



Greater Raleigh Convention and Visitors Bureau

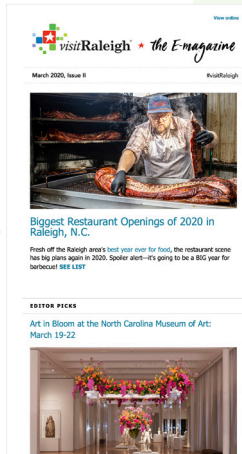
Official Media Kit

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

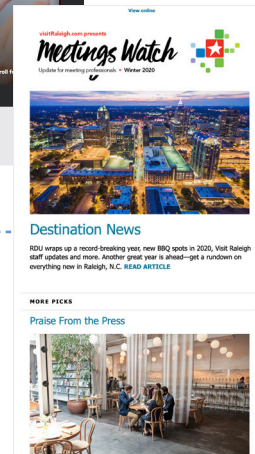
In fiscal year 2020-2021



visitRaleigh.com



visitRaleigh
the E-magazine



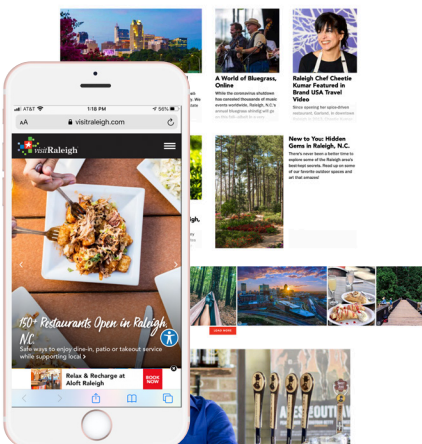
Meetings Watch
Enews





**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

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

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.

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 2.9 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

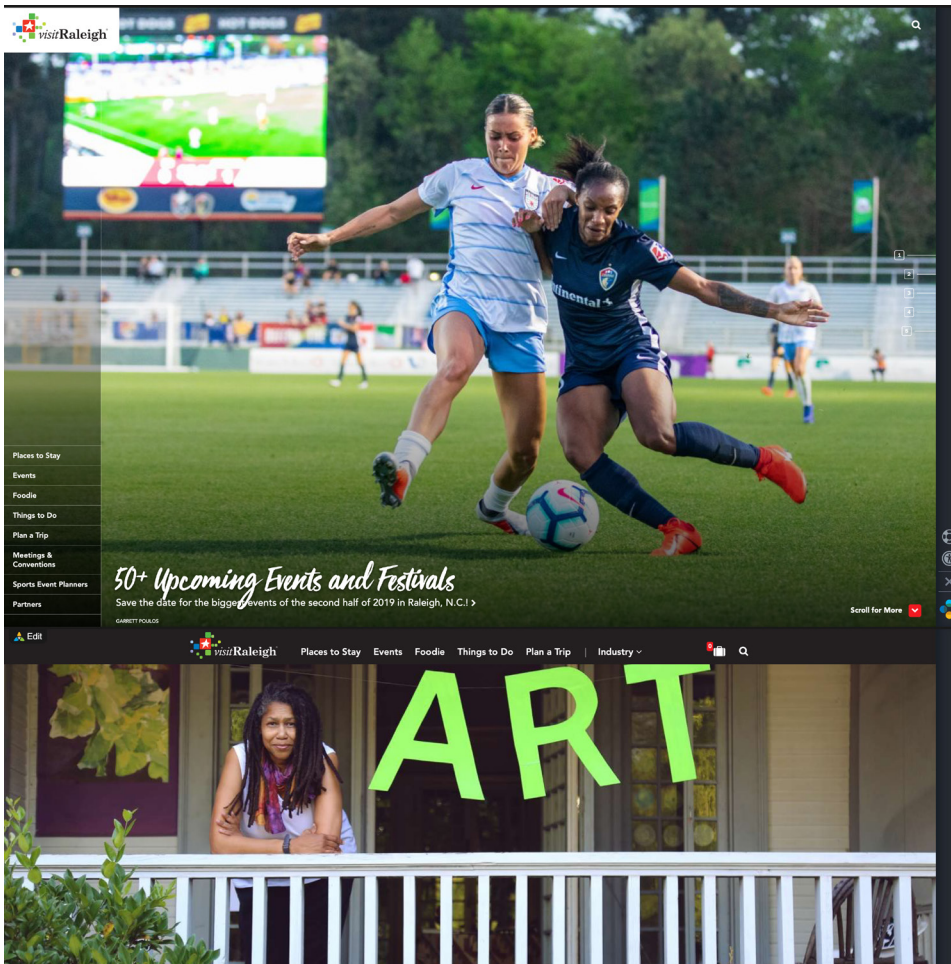
Advertising on visitRaleigh.com puts your organization directly in front of your “perfect, qualified customer.” That’s why our advertising click-through rate (CTR) for hospitality industry partners is typically three to six times the national average, when compared with Google or Facebook advertising,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

Sponsored

30 Can't-Miss Things to Do
Essential things to do when visiting the Raleigh area
[View More >](#)

Sponsored

Event Planning Experts
Plan your next event at the Raleigh Marriott City Center
[View More >](#)

Sponsored

HighPark Nail Spa: An Organic Nail Salon
Escape the daily stress of life with a much-deserved pampering session...

Sponsored

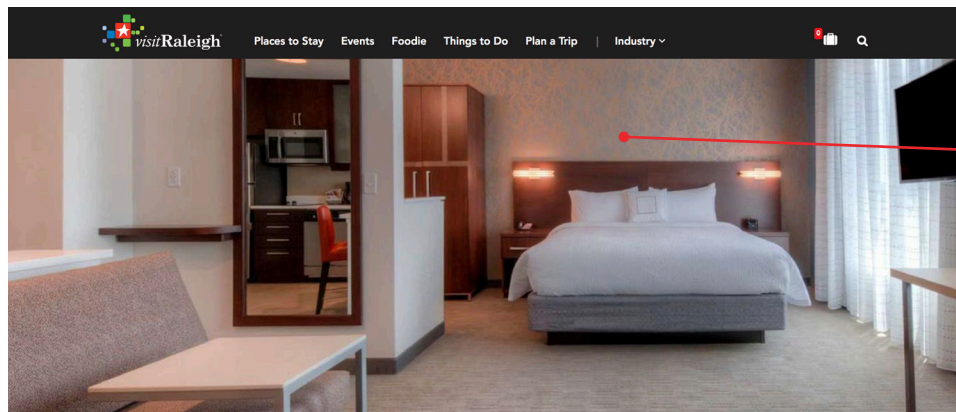
Three Bears Acres
Visit today for 50 acres of outdoor family fun. Come, grow with us!

Sponsored

Fuquay Mineral Spring Inn and Garden
Historic inn in downtown offering cooking classes and spa treatments...

Sponsored

Late-Night Local Jazz Every Saturday at 9pm
Irregardless Café hosts late-night jazz Sat. 9-11pm. Enjoy with apps and drinks...



Responsive website design allows advertisements to display on all devices.

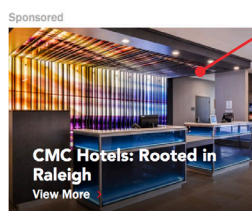
HEADER IMAGE SPONSOR

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



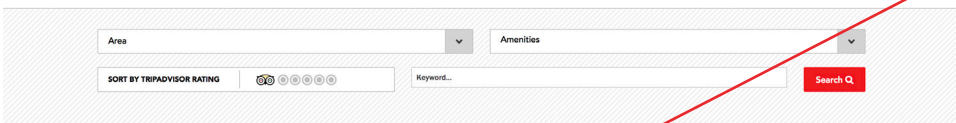
Places to Stay in Raleigh, N.C.

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.



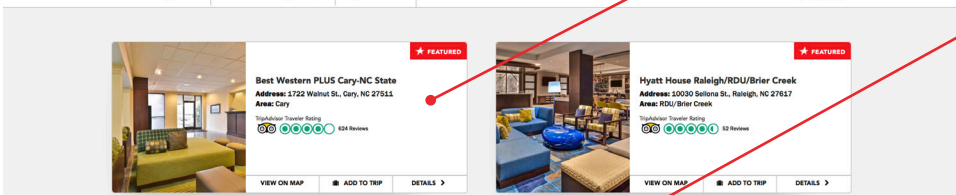
PREMIUM PAGE SPONSOR

- 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

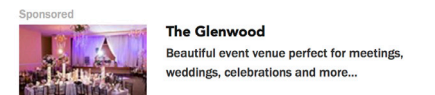
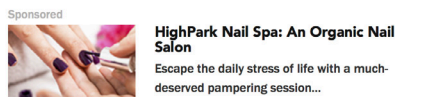
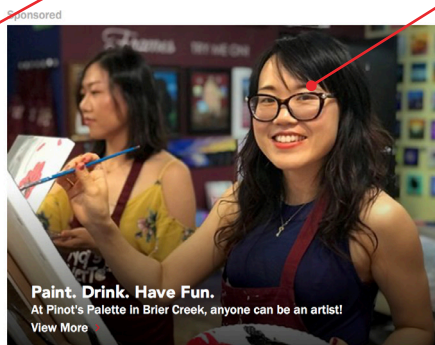
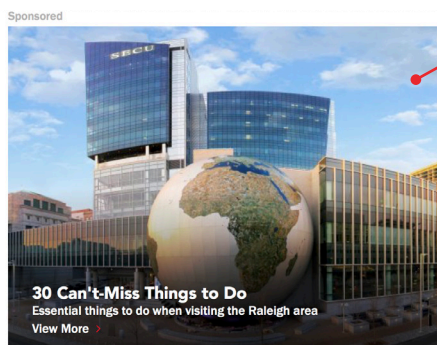
- Very targeted page-specific placement
- Photo=550 x 330 pixels
- Title=25 characters
- Copy=65 characters

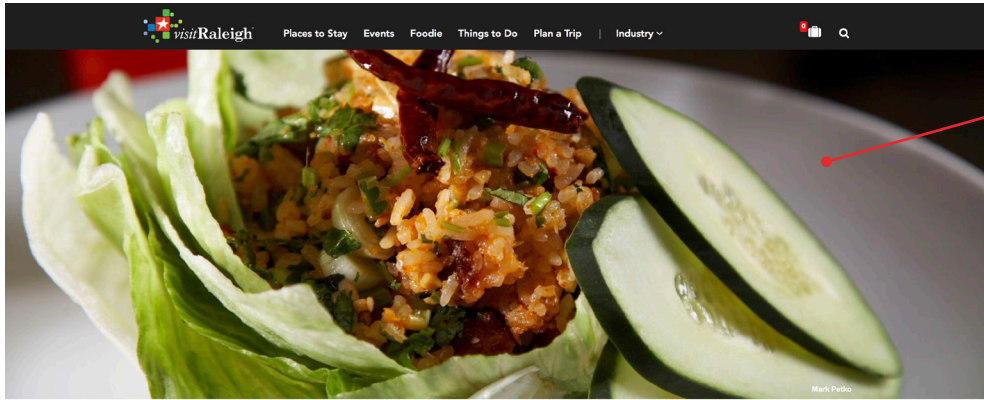
RUN-OF-SITE BANNER

- 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





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

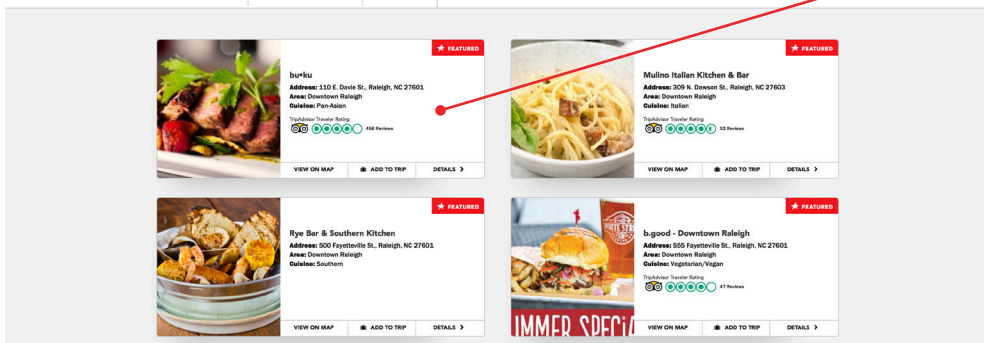
- Places to Stay sub-pages—\$275/month
- Things to Do sub-pages—\$300/month
- Shopping sub-page—\$200/month
- Foodie sub-pages—\$300/month

Raleigh, N.C., Restaurants
 Foodies, rejoice! You're in one of the "Hottest Food Cities" according to Zagat, and you'll quickly see why our culinary scene is gaining national recognition. Dining here is a peerless mix of foodie culture and warm, down-home service, highlighted by James Beard Award-recognized chefs.

Search filters including: Cuisine Type, Area, Dining Style, Dining Price for Two, Amenities, SORT BY TRIPADVISOR RATING, and Keyword search bar.

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

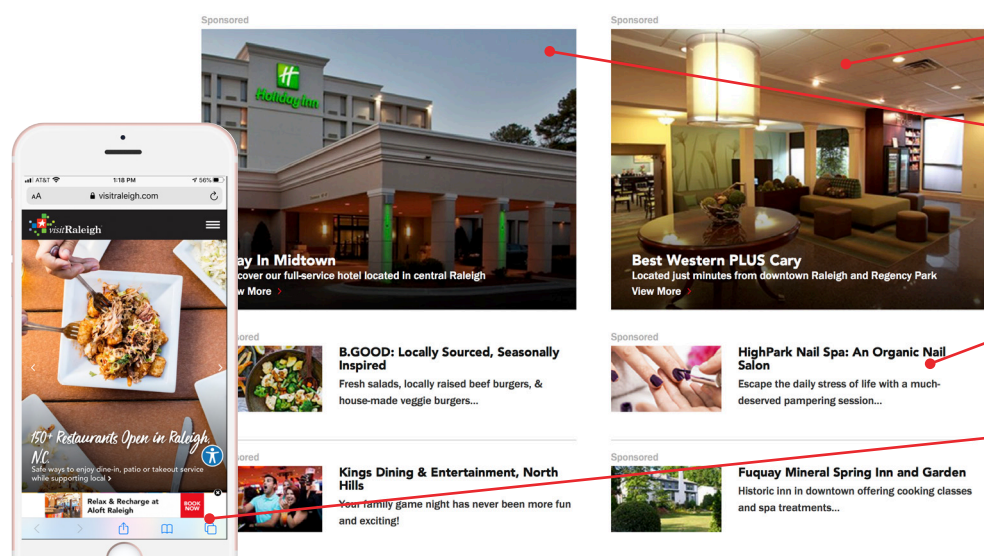


RUN-OF-SITE BANNER

- 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

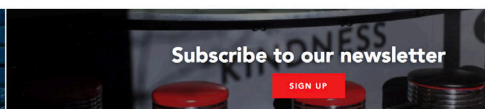
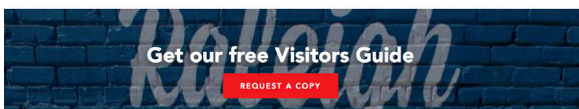


SPOTLIGHT TEXT LINK

- 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 (pixl.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

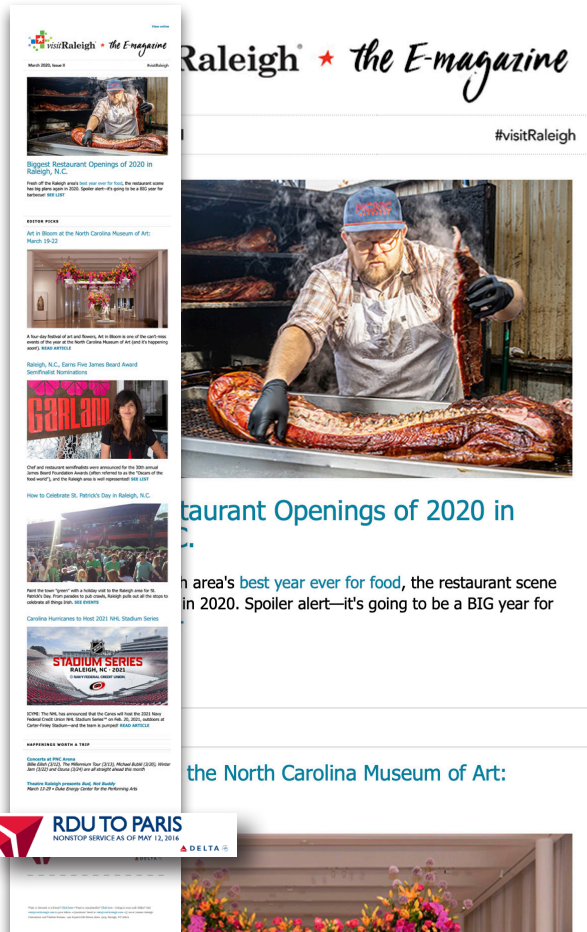
- Must crop well for a horizontal profile, have a strong center of attention and be in focus. Please do not add filters (e.g., Instagram).
- Please do not add text to photos.
- Photographs must be authentic representations of your business and not be Photoshopped or manipulated to include unrealistic 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.

Advertising opportunities in visitRaleigh, the E-magazine



Raleigh ★ the E-magazine

#visitRaleigh



Restaurant Openings of 2020 in

... area's **best year ever for food**, the restaurant scene in 2020. Spoiler alert—it's going to be a BIG year for

... the North Carolina Museum of Art:



A four-day festival of art and flowers, Art in Bloom is one of the can't-miss events of the year at the North Carolina Museum of Art (and it's happening **soon!**). [READ ARTICLE](#)

Raleigh, N.C., Earns Five James Beard Award Semifinalist Nominations



visitRaleigh, the E-magazine is the Greater Raleigh CVB's biweekly 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 45%
- Other U.S. 51%
- International 4%

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

- Two issues are sent each month. Contact us and let us know which month you'd prefer. We can help determine which issue would work best for your ad.

For more information and to reserve space, contact Derek Allman, CHIA, senior marketing manager, at 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

Advertising opportunities in MeetingsWatch

View online

visitRaleigh.com presents
Meetings Watch
for meeting professionals • Winter 2020

Destination News
2020 was a record-breaking year, new BBQ spots in 2020, Visit Raleigh and more. Another great year is ahead—get a rundown on what's new in Raleigh, N.C. [READ ARTICLE](#)

More Press
Praise From the Press
Positive press coverage in national lifestyle and meetings-focused publications continues to roll in. Coverage from *Delta Sky*, *Alaska Beyond*, *Eater Charleston* and more. [SEE ARTICLES](#)

Video: Meet Aviator Brewing Company's Mark Doble
Soaring from a humble airplane hangar to a massive beer empire in Fuquay-Varina, just outside of Raleigh, brew boss Mark Doble knows the ins and outs of some pretty fly beer. Aviator Brewing Company takes the beer experience to new heights. [WATCH VIDEO](#)

Unique Venue Spotlight: North Carolina Museum of History
The advantage of up to 11,000 square feet of event space while having about \$1000 worth of great liquor. Let's face it, you can't get that kind of bang for your buck in Raleigh. [WATCH VIDEO](#)

Awesome Places for Lunch Near the Raleigh Convention Center
Great locations. Delicious with local ingredients. Fresh and hot healthy.

Check us out on [visitRaleigh.com](#) and our [events](#) featuring ["Meetings Watch"](#) [Contact us](#)

Positive press coverage in national lifestyle and meetings-focused publications continues to roll in. Coverage from *Delta Sky*, *Alaska Beyond*, *Eater Charleston* and more. [SEE ARTICLES](#)

Video: Meet Aviator Brewing Company's Mark Doble



Soaring from a humble airplane hangar to a massive beer empire in Fuquay-Varina, just outside of Raleigh, brew boss Mark Doble knows the ins and outs of some pretty fly beer. Aviator Brewing Company takes the beer experience to new heights. [WATCH VIDEO](#)

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 33%
- Other U.S. 66%
- 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 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.