



Greater Raleigh Convention and Visitors Bureau

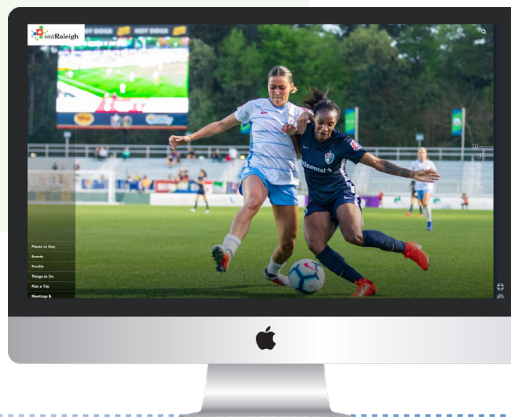
# Official Media Kit

Advertising opportunities for hospitality industry partners,  
other service providers and event planners

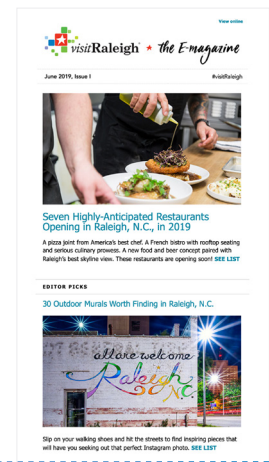
In fiscal year 2019-2020



**Official Visitors Guide**  
to Raleigh, Cary and Wake County



**visitRaleigh.com**



**visitRaleigh**  
the E-magazine



Advertising opportunities sanctioned by the GRCVB and managed by:  
Website advertising: Destination Travel Network  
Visitors Guide advertising: Compass Media



Greater Raleigh  
Convention and Visitors Bureau  
421 Fayetteville St., Ste. 1505  
Raleigh, NC 27601-2995  
919.834.5900 | 800.849.8499  
919.831.2887 FAX  
[www.visitRaleigh.com](http://www.visitRaleigh.com)

## Advertising opportunities in the Official Visitors Guide to Raleigh, Cary and Wake County



Advertising for the Official Visitors Guide is being managed by **Compass Media**, which specializes in custom publishing for destination marketing organizations.



Compass Media has 30 years of experience in tourism and travel marketing.

[www.compassmedia.com](http://www.compassmedia.com)  
175 Northshore Pl.  
Gulf Shores, Ala. 36542  
251.967.7570 • [sales@compassmedia.com](mailto:sales@compassmedia.com)

If you have any questions about Compass Media and its relationship with the Greater Raleigh Convention and Visitors Bureau, please contact Karen DeSollar at 919.645.2666 or [kdesollar@visitRaleigh.com](mailto:kdesollar@visitRaleigh.com).

Take advantage of one of the most targeted, highly-used advertising opportunities in our area by displaying your business in GRCVB's Official Visitors Guide. When you advertise in the Visitors Guide, you know you are marketing to individuals who are interested in coming to our area or who are already here!

### Impressive 130,000 print circulation

- Distributed (mailed and emailed) to pre-qualified and motivated individuals, groups, tour operators and meeting planners who have expressed interest in visiting and requested additional information.
- Additionally, the guide is continually distributed at N.C.'s official Welcome Centers, the official Raleigh, N.C., Visitor Information Center in downtown Raleigh and at other visitor centers statewide, at Wake County accommodations, attractions, shopping centers, Chambers of Commerce, RDU International Airport, travel/trade shows and much more—not to mention the fully-indexed and linked digital version, prominently featured and accessed via [visitRaleigh.com](http://visitRaleigh.com).
- Online distribution—prominently linked and accessed via [visitRaleigh.com](http://visitRaleigh.com); over 45,000 copies of the digital version of the guide will be emailed upon publication.
- Your ad is linked to your website, allowing readers to reach you in one step.

### FULL COVERAGE

Whether it's regional beauty and attractions or topics of interest for our target audiences, the Raleigh, Cary and Wake County Official Visitors Guide covers:

**Arts**  
**Local Shopping and Boutiques**  
**Scenic and Nature**

**Culinary**  
**Museums and History**  
**Sports and Recreation**

**Live Music**  
**People**

### DIGITAL VERSION

The digital edition of the magazine provides readers with an online view where they can "flip" the pages to read the magazine. All advertisers in the book will be in the digital edition. Please ensure your ad contains the correct URL so that our digital readers can link to your website.

### PUBLICATION TIMELINE

**Publication date:** May 2020

**Advertising closing:** January 10, 2020

**Ad materials due:** January 17, 2020

## Advertising opportunities in the Official Visitors Guide to Raleigh, Cary and Wake County

### Sizes and pricing:

#### FULL PAGE

\$6,495

- 8.5" x 10.5"
- Plus .125" bleed

FULL PAGE

*Plus, this value-add!*

- Free banner ad in visitRaleigh, the E-magazine for one issue



#### 2/3 PAGE

\$4,850

- 4.875" x 9.5"

2/3 PAGE

#### HALF PAGE

\$3,575

- 7.5" x 4.625"

1/2 PAGE

**BACK COVER:** \$8,550

**INSIDE FRONT COVER:** \$7,625

**INSIDE BACK COVER:** \$7,325

**SPONSORSHIP OF INSERT MAP:**  
\$10,000

- Display ad space (TBD) and notation of your visitor-friendly business(es) on the map
- 130,000 copies inserted in the Official Visitors Guide
- In addition to the Official Visitors Guide copies, an extra 10,000 will be printed and distributed through GRCVB's Services Department

#### 1/3 PAGE

\$2,325

- Vertical: 2.375" x 9.5"
- Square: 4.875" x 4.625"

1/3 PAGE VERTICAL

1/3 PAGE SQUARE

#### 1/6 PAGE

\$1,595

- 2.375" x 4.625"

1/6 PAGE



### Fast facts...

About the Official Visitors Guide:

Since 2014, our Services Department has coordinated local delivery of Visitors Guides to **hotels and information desks all around the county** (400+ drop-offs annually in total).

On a regular basis, GRCVB's visitor information assistant fills the van with boxes of guides for personal delivery; he delivered 44,235 guides to Wake County distribution points last fiscal year.

While the Guide premieres in May, distribution will continue without interruption, from May 2020-April 2021.



## Advertising opportunities in the Official Visitors Guide to Raleigh, Cary and Wake County

## FILE TYPE

PDF/X-1a is the accepted format.

- PDF must pass PDF/X-1a preflight inspection.
- We will accept EPS or TIFF files if a PDF cannot be provided. (All fonts must be converted to outlines.)

## FILE SPECS

- All images for print ads must be CMYK and at least 300 dpi at 100%. Bitmapped images must be 600 dpi at 100%.
- DO NOT use spot colors in either graphic files or ad files. Please convert all spot colors to process colors.
- All fonts must be embedded or converted to outlines.
- Please do not include crop marks on PDF.

## AD RESTRICTIONS

- GRCVB has final approval on all ad content.
- Photography and copy should be in "good taste."
- Ads, other than premium positions, will be placed at the discretion of GRCVB.

## FILE SUBMISSION

- Send all ad files to the Materials Coordinator by emailing files or sending a Dropbox link to [materials@compassmedia.com](mailto:materials@compassmedia.com)

**For more information or to make a space reservation, please contact:**

**John Balhouse** • 828.578.2323 • [jbalhouse@compassmedia.com](mailto:jbalhouse@compassmedia.com) OR

**Casey Hough** • 336.613.0638 • [caseyh@compassmedia.com](mailto:caseyh@compassmedia.com)

Please note: Advertising space is reserved on a "first-come, first-served" basis. GRCVB reserves the right to refuse ads that are judged to be inaccurate, deceptive, obscene or contrary to the CVB's mission.

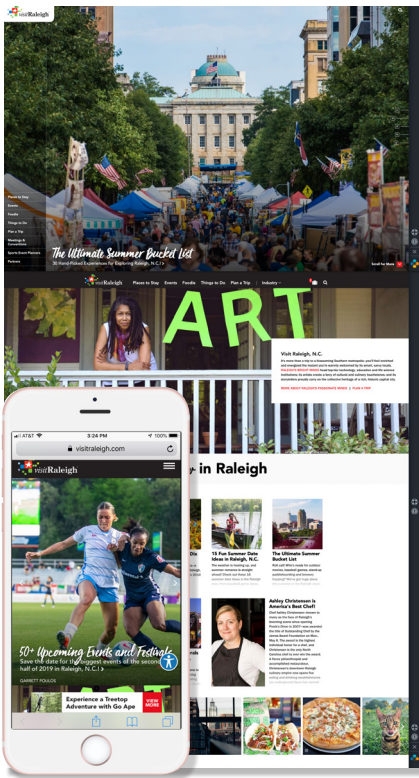


Photos by:  
Brian Magee  
Keenan Hairston  
All Things Open  
Marc Hall



**Greater Raleigh  
Convention and Visitors Bureau**  
421 Fayetteville St., Ste. 1505  
Raleigh, NC 27601-2995  
919.834.5900 | 800.849.8499  
919.831.2887 FAX  
[www.visitRaleigh.com](http://www.visitRaleigh.com)

## Advertising opportunities on visitRaleigh.com



Advertising on visitRaleigh.com is being managed by **Destination Travel Network (DTN)**, which specializes in online ad sales for destination marketing organizations.

Learn more here:  
[www.destinationtravelnetwork.com](http://www.destinationtravelnetwork.com)

If you have questions about DTN and its relationship with the Greater Raleigh Convention and Visitors Bureau, contact Vimal Vyas at 919.645.2658 or [vvyas@visitRaleigh.com](mailto:vvyas@visitRaleigh.com).

The Greater Raleigh Convention and Visitors Bureau is making available official website advertising opportunities for its hospitality industry partners and other service providers. Our program provides partners with exposure beyond a simple listing. The program puts your product or service in front of "ready to spend" customers as they look to visitRaleigh.com to make decisions about where to stay, what to see and do and where to eat while visiting the capital city area.

**visitRaleigh.com** draws over 3.06 million sessions annually from engaged leisure and business travelers. They are on our website really for one reason: they are planning to visit our area and spend money here.

### PROGRAMS FOR ANY BUDGET

Advertising programs can be tailored for any budget. Components include run-of-site banners, spotlight text links, featured listings and mobile banners.

### NEW CUSTOMERS

75 percent of online visitors are new to our sites, and this means they represent new business and influenceable customers.

### BETTER PERFORMANCE

Advertising on visitRaleigh.com puts your organization directly in front of your "perfect, qualified customer." That's why our advertising click-through rate (CTR) for hospitality industry partners is typically three to six times the national average, when compared with Google or Facebook advertising, for example.

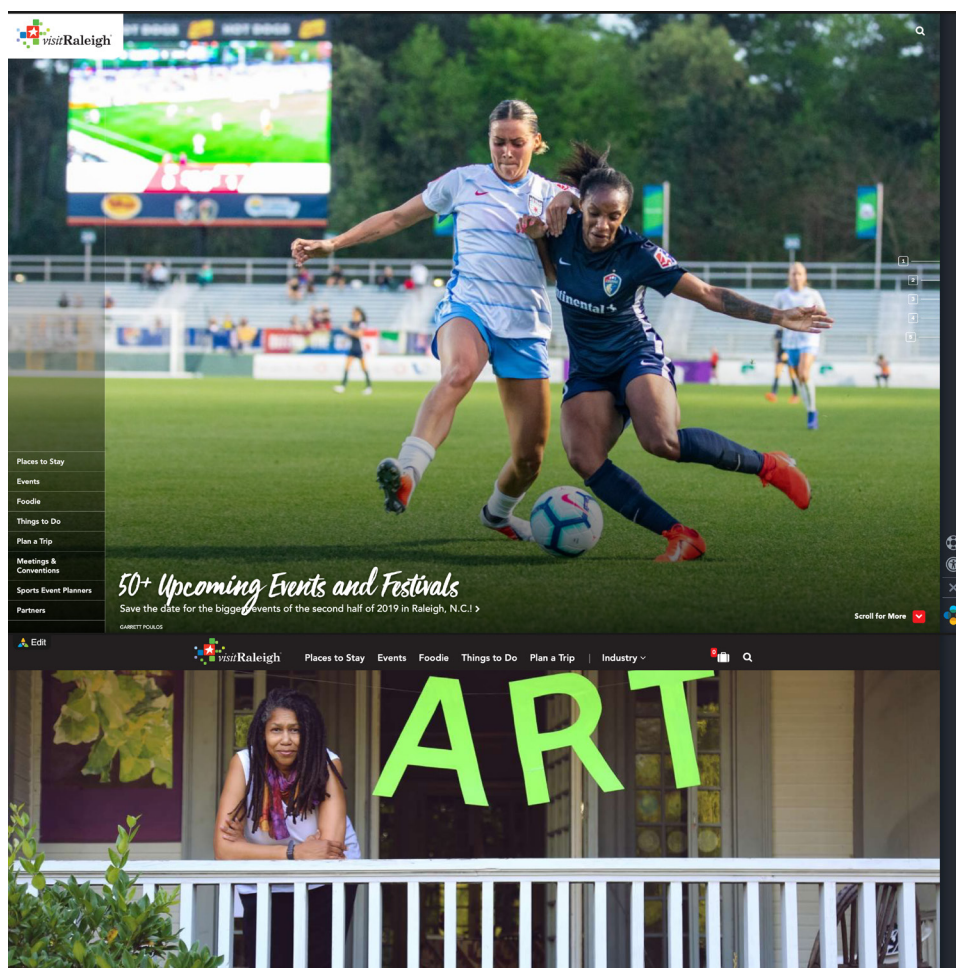
### TOP REFERRING WEBSITE

Other online advertising programs on destination marketing websites such as visitRaleigh.com have resulted in sites like ours eventually becoming the top referring website to the advertiser's websites, whether they are for a hotel, attraction or restaurant. That's powerful advertising.

### WHY ADVERTISE ON VISITRALEIGH.COM?

- Sites attract 3+ million sessions annually
- Qualified audience of identified prospective visitors
- Users come to visitRaleigh.com to look for attractions, hotels, restaurants and more in the Raleigh area
- Great way to advertise deals, discounts and timely/seasonal offers
- Effective opportunity to get out in front of meeting, convention and sporting event attendees, as well as leisure visitors





Responsive website design allows advertisements to display on all devices.

#### HOMEPAGE SPONSOR

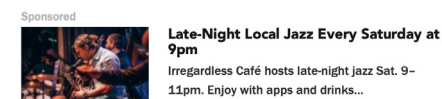
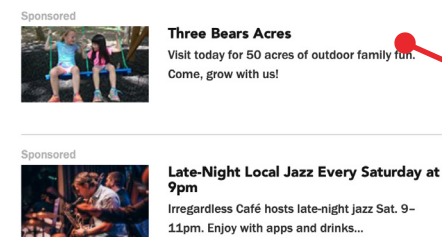
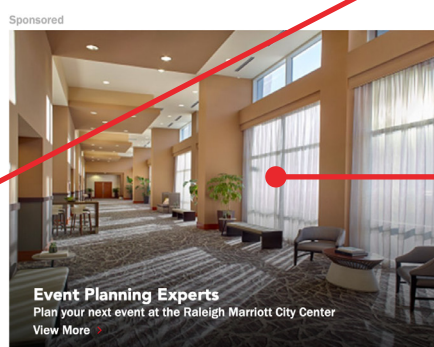
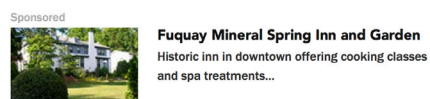
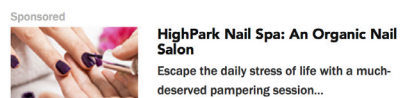
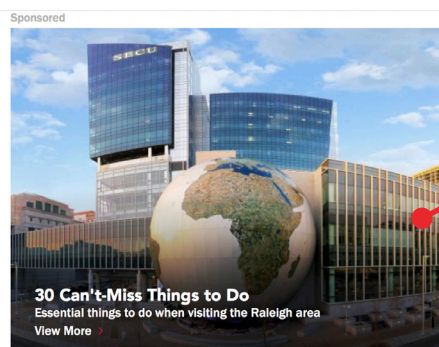
- Showcase your business to visitors on the homepage
- Photo=550 x 330 pixels
- Title=25 characters
- Copy=65 characters

#### RUN-OF-SITE BANNER

- Showcase your business to visitors on nearly every page
- Photo=550 x 330 pixels
- Title=25 characters
- Copy=65 characters

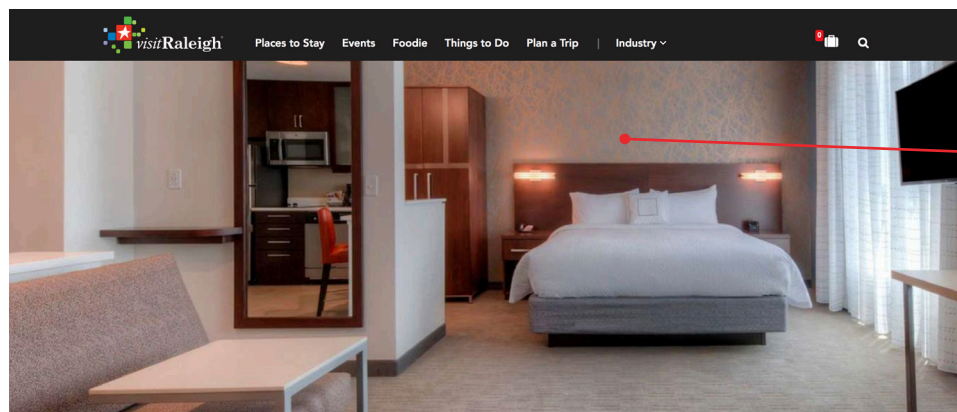
#### SPOTLIGHT TEXT LINK

- Highlight unique offers with "run-of-site visibility" that is easily updated seasonally
- Photo=150 x 90 pixels
- Title=70 characters
- Copy=105 characters





## Advertising opportunities on [visitRaleigh.com](https://www.visitRaleigh.com) (continued)



**Responsive website design allows advertisements to display on all devices.**

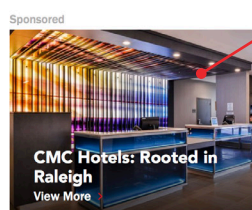
### HEADER IMAGE SPONSOR

- Premier subcategory page placement
- Photo should be landscape with a center focused subject
- Title=30 characters



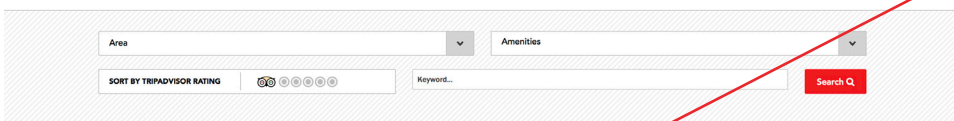
### Places to Stay in Raleigh, N.C.

With 150+ options, area hotels and accommodations are designed to help you rest easy. From luxurious, full-service hotels to romantic bed-and-breakfast inns, you can relax in the certainty that your preference, budget and expectations will be met.



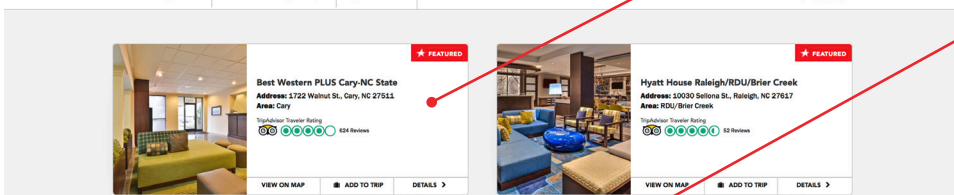
### PREMIUM PAGE SPONSOR

- Secure targeted placement on category-specific pages for premium visibility
- Photo=250 x 187 pixels
- Hyperlinked partner name
- Title=20 characters



### FEATURED LISTING

- Stand out from the crowd
- Put your company listing at the top of your industry category or subcategory
- Featured label



### PAGE SPONSOR

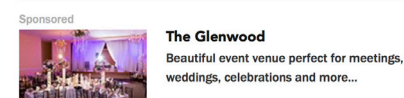
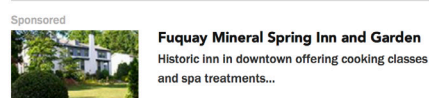
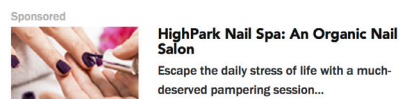
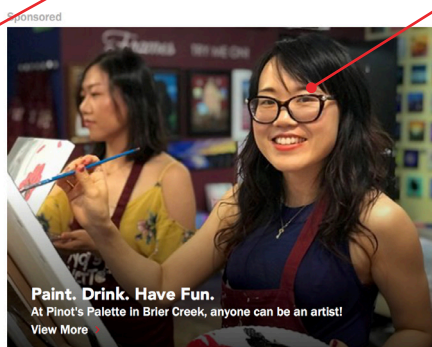
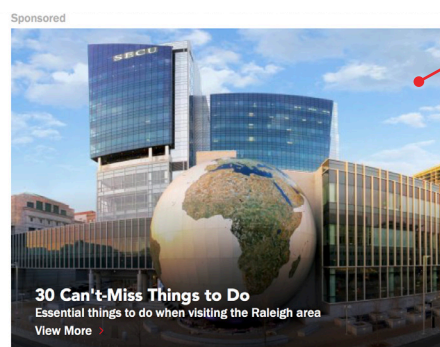
- Very targeted page-specific placement
- Photo=550 x 330 pixels
- Title=25 characters
- Copy=65 characters

### RUN-OF-SITE BANNER

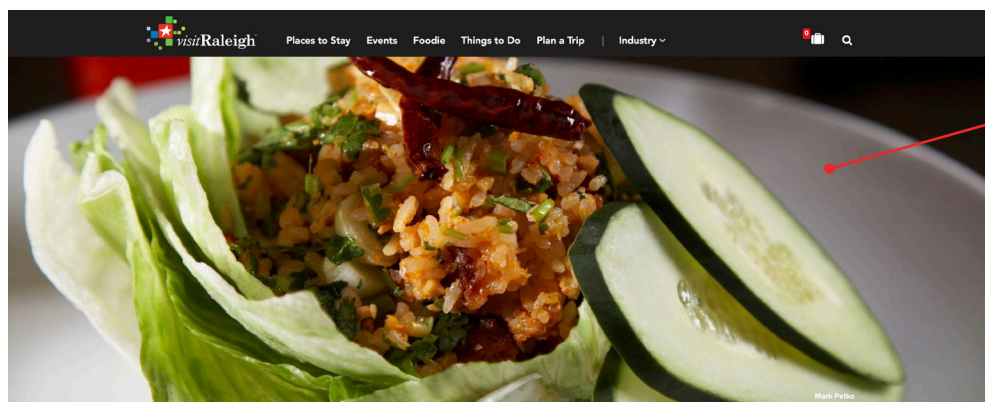
- Showcase your business to visitors on nearly every page
- Photo=550 x 330 pixels
- Title=25 characters
- Copy=65 characters

### SPOTLIGHT TEXT LINK

- Highlight unique offers with "run-of-site visibility" that is easily updated seasonally
- Photo=150 x 90 pixels
- Title=70 characters
- Copy=105 characters



## Advertising opportunities on [visitRaleigh.com](http://visitRaleigh.com) (continued)



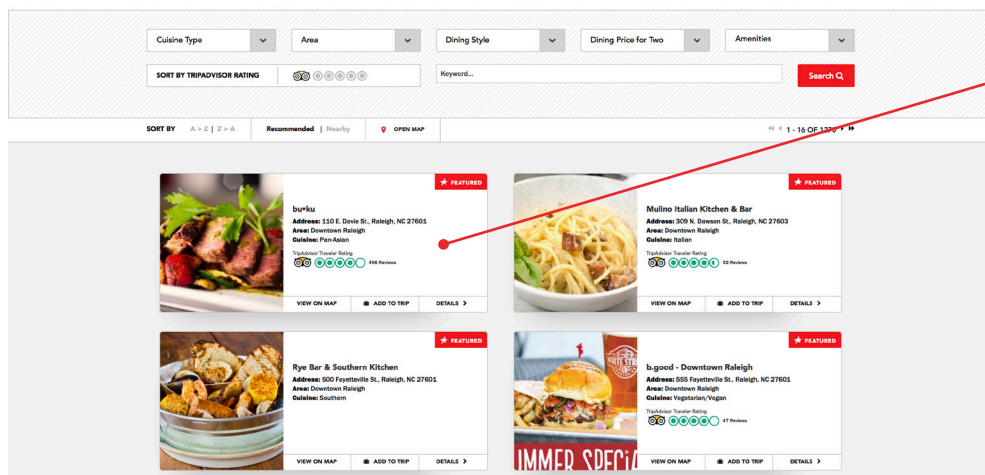
**Responsive website design allows advertisements to display on all devices.**

### HEADER IMAGE SPONSOR

- Places to Stay sub-pages—\$350/month
- Things to Do sub-pages—\$250/month
- Foodie sub-pages—\$200/month

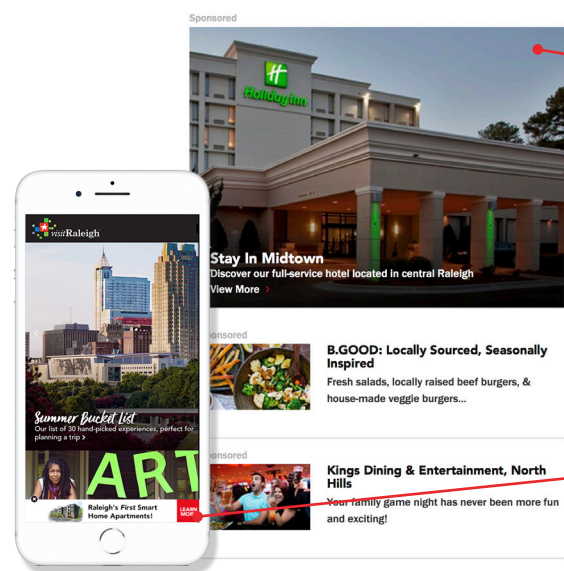
### PREMIUM PAGE SPONSOR

- Places to Stay sub-pages—\$275/month
- Things to Do sub-pages—\$300/month
- Shopping sub-page—\$200/month
- Foodie sub-pages—\$300/month



### FEATURED LISTING

- Places to Stay featured listing—\$375/month
- Places to Stay subcategory featured listing—\$200/month
- Restaurants featured listing—\$250/month
- Restaurants subcategory featured listing—\$175/month
- Things to Do subcategory/Shopping page featured listing—\$200/month
- Shopping subcategory featured listing—\$100/month



### RUN-OF-SITE BANNER

- 15k monthly impressions—\$300/month

### BASIC PAGE SPONSOR

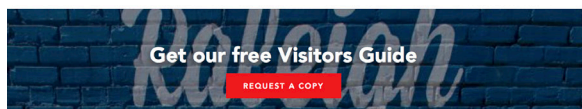
- Places to Stay page—\$275/month
- Things to Do page—\$200/month
- Shopping sub-page—\$150/month
- Foodie page—\$175/month

### SPOTLIGHT TEXT LINK

- 20k monthly impressions—\$200/month

### MOBILE BANNER

- \$275/month





## Advertising opportunities on visitRaleigh.com (continued)



### MOBILE BANNER

- Give “ready-to-spend” visitors one-click mobile access to your business NOW
- Photo=75 x 50 pixels
- Copy=45 characters
- If the name of your business or organization is mentioned in text, it must match to the name on your current visitRaleigh.com listing or be an abbreviation thereof.
- Names of destinations/locations/places outside of Wake County cannot be mentioned on visitRaleigh.com.



**For more information or  
to make a space reservation,  
contact:**

**Lia Wik**

**Destination Travel Network**

Phone: 520.989.8071

Email: lwik@destinationtravelnetwork.com

Website: www.destinationtravelnetwork.com

*Please note: Advertising space is reserved on a “first-come, first-served” basis. GRCVB reserves the right to refuse ads that are judged to be inaccurate, deceptive, obscene or contrary to the CVB’s mission.*

## Guidelines for ad materials on visitRaleigh.com

### FEATURED LISTING

- If you are buying the featured listing option, GRCVB strongly recommends that you upload a photo for your listing through PIXL (pdxl.visitraleigh.com) or work with your DTN sales representative to thoroughly update all listing content including photo. (Submitted content is subject to longstanding GRCVB protocols and practices of editing and conforming listings.)
- You must be responsible to secure necessary model releases as well as rights usage for photos submitted, from the photographer or copyright holder. By submitting, you are assuring GRCVB has rights to display your photo on visitRaleigh.com for advertising purposes.



### Note regarding center of attention:

When uploading images to PIXL, please be mindful of where the center of attention is in your photograph. The system may crop your image for use in various spots online, though you have some control in PIXL of where the crop occurs.

### RUN-OF-SITE BANNER

- You must be responsible to secure necessary model releases as well as rights usage for photos submitted, from the photographer or copyright holder. By submitting, you are assuring GRCVB has rights to display your photo on visitRaleigh.com for advertising purposes.
- All title and body text will be edited using GRCVB’s editorial style (modified Associated Press style). Consistent capitalization is a must.
- If the name of your business or organization is mentioned, it must match to the name on your current visitRaleigh.com listing or be an abbreviation thereof.
- Names of destinations/locations/places outside of Wake County cannot be mentioned on visitRaleigh.com.

### SPOTLIGHT TEXT LINK

- If the name of your business or organization is mentioned, it must match to the name on your current visitRaleigh.com listing or be an abbreviation thereof.
- Names of destinations/locations/places outside of Wake County cannot be mentioned on visitRaleigh.com.
- All text will be edited using GRCVB’s editorial style (modified Associated Press style). Consistent capitalization is a must.

### HEADER IMAGE

- Must crop well for a horizontal profile, have a strong center of attention and be in focus. Please do not add filters (e.g., Instagram).
- Please do not add text to photos.
- Photographs must be authentic representations of your business and not be Photoshopped or manipulated to include unrealistic elements.
- Your business name (which will appear on the photograph) must match to the name on your current visitRaleigh.com listing.
- Type treatment will be according to visitRaleigh.com’s style guidelines.
- You must be responsible to secure necessary model releases as well as rights usage for photos submitted, from the photographer or copyright holder. By submitting, you are assuring GRCVB has rights to display your photo on visitRaleigh.com for advertising purposes.

### ADDITIONAL HEADER AND PAGE SPONSOR IMAGE GUIDELINES

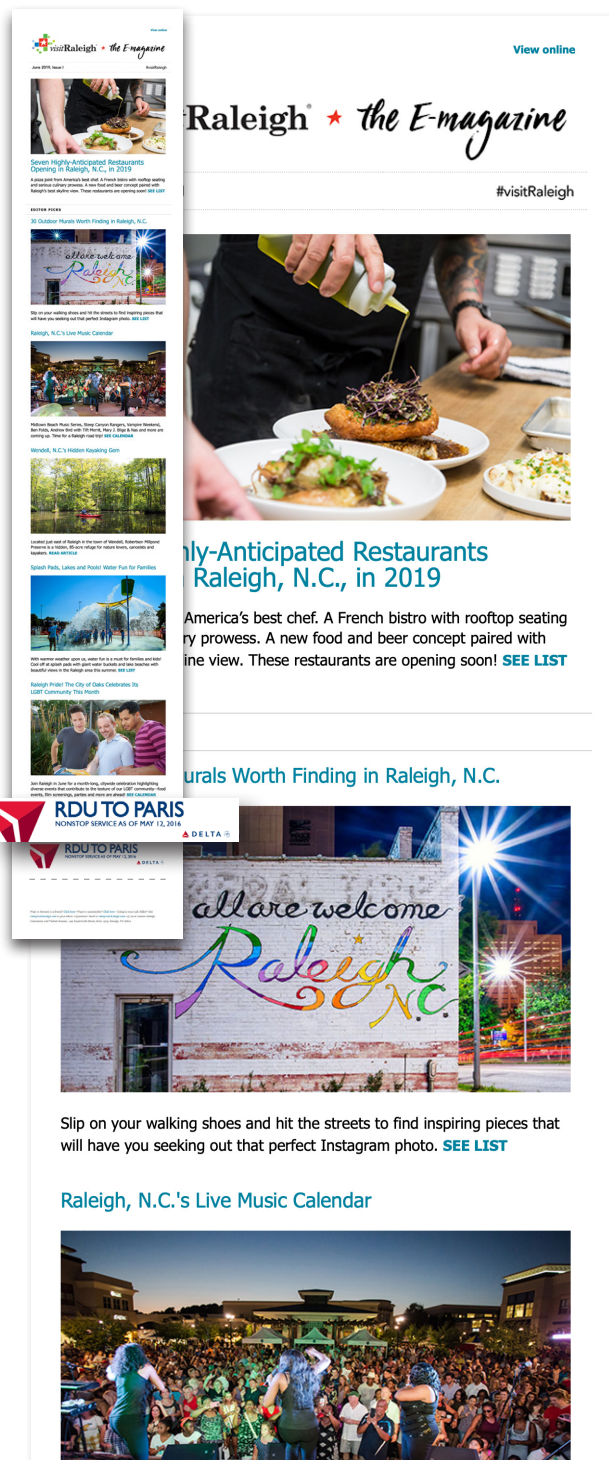
Because of placement on the site, the quality of these images is paramount.

- You may submit an image from your own library, provided the quality meets the standards of visitRaleigh.com.
- You are responsible for securing the rights from the photographer and/or model releases.
- If you do not have an image that meets these criteria and the GRCVB has photos of your business in its library, we will send you several options from which you may choose.



**Greater Raleigh  
Convention and Visitors Bureau**  
421 Fayetteville St., Ste. 1505  
Raleigh, NC 27601-2995  
919.834.5900 | 800.849.8499  
919.831.2887 FAX  
[www.visitRaleigh.com](http://www.visitRaleigh.com)

## Advertising opportunities in visitRaleigh, the E-magazine



**visitRaleigh, the E-magazine** is the Greater Raleigh CVB's bimonthly curated email featuring the most current and engaging visitor opportunities in Raleigh, Cary and all of Wake County. It is sent to a list of 45,000+ subscribers, consisting mostly of previous visitors to Raleigh as well as past inquirers for visitor information.

The E-magazine is also emailed to 4,500+ Tourism Talk newsletter subscribers, who consist mostly of Wake County hospitality partners, civic and business leaders.

**visitRaleigh, the E-magazine** is the most effective way to reach a targeted local audience as well as a qualified audience of potential Wake County visitors from North Carolina, the U.S. and abroad via email.

### VISITRALEIGH, THE E-MAGAZINE SUBSCRIBERS

- North Carolina 54%
- Other U.S. 43%
- International 3%

### ADVERTISING RATES AND SPECIFICATIONS

- Style: Banner ad
- Character limit: 200
- Size: 570 x 80 pixels
- Image format: PNG, JPG
- Image size: 20k maximum
- Price: \$99

### SPACE RESERVATION DEADLINE

- One month preceding week of publication

### MATERIALS DEADLINE

- Two weeks preceding week of publication

### PUBLICATION DATE

- See the editorial calendar at [visitraleigh.com/partners/partnership/](http://visitraleigh.com/partners/partnership/) for drop week dates

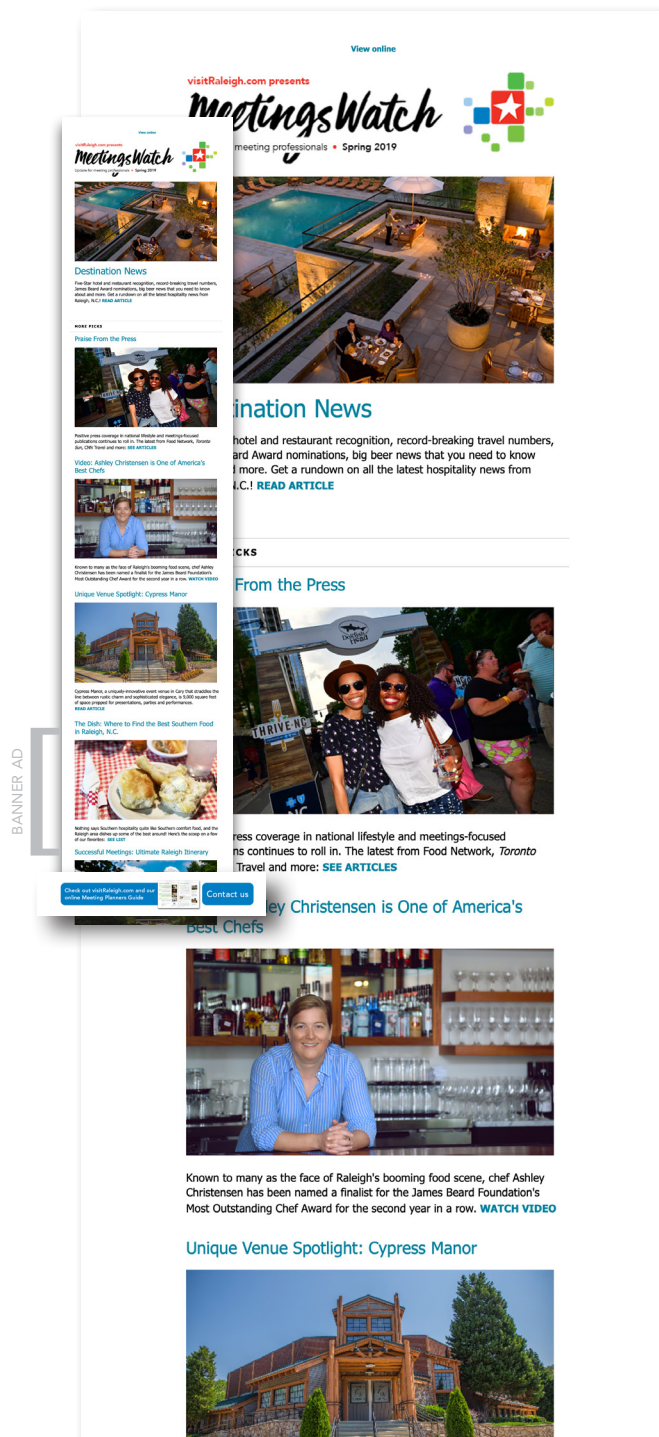
For more information and to reserve space, contact Derek Allman, CHIA, senior marketing manager, at [dallman@visitRaleigh.com](mailto:dallman@visitRaleigh.com) or 919.645.2671.

Please note: Advertising space is reserved on a "first-come, first-served" basis. To discuss advertising placements other than banner ads (e.g., sponsored stories and native advertising), please contact Derek Allman. GRCVB reserves the right to refuse ads that are judged to be inaccurate, deceptive, obscene or contrary to the CVB's mission.



**Greater Raleigh  
Convention and Visitors Bureau**  
421 Fayetteville St., Ste. 1505  
Raleigh, NC 27601-2995  
919.834.5900 | 800.849.8499  
919.831.2887 FAX  
[www.visitRaleigh.com](http://www.visitRaleigh.com)

## Advertising opportunities in MeetingsWatch



**Meetings Watch** is the Greater Raleigh CVB's bimonthly curated email highlighting the latest industry developments and meetings news from throughout the capital city area. It's sent around the 20th of each month to 4,000+ meeting planners and clients of the Bureau's Sales and Services departments.

**Meetings Watch** is the best way to reach a qualified, targeted meeting planner audience that represents potential business for the destination. Subscribers consist of planners who have hosted a meeting in the Raleigh area, have a future meeting planned for the destination or are considering the destination.

### MEETINGS WATCH SUBSCRIBERS

- North Carolina 35%
- Other U.S. 64%
- International 1%

### ADVERTISING RATES AND SPECIFICATIONS

- Style: Banner ad
- Character limit: 200
- Size: 570 x 80 pixels
- Image format: PNG, JPG
- Image size: 20k maximum
- Price: \$99

### SPACE RESERVATION DEADLINE

- 1st of month preceding publication date

### MATERIALS DEADLINE

- 5th of month of publication

### PUBLICATION DATE

- On or about the 20th, bimonthly

For more information and to reserve space, contact Jack Matteo, group marketing manager, at [jmatteo@visitRaleigh.com](mailto:jmatteo@visitRaleigh.com) or 919.645.2686.

*Please note: Advertising space is reserved on a "first-come, first-served" basis. To discuss advertising placements other than banner ads (e.g. sponsored stories and native advertising), please contact Jack Matteo. GRCVB reserves the right to refuse ads that are judged to be inaccurate, deceptive, obscene or contrary to the CVB's mission.*