



NORTH MYRTLE BEACH
Chamber of Commerce
Convention & Visitors Bureau

NORTH MYRTLE BEACH 2021 VISITORS GUIDE

VISITORS GUIDE PREVIEW

- A distinctive new landscape format and fresh design showcase **large photography** and create an immersive experience.
- Engaging trip planning content stimulates inspiration, drives consideration and **influences action**.
- **Compelling features** highlight the variety of destination offerings, from beaches and outdoor adventures to shopping, dining, entertainment and beyond.
- Custom mapping, **travel tips** and other tactical elements help orient visitors and maximize their experience.
- Prominent promos **point readers to the website** for more information and exploration.

ADVERTISING BENEFITS

- Get **unmatched access** to a highly qualified audience that uses the guide to plan where to stay, what to do and where to eat before they arrive and while they're here.
- Powerful display advertising communicates your message with enticing visuals and **impactful** calls to action.
- **Flexible ad sizes** accommodate a variety of creative assets and budgets.
- Co-op advertising opportunities spotlight businesses **affordably** and effectively.
- **Extensive distribution** through welcome centers, high-traffic locations and by direct request (website, email and phone).
- Extended reach through the **digital version** of the guide available on *explorenorthmyrtlebeach.com* and social channels.

Hurry!
**Premium
Spaces are
Limited!**

We work to drive a highly qualified and active travel planning audience to come visit, engage with our partners and create positive economic impact across the destination.



**Print Guide Circulation:
100,000 annual copies**

AREA	2021 RATES	
PREMIUM	Back Cover	\$9,775
	Inside Front Cover	\$7,100
	Inside Front Cover (Facing)	\$5,450
	Inside Back Cover	\$5,450
	Inside Back Cover (Facing)	\$5,450
Full Page	\$3,800	
^ Full Page Advertorial*	\$1,950	
Double Page Spread	\$7,000	
1/2 Page	\$1,950	
^ 1/2 Page Advertorial*	\$990	
1/4 Page	\$1,250	
Co-Op	\$650	

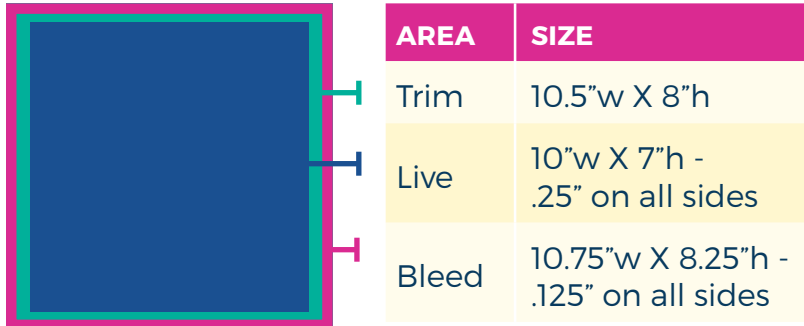
**You can only buy a full or half page advertorial with its ad space counterpart.*

Questions? Contact Shafran Fields, Business Development Manager at (843) 361-3047 or email

Shafran@NorthMyrtleBeachChamber.com

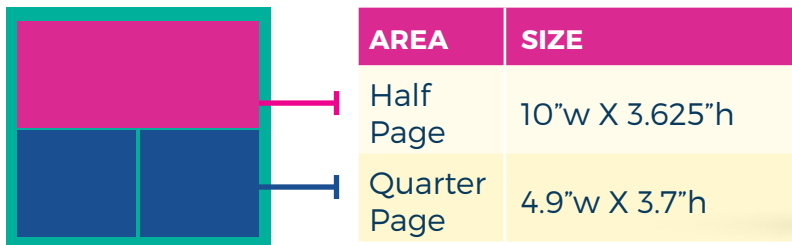
FULL-PAGE BLEED ADS

Call attention to all the special features of your business and give it prominent presence in the guide with a full-page ad that includes your photography and copy.



FRACTIONAL DISPLAY ADS

Promote your business and all that's special about it with a fractional page ad featuring an engaging photo and custom message.



PRODUCTION REQUIREMENTS: IMPORTANT THINGS TO KNOW

Please turn off the crop marks on your supplied ads and supply spread ads as single pages.

AD REQUIREMENTS:

- **Design:** Software accepted to design your ad are Quark Xpress, Adobe InDesign, Adobe Illustrator and Adobe Photoshop only.
- **Color:** Use only 4-color process (CMYK). No RGB files will be accepted. Convert all spot colors to CMYK.
- **Bleeds:** Build all full-page bleed ads to the bleed specs listed above, and keep all images and elements that you do not want cut off within the live area specs.
- **Images:** You must own rights to all imagery and aspects of your ad.
- **Ink Saturation:** 300% or less

IMPORTANT:

- **Knockout Text (White Text):** We recommend limiting the background color to 3 of the 4 CMYK colors to reduce the risk of a shadow effect in case of a shift on the printer press.

NEED ASSISTANCE?

- If you would like Miles to build your print ad, send materials to Shafran@NorthMyrtleBeachChamber.com with build instructions.
- Email for step-by-step instructions on how to create a high-resolution PDF.

SUBMIT YOUR AD:

- Submit your high-resolution PDF/x-1a file to Shafran@NorthMyrtleBeachChamber.com.

DON'T FORGET:

- Reproduction of hairline rules or type smaller than a 10pt. cannot be guaranteed.
- Publisher accepts no responsibility for errors on materials supplied by advertiser.
- Any supplied electronic file is subject to return if it does not meet NMB's requirements. New materials will need to be provided.

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CO-OP ADVERTISING SPECIFICATIONS

EXCLUSIVE LIMITED OPPORTUNITY

Partners have the opportunity to participate in the guide's dedicated co-op featuring up to 12 formatted ads.



**For illustration purposes only. Actual design may vary.*

YOUR FORMATTED AD INCLUDES

- Business Name
- Description
- Contact Information (URL & Phone Number)
- Image

IMPORTANT TO KNOW

All information provided in the form is subject to change following an editor's review. Changes may be made to the submitted information based on North Myrtle Beach's style and formatting standards.

Advertisers must own rights to all images and aspects of the ad submission materials.



**For illustration purposes only. Actual design may vary.*

FILL IN THE INFORMATION BELOW

Business Name (50 characters, incl. spaces)

Description (230 characters, incl. spaces & punctuation)

Contact Info (40 characters, incl. spaces; recommend short url & phone number)

Physical Address
(for Map Pin placement only, will not be displayed on the ad)

Photo: Optimum size of 2.375" w X 1.75" h (high-resolution .jpg).
NMB can size larger photos for you.
Check the box to show that you have supplied.

MATERIALS DUE: Contact for Details

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