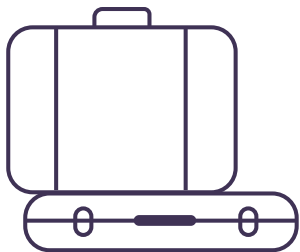


ECONOMIC IMPACT OF TOURISM IN GREENVILLE COUNTY FOR 2019*



5.5 MILLION
Annual Visitors

\$1.3 BILLION+
in Direct Visitor Spending
at our Local Businesses

\$77 MILLION
in Local & State Taxes
Generated

10,900
Jobs Created resulting in
\$286 million in wages & salaries

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



SO, WHO WANTS SOME TOURISM?

Tourism tax dollars fund facilities new parks and recreation amenities, museums and attractions, as well as festivals and events.



2 BOXES OF GUIDES TO SHARE WITH YOUR CUSTOMERS WILL BE DELIVERED TO YOUR DOOR

MEDIA AND FILE FORMATS

- Preferred method of delivery: Dropbox link sent to ads@communityjournals.com
- Please provide the Advertiser, Agency Name, Phone Number, Contact Person, and Ad Name/#.
- Please name your file in this format: AdvertiserName_2022VG_AdName.pdf
- Preferred File Format: High-quality PDF
- Alternate File Formats Accepted: Adobe InDesign and Adobe Illustrator (MAC ONLY).
- PDF files must contain only 4-color process images (CMYK).
- VisitGreenvilleSC is not responsible for PDF files prepared incorrectly.
- Image Requirements: All images provided for ads should be final, color corrected, hi-resolution (300dpi) CMYK files.

PRODUCTION REMINDERS

Additional production charges for the advertiser may result if the below guidelines are not followed.

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

America's Friendliest Cities
Travel + Leisure



7 Perfect Babyboom Destinations
for Black Couples
Essence



It's Back!

Your ad distributed to
245,000+ readers across North America.

THE 2022 "YEAH, THAT" VISITOR'S GUIDE MEDIA KIT

DISTRIBUTION PLATFORMS

- The exclusive fulfillment publication of VisitGreenvilleSC.com and other Guide request platforms, which includes advertising inquiries from across the United States
- National tradeshows and sales missions
- South Carolina Welcome Centers
- The official Greenville, SC, Visitor Center located in City Hall in downtown Greenville
- Local city and county government offices
- Greenville-Spartanburg International Airport
- In-room at area hotels
- Greenville hotels, attractions, and area businesses
- Meetings, conventions, and sporting events coming to Greenville
- Weddings, family reunions, and large events to be held in Greenville, SC
- Digital Issuu Publication

Top 20 America's Favorite Cities for Food
Travel + Leisure

DISTRIBUTION CHANNELS

CIRCULATION
75,000

The largest distributed
annual publication in
the region



READERSHIP
243,750

3.25 estimated
readers per issue



Hays Sligh
hays@communityjournals.com
864.679.1242

#yeahTHATgreenville



Let us be your guide.

Top 10 Under-the-Radar Southern
Towns for Girlfriend Getaways
Country Living

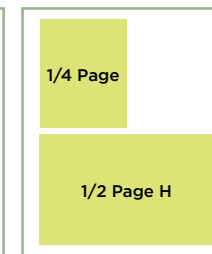
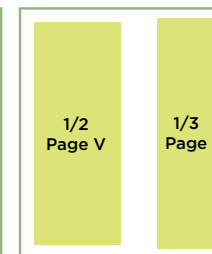
RECENT STUDIES DEMONSTRATE THE HIGH VALUE OF VISITOR GUIDES*

- Nearly **70% of non-local Visitor Guide users take at least one trip to the destination after receiving the guide.** Long-established planning tools continue to be more evenly used between the generations.
- More than 50% of U.S. travelers consult printed materials while making travel decisions.**
- Visitor Guide readers stayed 1.9 days longer** than visitors using other methods of planning.
- Of Visitor Guide users, 73% indicated reading about attractions, 54% events, 52% dining, and 50% hotels and other destination features.**
- 53% spend between 15-45 minutes reading a Visitor Guide; 45% spend more than 45 minutes reading!**
- 88% of undecided Visitor Guide users reported that the guide indeed helped them make the decision to visit the destination.**

*Source: The State of the American Traveler, Destination Analysts
(January 2014 & July 2015)

The publication of the "Yeah, THAT" Guide is proudly produced by VisitGreenvilleSC with the assistance of Community Journals Publishing Group. Advertising opportunities are limited and available on a first-come, first-served basis. To secure your spot, contact us today:

AD SIZES



RATES

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

SIZE	EARLY BIRD RATES**	RATES*
Full Pg	\$3,833.04	\$4,077.70
1/2 Pg	\$2,411.29	\$2,565.20
1/3 Pg	\$1,816.74	\$1,932.70
1/4 Pg	\$1,249.07	\$1,328.80
Back Cvr	\$5,580.00	\$5,580.00
Inside Back Cvr	\$4,599.65	\$4,893.24
1st Spread	\$8,815.99	\$9,378.71
2nd Spread	\$8,815.99	\$9,378.71
Facing TOC	\$4,522.99	\$4,811.69
Facing Map	\$4,522.99	\$4,811.69

Advertising in the 2022 "Yeah, THAT" Visitor's Guide is available to VisitGreenvilleSC members only. Not a member yet? Find out how to join at www.VisitGreenvilleSC.com.

All rates are firm and non-negotiable.

* Additional anchor positions as identified 15% premium
** **EARLY BIRD RATES END JUNE 18, 2021**



Best Places to Retire
in the USA
U.S. News & World Report

