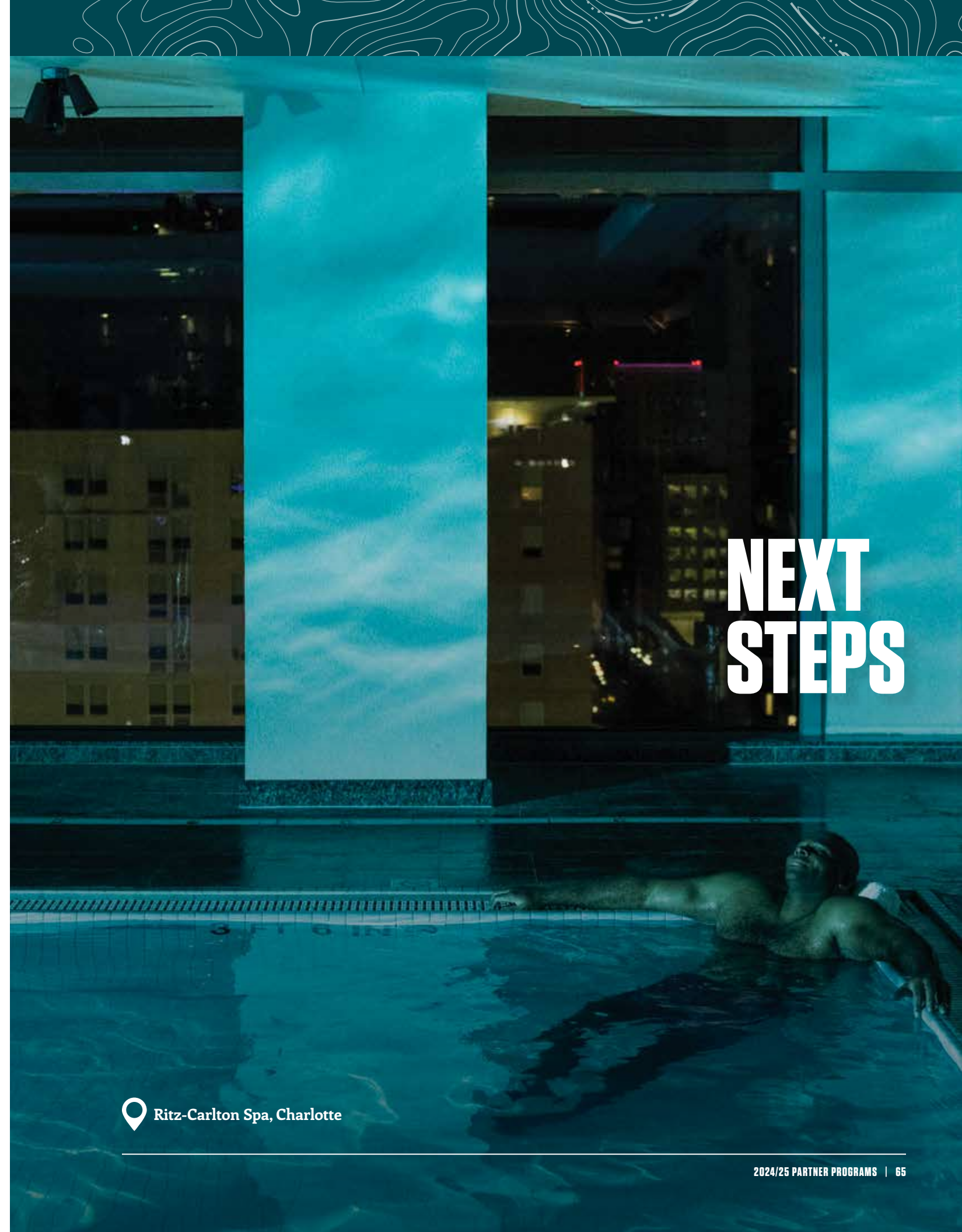
Sojern is also a Brand USA Affinity Partner and a Certified Marketing Partner of Google within the travel space.

Investment	Flight & Targeting Options	Channels & Media Rates	Required Assets
<p>\$2,500</p> <p>+50% media match from Sojern</p> <p>Per Partner</p> <p>Per 3 Months</p> <p>Per Audience</p>	<p>Each partner to further customize their campaign based on the following selects:</p> <ul style="list-style-type: none"> Min. flight of three (3) consecutive months between July 2024-June 2025 Targeting Options (choose one (1)): <ol style="list-style-type: none"> In-state travel intenders (geo: NC) Out-of-state traveler intenders (geo: FL, GA, TN, VA, SC, OH, PA, NJ, NY, Washington D.C.) In-state OR out-of-state markets specific to one (1) of the following interests: Food & Culture, Outdoor Adventure, Sports Enthusiasts 	<p>Select up to two (2) options:</p> <p>Display</p> <ul style="list-style-type: none"> \$7.50 CPM <p>Native</p> <ul style="list-style-type: none"> \$9 CPM <p>Video</p> <ul style="list-style-type: none"> \$21 CPM 	<p>Display</p> <ul style="list-style-type: none"> 300 x 600, 160 x 600, 728 x 90, 300 x 250, 320 x 50, 300 x 50 <p>Native</p> <ul style="list-style-type: none"> 1200 x 627 image Headline / title – up to 25 characters Body text (up to 90 characters) <p>Video</p> <ul style="list-style-type: none"> :15 or :30 video <p>Click-through URL</p>

DIGITAL PROGRAMS (CONTINUED)

Travel Intent Driven Programmatic Media – Sojern (continued)

Investment	Flight & Targeting Options	Channels & Media Rates	Required Assets
<p>\$5,000</p> <p>+50% media match from Sojern</p> <p>Per Partner Per 3 Months Per Audience</p>	<p>Each partner to further customize their campaign based on the following selects:</p> <ul style="list-style-type: none"> • Min. flight of three (3) consecutive months between July 2024-June 2025 • Targeting Options (choose one (1)): <ol style="list-style-type: none"> 1) In-state travel intenders (geo: NC) 2) Out-of-state traveler intenders (geo: FL, GA, TN, VA, SC, OH, PA, NJ, NY, Washington D.C.) 3) In-state OR out-of-state markets specific to one (1) of the following interests: Food & Culture, Outdoor Adventure, Sports Enthusiasts 	<p>Select up to two (2) options:</p> <p>Display • \$7,50 CPM</p> <p>Native • \$9 CPM</p> <p>Video • \$21 CPM</p>	<p>Display</p> <ul style="list-style-type: none"> • 300 x 600, 160 x 600, 728 x 90, 300 x 250, 320 x 50, 300 x 50 <p>Native</p> <ul style="list-style-type: none"> • 1200 x 627 image • Headline / title – up to 25 characters • Body text (up to 90 characters) <p>Video</p> <ul style="list-style-type: none"> • :15 or :30 video <p>Click-through URL</p>
<p>\$10,000</p> <p>+50% media match from Sojern</p> <p>Per Partner Per 3 Months Per Audience</p>	<p>Each partner to further customize their campaign based on the following selects:</p> <ul style="list-style-type: none"> • Min. flight of three (3) consecutive months between July 2024-June 2025 • Targeting Options (choose one (1)): <ol style="list-style-type: none"> 1) In-state travel intenders (geo: NC) 2) Out-of-state traveler intenders (geo: FL, GA, TN, VA, SC, OH, PA, NJ, NY, Washington D.C.) 3) In-state OR out-of-state markets specific to one (1) of the following interests: Food & Culture, Outdoor Adventure, Sports Enthusiasts 	<p>Select up to two (2) options:</p> <p>Display • \$7,50 CPM</p> <p>Native • \$9 CPM</p> <p>Video • \$21 CPM</p>	<p>Display</p> <ul style="list-style-type: none"> • 300 x 600, 160 x 600, 728 x 90, 300 x 250, 320 x 50, 300 x 50 <p>Native</p> <ul style="list-style-type: none"> • 1200 x 627 image • Headline / title – up to 25 characters • Body text (up to 90 characters) <p>Video</p> <ul style="list-style-type: none"> • :15 or :30 video <p>Click-through URL</p>



 Ritz-Carlton Spa, Charlotte

Key Dates for 2024 Conference Attendees

- **Friday, April 12**

Deadline for Visit NC Tourism Conference Attendees to submit the program sign-up sheet and submit it to vnspartnerprograms@luquire.com

- **Monday, April 15**

Visit NC will conduct a lottery for any co-op placements where we have more partner interest than open spaces
 - Following the lottery, we will open sign-up to all partners

What to Expect After Sign-Up

We look forward to collaborating with you in the 2024-25 program year! Upon receipt of signed contract, the Visit NC Partner Program team will coordinate a Program Kickoff meeting to review your selected programs and related milestones for the year. Our team aims to provide as much flexibility as possible with program development schedules. However, we understand that circumstances may change, resulting in cancellations.

Cancellation deadlines will be provided for each program where available. We ask that you alert the Visit NC Partner Program team as soon as possible if you can no longer commit to a program for any reason. Cancellations after the given deadline will still require payment of applicable program(s).

For more information, visit Partners.VisitNC.com

CONTACT US

Visit NC Partner Programs

vncpartnerprograms@luquire.com

704-552-8019



Visit North Carolina