

EXPERIENCE COLUMBIA SC
FY 2020 - 2021
CO-OP MARKETING &
ADVERTISING OPPORTUNITIES



 **EXPERIENCE
COLUMBIA SC**

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

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

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

**Experience Columbia SC strongly encourages hotel partners to use the opportunities and programs outlined in this guide as they are planning to expend their Destination Marketing Funds.*

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

For questions contact:

McClelland Schilling

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Plan Roll-Out:

AUGUST 4, 2020

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DIGITAL BILLBOARDS

DEADLINE:

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

SUBMISSION:

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

AUGUSTA:

Location	Washington Road & Alexander Dr. This is a high impact, jumbo display, on busy Washington Road, in an affluent shopping center, and directly across from Augusta National Golf Course, which hosts the coveted Masters Golf Tournament each year. It reaches high-income families that are shopping, dining out, golfing and commuting to nearby downtown.
Size:	48' w X 14' h
Cost:	\$500
Exposure:	393,148 weekly impressions per Columbia's share
File Set-up Size:	1408 w X 384 h pixels
File Set-up:	Sized at 72 dpi, RGB mode, JPEG format
Availability:	7/1/20 – 5/30/21

CHARLESTON:

Location	I-26, at mile 215, 3 miles W/O Downtown Charleston, RHR (Right Hand Read) ECSC's newest Charleston digital display is located on busy I-26 Westbound, right-side of the road, just 5 minutes West of the Historic Downtown area, and 4 minutes East of the I-526 connector. Audience exposure includes commuters and tourist traffic heading to North Charleston, West Ashley, Summerville and Columbia. Daily traffic destinations include the Airport and Tanger Outlet Mall. This billboard also serves one of the hottest real estate markets in South Carolina.
Size:	48' w X 14' h
Cost:	\$500
Exposure:	214,000 weekly impressions per Columbia's share
File Set-up Size:	1504 w X 416 h pixels
File Set-up:	Sized at 72 dpi, RGB mode, JPEG format
Availability:	7/1/20 – 5/30/21

GREENVILLE:

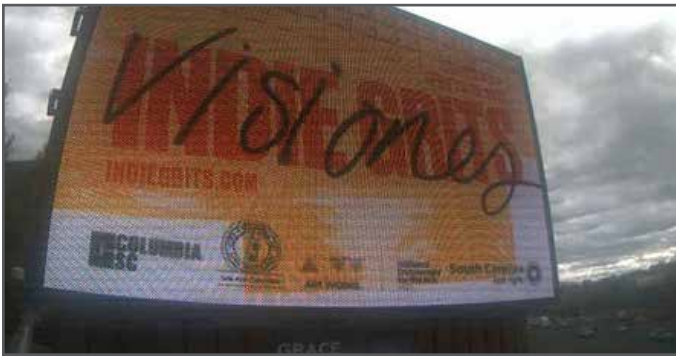
Location	2-84 S. Church Street- Downtown Greenville rooftop Located in the middle of the city, this sign carries a unique structure that makes it stand out. This street has morning and afternoon commuters and tourists, as well as walking traffic on a very busy Main Street. The Peace Center, The Greenville Drive Stadium, and The Bon Secours Wellness Arena are all in very close proximity and create a steady stream of cars going by this sign night and day. Traffic often backs up allowing travelers to view the sign for extended periods.
Size:	36' w X 10' h
Cost:	\$500
Exposure:	75,868 weekly impressions per Columbia's share
File Set-up Size:	1120 w X 288 h pixels
File Set-up:	Sized at 72 dpi, RGB mode, JPEG format
Availability:	7/1/20 – 5/30/21



Downtown Greenville Rooftop

CHARLOTTE:

Location 1	I-77, .5 miles N/O Tyvola Road – on the way to Columbia
	This location is on the most traveled and trafficked interstate in the Charlotte area. Commuters going in to uptown Charlotte pass this sign every day. It is also a north-south thoroughfare for travelers. The dynamic and unconventional shape of this sign makes it stand out like no other in the area.
Size:	23' w X 16' h
Cost:	\$500
Exposure:	148,447 weekly impressions per Columbia's share
File Set-up Size:	408 w X 280 h pixels
File Set-up:	Sized at 72 dpi, RGB mode, JPEG format
Availability:	7/1/20 – 5/30/21



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

Location 2	Charlotte Epicentre, College St. & 4th
	This is a vertical LED capable of displaying both static and motion creative artwork. It is the only one of its kind in Downtown Charlotte! It sits at the corner of College and 4th Streets, creating a visual intersection for the daily commuters from South Charlotte, as well as for the thousands of locals and out-of-towners who attend dozens of sports, conventions, restaurants, clubs and cultural events near the Epicentre.
Size:	12' w X 20' h (this is a VERTICALLY ORIENTED billboard)
Cost:	\$500
Exposure:	149,000 weekly impressions per Columbia's share
File Set-up Size:	224 w X 384 h pixels
File Set-up:	Sized at 72 dpi, RGB mode, JPEG format
Availability:	6/22/20 – 5/20/21
<i>*This board will not be available for advertising August 3-30 due to circumstances out of our control</i>	



Charlotte Epicentre

WEEKLIES & MONTHLIES - DIGITAL

RATES:

\$150/flight

DEADLINE:

4 weeks prior to flight date

SUBMISSION:

Please submit ad to **McClelland Schilling** at mschilling@experiencecolumbiasc.com by the deadline corresponding to your flight date. It will be forwarded along to the provider pending DMO approval.

**Greenville Journal
+ TOWN Carolina**
greenvillejournal.com
towncarolina.com

1 week flight of Greenville Journal and
1 week flight of TOWN Carolina

Available:

TBD, dependent on inventory



Augusta.com
*(The Augusta Chronicle's
Masters Tournament
coverage and information)*

March, April, May Flight, impressions
split among up to 5 partners

Available:

TBD, dependent on inventory



Charleston City Paper
charlestoncitypaper.com

1 week flight

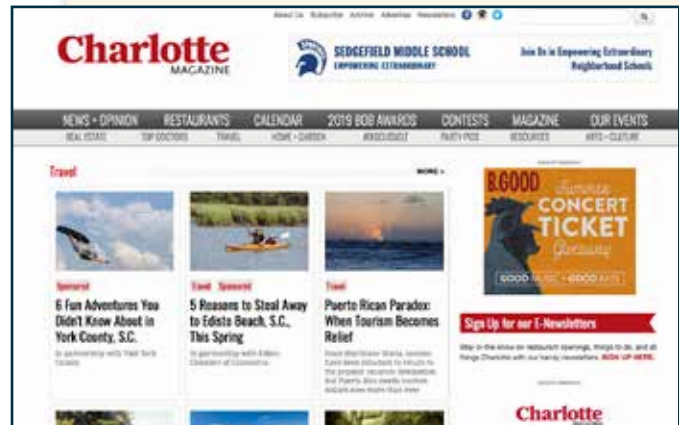
Available:
TBD, dependent on inventory



Charlotte Magazine
charlottemagazine.com

1 week flight

Available:
TBD, dependent on inventory



Augusta Chronicle
augustachronicle.com

2 week flight

Available:
TBD, dependent on inventory



COLUMBIA SC INSIDER'S GUIDE

Experience Columbia SC prints 100,000 copies of the Columbia SC Insider's Guide. The guide is distributed at all nine official state welcome centers, and also reaches visitors to UofSC and other colleges and universities in the region, military families visiting Fort Jackson, vacationing families with young children, and professionals coming to Columbia on business.

In addition to print, the guide is offered in a digital, mobile-friendly edition, and the two versions reach 300,000 readers.

This year's guide will be sized at 8" x 10.5". More details can be found in the media kit for Madden Media.

RATES:

Premium Positions:	
Back Cover	\$5,500
Inside Front Cover	\$5,000
Page 1	\$5,000
Facing Table of Contents	\$4,500
Inside Back Cover	\$4,500
Standard Positions:	
2-page Spread	\$9,500
Full page	\$4,000
Half page	\$2,500
1/4 page	\$1,500

SIGN-UP DEADLINE:

September 4

MATERIALS DEADLINE:

September 10

PUBLISHED:

January 4

SUBMISSION:

Please e-mail **TJ Fletcher** at tjfletcher@maddenmedia.com for space reservation, specs, deadlines, and submission.



ECSC WEBSITE & E-NEWS

With nearly 1.3 million website visits and 8,500 email subscribers, capitalize on an engaged audience that is specifically searching for information on the Columbia region through ExperienceColumbiaSC.com and the ECSC e-newsletter. Details for each opportunity listed below can be found in the media kit from Madden Media.

WEBSITE RATES:

50,000 Impressions	\$750
100,000 Impressions	\$1,200
DMF Preferred Hotel Partners Featured Listing	\$1,500/year
Other Business Featured Listing	\$250/quarter or \$1,000/year

WEBSITE SIGN-UP DEADLINE:

Ongoing

E-NEWS RATES:

Featured E-News Content	\$250
Custom E-mail	\$500

E-NEWS SIGN-UP DEADLINE:

15th of each month

SUBMISSION:

Please e-mail **TJ Fletcher** at tjfletcher@maddenmedia.com for space reservation, specs, deadlines, and submission.



Custom Email



Web Banner



E-Newsletter Featured Content



Featured Listing Row

TripAdvisor is the world's largest travel site, with over 450 million monthly visitors. TripAdvisor enables travelers to plan and have the perfect trip, offering trusted advice from real travelers and a wide variety of travel choices and planning features with seamless links to booking tools.

FLIGHT:

4-week flight, beginning the 15th of the month

RATE:

\$2,210 per 130,000 impressions

REPORTING:

Impressions, clicks, ad quality

TARGETING:

Travelers researching Columbia on TripAdvisor, travelers researching South Carolina on TripAdvisor, travelers located in competing cities in Georgia, South Carolina and North Carolina (excluding Columbia SC), and retargeting those travelers that have viewed Columbia and South Carolina content as they continue on and off TripAdvisor.

MATERIALS DEADLINE:

The first of the month in which your ads will run. For example, ads beginning August 15 will be due August 1.

SPECS:

Desktop & Tablet:

728w x 90h, 300w x 250h, 300w x 600h, 160w x 600h

Mobile:

320w x 50h



6AM CITY DIGITAL BANNERS

6AM City is the parent organization for the popular conversational daily newsletter, COLAtoday. Get in front of their other markets like GVLtoday, AVLtoday, CHStoday, LALtoday, NOOGAtoday and RALtoday. These audiences are engaged and loyal followers who have the ability and desire to travel for new experiences.

AVAILABILITY:

Contracting depends on dates available in the 6AM City inventory

RATES:

Banner Ad <i>(Bottom half of e-mail, creative not included)</i>	\$375 each
E-mail Header Ad <i>(First ad space in the e-mail, custom creative included, with proof & 1 revision)</i>	\$750 per day, minimum 2 days

SPECS:

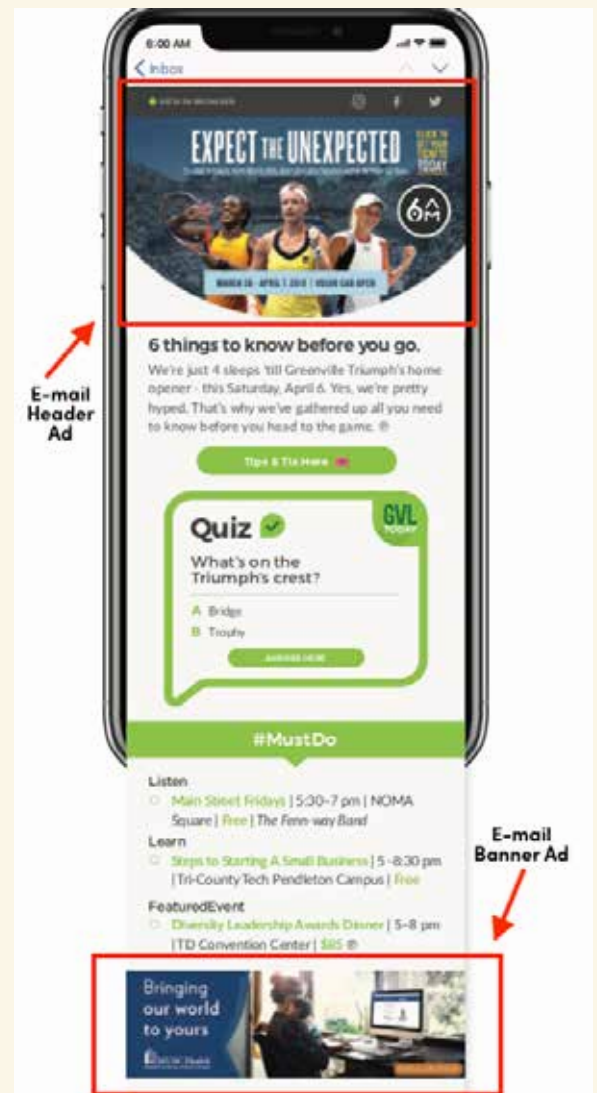
Banner Ad	1200 w X 380 h, JPG, PNG or GIF. Max file size of 1 MB + linking URL
E-mail Header Ad	Photos & points of direction for ad

DEADLINE:

10 business days prior to run date

SUBMISSION:

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



GEOFENCING & RETARGETING

Extended Reach Digital Marketing Services – Partner with the *Free Times* to conduct a targeted digital display advertising campaign that can precisely reach your organization’s target audience through several key tactics: site retargeting, search keyword retargeting, demographic targeting and mobile geo-fencing. Monthly reporting is available for each campaign.

RATES:

\$8.00 CPM (per 1,000 impressions). Minimum of 25,000 impressions per month.

Example pricing:

Minimum buy of 25,000 impressions would be \$200
50,000 impressions would be \$400
75,000 impressions would be \$600

SPECS:

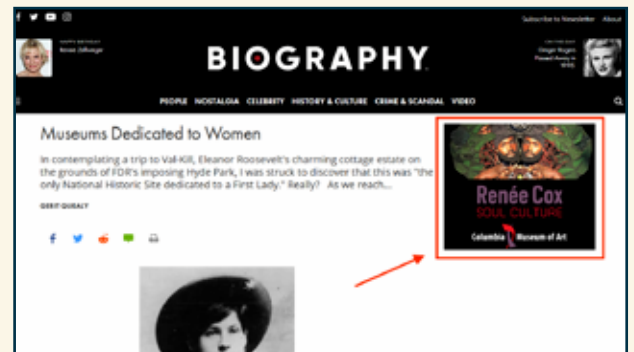
300 w X 250 h, 320 w X 50 h, 728 w X 90 h

DEADLINE:

72 hours prior to start date

SUBMISSION:

Please submit all ad sizes to **McClelland Schilling** at mschilling@experiencecolumbiasc.com by the deadline corresponding to your run date. They will be forwarded along to the publication pending DMO approval.



DISCOVER SC VACATION GUIDE

Experience Columbia SC encourages any partner, if budget allows, to run an ad in the 2021 Vacation Guide through SCPRT to get in front of potential visitors and reinforce the Columbia message throughout the state.

DISTRIBUTION:

Over 315,000 copies distributed at South Carolina Welcome Centers, SCPRT travel shows and upon request through SCPRT January 2021 – December 2021.

RATES:

1/4 Page	\$3,352
1/2 Page	\$6,703
Full Page	\$13,405

DEADLINE:

Selection	Oct. 1
Materials	Oct. 7
Delivery	Jan. 15

SPECS:

1/4 Page	4.5" w x 3.5" h
1/2 Page	4.5" w x 7.1875" h
Full Page	11" w x 8.375" h, Trim: 10.75" w x 8.125" h

Keep all text within 3/8 around entire page

SUBMISSION:

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



South Carolina Living celebrates the Southern rural and suburban lifestyle of the Palmetto State, and the people, food, and travel experiences that make South Carolina so great. With 620,000 subscribers and more than 1.7 million readers, Experience Columbia SC encourages any partner to take advantage of SC Living's print and digital advertising opportunities, if budget allows.

RATES:

1/6 Page (Vertical)	\$1,730
1/3 Page (Vertical/Square)	\$3,295
1/2 Page (Horizontal)	\$4,945
Full Page	\$8,235
2-page spread	\$15,650
4-page	\$29,730

DIGITAL RESOURCES:

Dedicated E-Blast	\$750
Sponsored Facebook	\$1,500
Banner Ad	\$300
Sponsored Content	\$850

DEADLINE & SPECS:

Will be provided upon contracting

SUBMISSION:

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



ADDITIONAL PRINT OPPORTUNITIES

Experience Columbia SC places static ads and advertorials in lifestyle publications like *Southern Living* and *Garden & Gun* in order to get in front of potential travelers who have shown an interest in Southern culture and travel. Should your budget allow, ECSC encourages any partners to run an ad in the same months to reinforce the Columbia message.

ECSC MARKETING PLAN – SOUTHERN LIVING:

- Full page ads in April and May issues, with NC and GA distribution.
- Double page spreads in April and May issues, with SC distribution.

ECSC MARKETING PLAN – GARDEN & GUN:

- Full page ads in October/November and April/May issues.

AUDIENCE:

Southern Living Audience:	SC: 144,000 NC: 241,000 GA: 230,000
Garden & Gun Audience:	National: 1,600,000

RATES:

SOUTHERN LIVING	SC	NC	GA
1/3 page 1-2x	\$3,383	\$4,641	\$4,110
1/3 page 3+x	\$3,010	\$4,135	\$3,650
1/3 can be vertical (column) or square			
1/2 page 1-2x	\$4,785	\$6,565	\$5,800
1/2 page 3+x	\$4,250	\$5,835	\$5,150
1/2 can be vertical or horizontal			

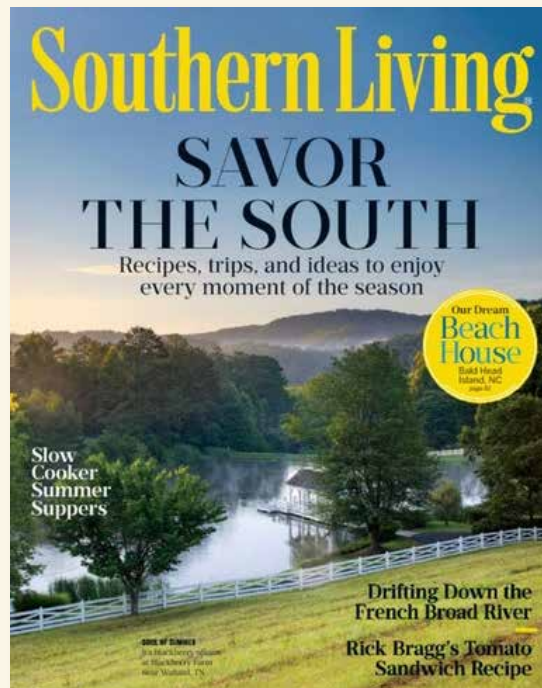
GARDEN & GUN	
1/2 page	\$11,000
1/3 page:	\$5,500

DEADLINES & SPECS:

Deadlines & specs will be provided upon contracting.

SUBMISSION:

All submissions should go through **McClelland Schilling** at mschilling@experiencecolumbiasc.com by the deadline provided. It will be forwarded along to the publication pending DMO approval. .



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

AD DESIGN:

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

REIMBURSEMENT:

Preferred hotel partners may use their DMF to be reimbursed for ad design and photography costs. Invoicing from the design firm or photographer will go through ECSC.

CONTACT:

If you are interested in having an ad designed for you, or if you would like to schedule a photography session with a photographer from our network please contact **McClelland Schilling** at mschilling@experiencecolumbiasc.com or (803) 545-0269.

Use your Destination Marketing Funds to cover the cost of registration to tradeshow + the cost of hotel and travel associated with the show. Upon completion of the trip, submit all receipts, along with an invoice to the DMO.

You can also work with the DMO to host a dinner, lunch or entertainment outing with a key meeting planner or group of targeted meeting planners, using your Destination Marketing Funds.

**All tradeshow attendance is subject to changes due to COVID-19*

**TRADESHOWS & CLIENT ENTERTAINMENT –
DMO ATTENDANCE:**

Connect Corp	August 2020
Connect Medical/Tech	October 2020
Six in the City BBQ	October 2020
MPI-WEC	November 2020
Meetings Today Live South	November 2020
NCBMP	November 2020
RCMA Emerge	January 2021
PCMA	January 2021
SCSAE Trade Show	January 2021
Destination Showcase	February 2021
HelmsBriscoe ABC	May 2021
Cvent Connect	May 2021
SCSAE Annual Meeting	June 2021
MPI-WEC	June 2021
Connect DC	TBD
Connect Diversity	TBD

**CONTACT FOR SHOWS & CLIENT
ENTERTAINMENT:**

Please contact **Jason Outman** at joutman@experiencecolumbiasc.com or 803-545-0108 to discuss specifics for each tradeshow.

CONTACT FOR TRAVEL REIMBURSEMENTS:

Please send all receipts and invoices to **McClelland Schilling** at mschilling@experiencecolumbiasc.com.

MARKETING & ADVERTISING PACKAGES

ECSC now offers our partners marketing and advertising packages to make your selection process timelier and more efficient. Packages can be selected at the beginning of the fiscal year and during, to help you use your remaining funds more effectively throughout the year.

By choosing a package, rather than selecting à la carte, you'll receive complimentary digital billboard space. The same marketing and advertising opportunities you trust to maintain your clientele and generate new business, now conveniently packaged together with added value.

DEADLINES & SPECS:

Deadlines & specs will be provided upon contracting.

SUBMISSION:

All submissions should go through **McClelland Schilling** at mschilling@experiencecolumbiasc.com by the deadline provided. It will be forwarded along to the publication pending DMO approval.

**Substitution or omission of selections, and adjustments to number of impressions within packages may be allowed upon request.*

PACKAGES:

THE CAPITAL PACKAGE

Weeklies & Monthlies Digital	three flights*	\$450
ECSC Website Banner Ad	50,000 impressions	\$750
TripAdvisor Advertising	130,000 impressions	\$2,210
Geofencing & Retargeting	75,000 impressions	\$600
Garden & Gun 1/3 Page Ad		\$5,500

ADDED VALUE

Digital Billboard(s)**	3 locations OR 3 months	\$1,500 value
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**Publication issue month determined by partner and availability*

***Billboard location determined by partner and availability*

STANDARD RATE TOTAL: \$11,010

PACKAGE RATE TOTAL: \$9,510

THE GERVAIS PACKAGE

TripAdvisor Advertising	130,000 impressions	\$2,210
Geofencing & Retargeting	75,000 impressions	\$600
6AM City E-Mail Header Ad	two days minimum	\$1,500
Southern Living ½ Page Ad in SC Distribution		\$4,785

ADDED VALUE

Digital Billboard(s)*	2 locations OR 2 months	\$1,000
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**Billboard location determined by partner and availability*

STANDARD RATE TOTAL: \$10,095

PACKAGE RATE TOTAL: \$9,095

THE CONGAREE PACKAGE

TripAdvisor Advertising	130,000 impressions	\$2,210
Geofencing & Retargeting	50,000 impressions	\$400
ECSC Website Banner Ad (\$750) + Featured E-News Content (\$250)	50,000 impressions/ Banner Ad	\$1,000
SC Living 1/6 Page Ad		\$1,730

ADDED VALUE

Digital Billboard(s)*	1 location/month	\$500
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**Billboard location determined by partner and availability*

STANDARD RATE TOTAL: \$5,840

PACKAGE RATE TOTAL: \$5,340

THE SALUDA PACKAGE (Digital Only)

TripAdvisor Advertising	130,000 impressions	\$2,210
Geofencing & Retargeting	75,000 impressions	\$600
6AM City E-mail Header Ad	two days minimum	\$1,500
Weeklies & Monthlies Digital*	three flights	\$450
ECSC Website Banner Ad	50,000 impressions	\$750

ADDED VALUE

Digital Billboard(s)**	1 location/month	\$500
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*Publication issue month determined by partner and availability
 **Billboard location determined by partner and availability

STANDARD RATE TOTAL: \$6,010**PACKAGE RATE TOTAL: \$5,510****THE LINCOLN PACKAGE (Print Focused)**

Discover SC Vacation Guide ¼ Page Ad	\$3,352
SC Living 1/3 Page Ad	\$3,295
Southern Living ½ Page Ad in SC Distribution	\$4,785

ADDED VALUE

Digital Billboard(s)* 2 locations OR 2 months	\$1,000
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*Billboard location determined by partner and availability

STANDARD RATE TOTAL: \$12,432**PACKAGE RATE TOTAL: \$11,432****THE MEETINGS PACKAGE**

TripAdvisor Advertising	130,000 impressions	\$2,210
Geofencing & Retargeting	75,000 impressions	\$600
ECSC Website Banner Ad	100,000 impressions	\$1,200

ADDED VALUE

Digital Billboard(s)*	1 location/month	\$500
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*Billboard location determined by partner and availability

STANDARD RATE TOTAL: \$4,510**PACKAGE RATE TOTAL: \$4,010**

 **EXPERIENCE
COLUMBIA SC**