

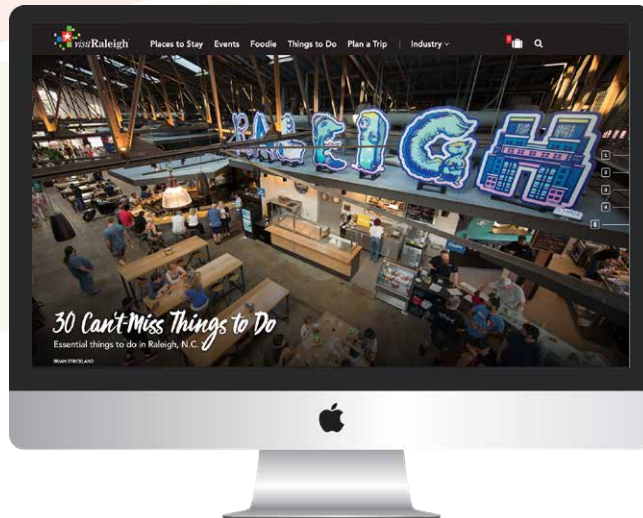
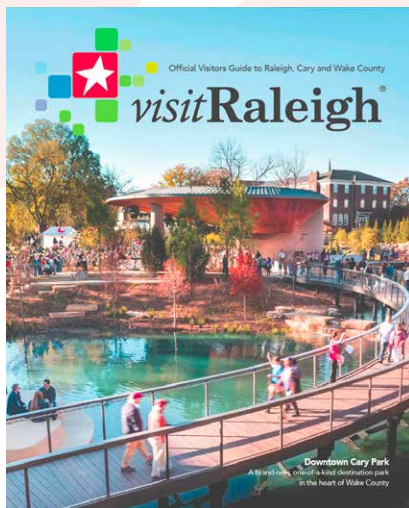


Greater Raleigh Convention and Visitors Bureau

# Official Media Kit

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

In fiscal year 2024-2025



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

**visitRaleigh.com**



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

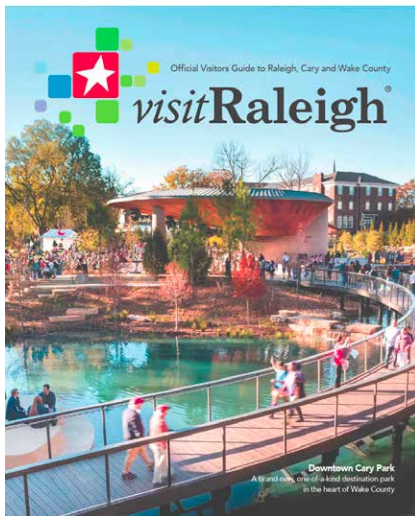


**GREATER RALEIGH  
CONVENTION AND  
VISITORS BUREAU**  
434 Fayetteville St., Ste. 2600  
Raleigh, NC 27601-1789

919.834.5900  
800.849.8499

www.visitRaleigh.com

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



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 80,000 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.
- Online distribution—prominently linked and accessed via 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.

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)  
4851 Wharf Pkwy. #D204  
Orange Beach, Ala. 36561  
251.968.4600 • [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 Michael Robson at 919.645.2683 or [mrobson@visitRaleigh.com](mailto:mrobson@visitRaleigh.com).

### 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:

- |                                     |                              |                   |
|-------------------------------------|------------------------------|-------------------|
| <b>Arts</b>                         | <b>Culinary</b>              | <b>Live Music</b> |
| <b>Local Shopping and Boutiques</b> | <b>Museums and History</b>   | <b>People</b>     |
| <b>Scenic and Nature</b>            | <b>Sports and Recreation</b> |                   |

### 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

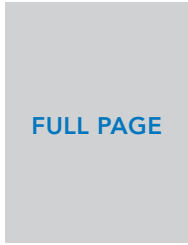
- Publication date:** Feb. 2025  
**Advertising closing:** Sept. 20, 2024  
**Ad materials due:** Oct. 4, 2024

# Advertising opportunities in the *Official Visitors Guide to Raleigh, Cary and Wake County* Sizes and pricing:

## FULL PAGE

\$6,595

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



## 2/3 PAGE

\$4,795

- 4.875" x 9.5"



## HALF PAGE

\$3,750

- 7.5" x 4.625"



## 1/3 PAGE

\$2,445

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



## 1/6 PAGE

\$1,595

- 2.375" x 4.625"



**BACK COVER:** \$8,550  
**INSIDE FRONT COVER:** \$7,625  
**INSIDE BACK COVER:** \$7,325

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

**John Balhouse** • 828.578.2323 • jbalhouse@compassmedia.com OR

**Casey Hough** • 336.613.0638 • 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.*

## With these current travel trends in mind, you can customize your advertising message and resonate with today's visitors.

The following is from McKinsey & Company: The state of tourism and hospitality 2024.

---

**The bulk of travel is close to home.** Although international travel might draw headlines, stakeholders shouldn't neglect the big opportunities in their backyards. Domestic travel still represents the bulk of travel spending, and intraregional tourism is on the rise.

---

**Expect a return to pre-pandemic norms in domestic travel.** Domestic travel recovered from the COVID-19 pandemic faster than international travel, as is typical coming out of downturns. And although there has been a recent boom in "revenge travel," with travelers prioritizing international trips that were delayed by the pandemic, a return to pre-pandemic norms, in which domestic travel represents 70 percent of spending, is expected by 2030.

---

**Travel has become a top priority, especially for younger generations.** In 2023, millennials and Gen Zers took, on average, nearly five trips, versus less than four for Gen Xers and Baby Boomers. Millennials and Gen Zers also say they devote, on average, 29 percent of their incomes to travel, compared with 26 percent for Gen Zers and 25 percent for Baby Boomers.

---

**The adventure starts before the trip begins.** Today's travelers tend to view the planning process, in part, as a treasure hunt. Seventy-seven percent of respondents describe the research phase as an effort to ensure that they're finding good deals or saving money.

---

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

**John Balhouse** • 828.578.2323 • jbalhouse@compassmedia.com OR

**Casey Hough** • 336.613.0638 • 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.*

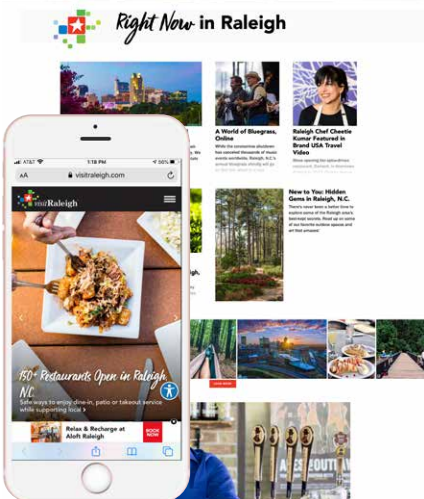


**GREATER RALEIGH  
CONVENTION AND  
VISITORS BUREAU**  
434 Fayetteville St., Ste. 2600  
Raleigh, NC 27601-1789

919.834.5900  
800.849.8499

www.visitRaleigh.com

## Advertising opportunities on 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 three million users 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 three million users 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



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).

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

Responsive website design allows advertisements to display on all devices.



## HOMEPAGE SPONSOR

- Showcase your business to visitors on the homepage
- Photo=571 x 427 pixels
- Title=25 characters
- Copy=65 characters

## RUN-OF-SITE BANNER

- Showcase your business to visitors on nearly every page
- Photo=571 x 427 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

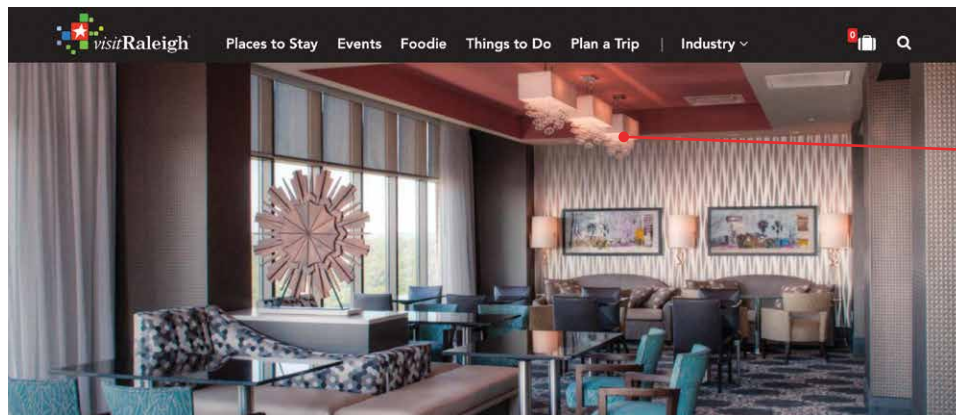
**Three Bears Acres**  
Visit today for 50 acres of outdoor family fun!  
Come, grow with us!

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.**

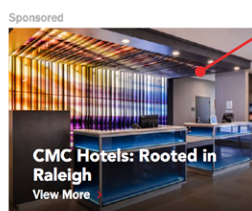
**HEADER IMAGE SPONSOR**

- Premier subcategory page placement
- Photo should be landscape with a center focused subject]
- Photo=1403 x 500 pixels
- Title=60 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.



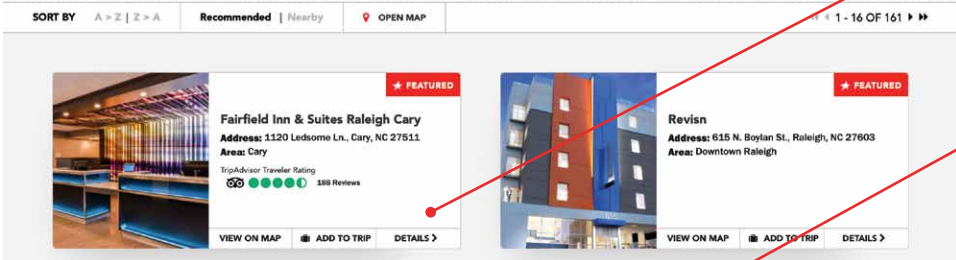
**PREMIUM PAGE SPONSOR**

- Secure targeted placement on category-specific pages for premium visibility
- Photo=571 x 427 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

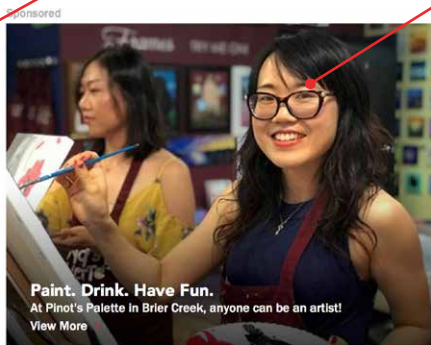
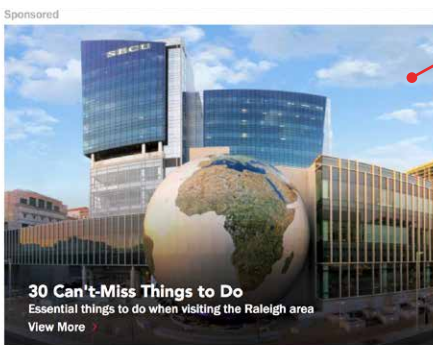


**PAGE SPONSOR**

- Very targeted page-specific placement
- Photo=571 x 427 pixels
- Title=25 characters
- Copy=65 characters

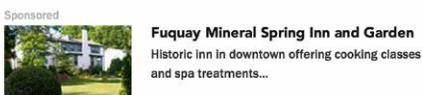
**RUN-OF-SITE BANNER**

- Showcase your business to visitors on nearly every page
- Photo=571 x 427 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=80 characters



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



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

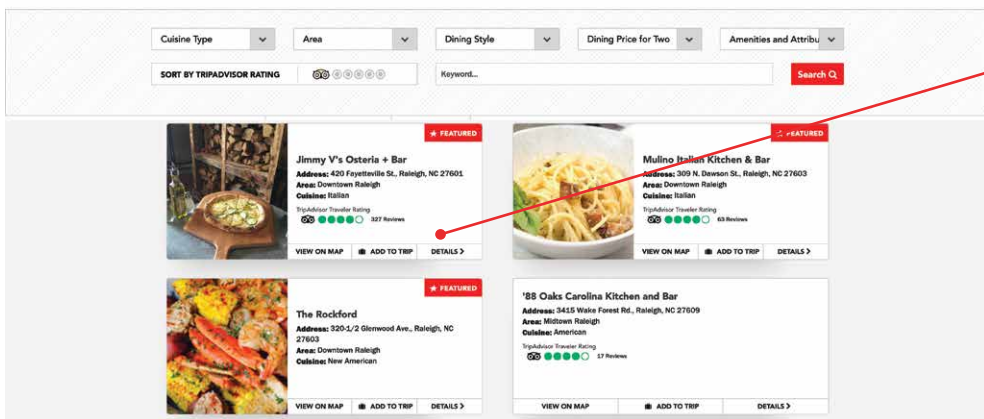
## HEADER IMAGE SPONSOR

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

## PREMIUM PAGE SPONSOR

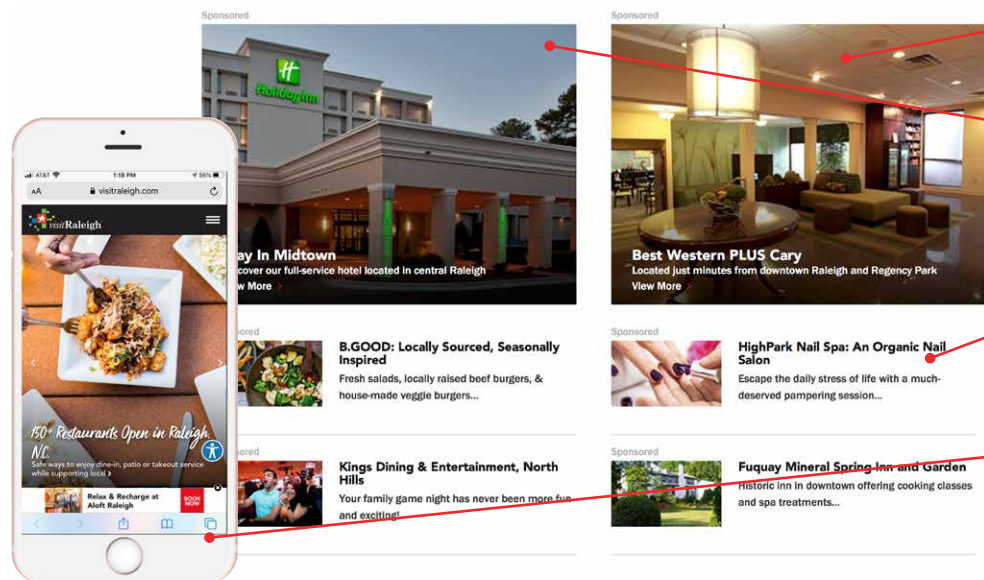
- Places to Stay sub-pages—\$275/month
- Things to Do sub-pages—\$300/month
- Shopping sub-page—\$200/month
- Foodie sub-pages—\$300/month

**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.



## 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](http://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:**

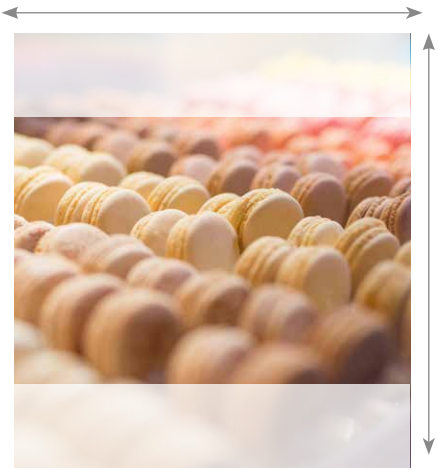
**Lia Wik**  
**Destination Travel Network**  
 Phone: 520.989.8071  
 Email: [lwik@destinationtravelnetwork.com](mailto:lwik@destinationtravelnetwork.com)  
 Website: [www.destinationtravelnetwork.com](http://www.destinationtravelnetwork.com)

*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](http://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](http://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.



**GREATER RALEIGH  
CONVENTION AND  
VISITORS BUREAU**  
434 Fayetteville St., Ste. 2600  
Raleigh, NC 27601-1789

919.834.5900  
800.849.8499

www.visitRaleigh.com

## Advertising opportunities in Meetings Watch

**Meetings Watch** is the Greater Raleigh CVB's quarterly curated email highlighting the latest industry developments and meetings news from throughout the capital city area. It's sent to 4,000+ meeting planners and clients of the Bureau's Sales and Destination 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 30%
- Other U.S. 69%
- 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, quarterly

For more information and to reserve space, contact Carly Delengowski, CGSP®, content marketing manager, at [cdelengowski@visitRaleigh.com](mailto:cdelengowski@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 Carly Delengowski. GRCVB reserves the right to refuse ads that are judged to be inaccurate, deceptive, obscene or contrary to the CVB's mission.*

This month marks 15 years since Marbles Kids Museum opened in Raleigh, N.C. The children's museum opened its doors on Sept. 29, 2007, and has since hosted hundreds of meetings and events. [READ MORE](#)

### Takeaways from GRCVB's 2022 Meeting Professionals Summit



The GRCVB Convention Sales Department hosted its fourth annual Meeting Professionals Summit on Thurs., Aug. 11, 2022, at the Raleigh