

THE 2023 “YEAH, THAT” GREENVILLE, SC OFFICIAL VISITOR’S GUIDE MEDIA KIT

The purpose of the Visitor’s Guide is to inspire and attract visitors to Greenville, South Carolina (Yeah, *THAT* Greenville) by providing visually inspirational, editorial-heavy content and practical planning tools to motivate readers to spend their time and dollars exploring this distinctive destination. The Guide will be 144 pages + 4-page cover (148 pages total), comprised of 70% editorial (104 pages) and 30% advertising (44 pages).

THE HIGH VALUE OF VISITOR GUIDES

- **75% of Visitor Guide readers consider the Guide important and influential** in making their ultimate decision to visit a destination; **nearly 70% of non-local Guide users take at least one trip to the destination** after receiving the Guide.
- Of Visitor Guide users, **78% indicated reading about attractions, 64% recreation, 55% dining, 47% accommodations, 46% events, and 42% entertainment, arts, and culture.**
- **Millennials are now more likely than Gen X and Baby Boomers to visit a destination after receiving a Visitor’s Guide;** Millennials also order Guides earlier in the travel planning funnel than older generations.
- **Millennials are primarily using the Guide for trip inspiration,** while **Gen X and Baby Boomers find business listings** to be their motivating factor.
- Official Destination Marketing Organization Visitor Guides generate **significant economic impact through increased visitor spending** for their community.
- **Visitor Guide users take longer trips** than those who use other methods of planning (on average, **1.9 days longer**).
- Those who review the **printed version of a Visitor Guide are more likely to be at a point of conversion** compared to those who access the digital version of the Guide.

Source: *The Impact of DMO Visitor Guides, Destination Analysts & DMA West (November 2021)*

DISTRIBUTION PLATFORMS

- The exclusive fulfillment publication of VisitGreenvilleSC 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
- Regional/NC Destination Marketing Organizations
- Digital Issuu Publication



MEDIA AND FILE FORMATS

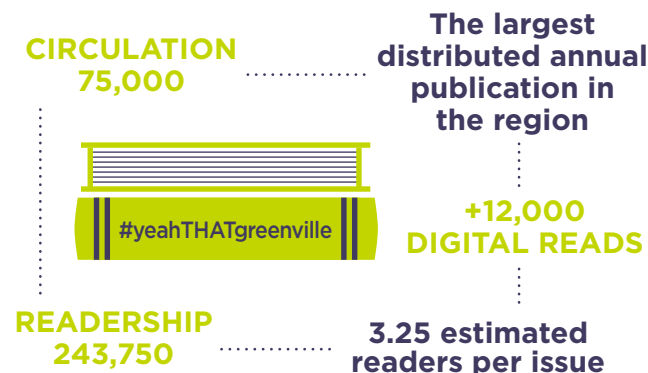
- Preferred method of delivery: Dropbox link sent to ads@communityjournals.com
- Please provide the Advertiser, Agency Name, Phone Number, Contact Person, and Ad Name/#.
- Please name your file in this format: AdvertiserName_2023VG_AdName.pdf
- Preferred File Format: High-quality PDF
- Alternate File 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

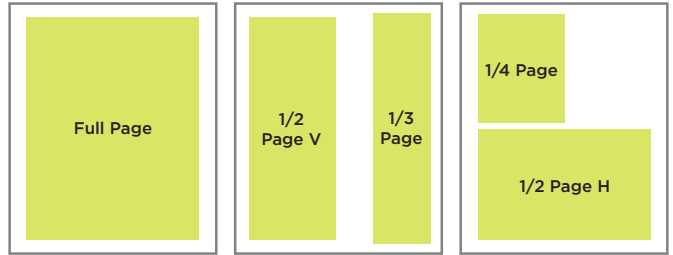
Additional production charges for the advertiser may result if the below guidelines are not followed.

- 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.

DISTRIBUTION CHANNELS



AD SIZES



RATES

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

Early Bird

SIZE	RATES*^	RATES*
Full Pg	\$4,082.10	\$4,342.00
1/2 Pg	\$2,568.00	\$2,731.90
1/3 Pg	\$1,934.80	\$2,058.30
1/4 Pg	\$1,330.30	\$1,415.20
Back Cvr	\$5,942.70	\$5,942.70
Inside Back Cvr	\$4,898.60	\$5,211.30
1st Spread	\$9,389.00	\$9,988.30
2nd Spread	\$9,389.00	\$9,988.30
Facing TOC	\$4,817.00	\$5,124.40
Facing Map	\$4,817.00	\$5,124.40

Advertising in the 2023 "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 AUGUST 1, 2022**

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:

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#yeahTHATgreenville

