

# EXPLORE

## *York County*

2024-2025 MEDIA KIT





# Overview

Visit York County's Destination Guide is an annual, editorial publication produced each year by Visit York County, the official Destination Marketing Organization (DMO) for York County, South Carolina.

It is **THE go-to guide for anyone looking to visit, learn more about the area, or relocate to greater York County.**



## INSIDE THE ISSUE:

- Lifestyle & Amenities
- Relocation Information
- Arts & Culture
- Where to Stay
- Historic Attractions
- Food & Drinks
- Sports Tourism
- Events & Conferences

Don't miss this unique opportunity to showcase your company to potential customers. Visit York County's Destination Guide is also a fundamental recruitment tool to enhance your efforts to lure top talent.

## Deadlines

Advertisements are sold on a first-come, first-served basis and dates are subject to change.

- Early Bird Pricing: Oct. 15
- Space Reservation: Dec. 15
- Artwork Due: Dec. 31
- Issue Available: March 31

## Audience

More than 30,000 copies of Visit York County's Destination Guide are printed annually and distributed to our partners in hospitality and to major employers throughout the region.

Additionally, the guide is circulated throughout the Southeast and digitally available on [VisitYorkCounty.com](http://VisitYorkCounty.com) with links to all advertisers.

- Hotels & Restaurants
- Event Planners
- Travel Agents & Tour Guides
- State Information Centers
- Partners in Destination Development
- And more!

## RESERVE YOUR SPACE TODAY

Contact: Mallory Snyder  
[msnyder@visityorkcounty.com](mailto:msnyder@visityorkcounty.com)  
 803.487.5702

Visit York County  
 130 East Main Street  
 Rock Hill, SC 29730



**YOUR AD  
HERE**



*Exclusive*

**QUALITY OF LIFE  
SPONSOR \$5,000**

Visit York County's Destination Guide features a dedicated relocation insert to assist individuals and businesses interested in moving to the area.

- Exclusive 2024-2025 Quality of Life Section Sponsor
- Full Page Ad on the first page of the Relocation Guide insert
- Company logo on the Relocation Guide cover page
- Company logo and link on Visit York County website and mobile app
- Opportunity to provide data and relevant content





**NEIGHBORHOOD FEATURES,  
BUSINESS ENVIRONMENT  
DATA, SCHOOL SYSTEM  
OVERVIEWS, AND MORE!**

# 2024 Rates

Rates are subject to change. Premium ad placements including the inside cover, first full page, back cover, and inside back cover are subject to a 15% surcharge. Ads are fulfilled on a first-come, first-serve basis. Space reservations placed before the early bird deadline will receive a 10% discount.

<b>FULL PAGE</b>	<b>\$2,425</b>
<b>HALF PAGE</b>	<b>\$1,300</b>
<b>QUARTER PAGE</b>	<b>\$750</b>

## 2024-2025 DESTINATION GUIDE SPECIFICATIONS:

<p><b>FULL PAGE BLEED</b></p> <p>Trim Size 8.125 x 10.875</p> <p>Bleed Size 8.375 x 11.125</p> <p>Live Area 7 x 10</p>	 <p><b>HALF PAGE (w) x (h)</b> 7 x 4.875</p>	 <p><b>1/4 PAGE (w) x (h)</b> 3.5 x 4.875</p>
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Files should be submitted via PDF or JPG minimum 300 dpi at full size. Files containing only text or vector artwork should be saved at 600 dpi at full size. Fonts and images must be embedded. Artwork must be CMYK (no spot colors or RGB) and include crop marks.

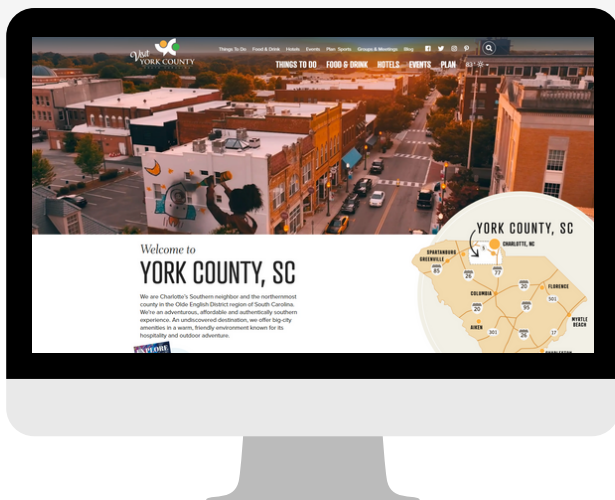
## MAILING SPONSOR \$3,500

- Exclusive 2024-2025 Mailing Sponsor of Visit York County's Destination & Relocation Guide
- Full Page Ad on the second page of the 2023 Relocation Guide insert
- Company logo and link on Visit York County website
- Opportunity to provide data and relevant content
- Co-branded welcome letter as guides are distributed
- Opportunity to co-brand envelopes for regional and national distribution
- Opportunity to provide a sticker for the front cover of the Guide (QR code, logo, advertisement, etc.)
- Complimentary copies of the Guide

# Beyond the Guide

With a broad-reaching audience and multiple platforms, Visit York County offers dozens of opportunities to **promote your brand**.

- **Digital Kiosks:** Exclusively power one of Visit York County's interactive visitor screens located in highly trafficked areas throughout York County
- **Newsletter:** Promote your message through our series of weekly newsletters to reach local and out-of-market stakeholders



- **Website:** Through a partnership with Destination Travel Network, Visit York County is proud to offer advertising opportunities via VisitYorkCounty.com. To learn more, contact [advertising@DTNads.com](mailto:advertising@DTNads.com).
- **YoCo Brew Trail:** Reach craft beer lovers through Visit York County's YoCo Brew Trail passport and more.



## LEARN MORE

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[@VisitYorkCountySC](https://www.instagram.com/VisitYorkCountySC)

