

EXPLORE YORK COUNTY

2021-2022 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-serve basis and dates are subject to change.

- Early Bird Pricing: June 1
- Artwork Due: October 1
- Space Reservation: September 1
- Issue Available: January 15



Audience

More than 15,000 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 with links to all advertisers.

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

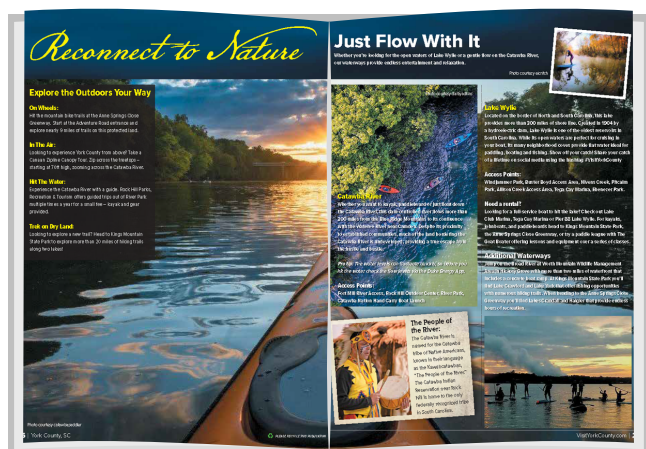


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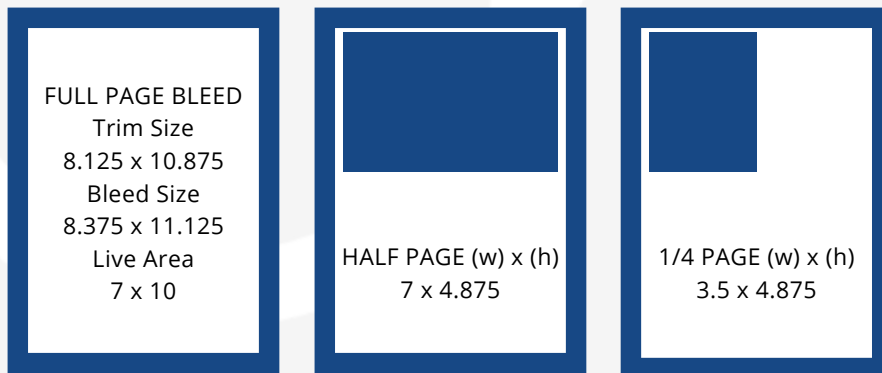
RESERVE YOUR SPACE TODAY

Contact: Mallory Snyder
msnyder@visityorkcounty.com
803.487.5702

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



2021-2022 DESTINATION GUIDE SPECIFICATIONS:



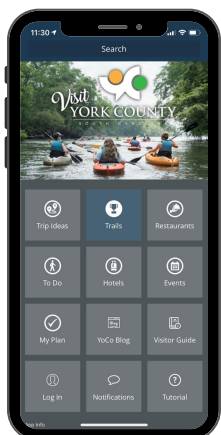
Files should be submitted via PDF or JPG minimum 300 dpi at full size. Files containing only text or vector artwork should be saved at 600 dpi at full size.

Fonts and images must be embedded. Artwork must be CMYK (no spot colors or RGB) and include crop marks.



Beyond the Guide

- **VisitYorkCounty.com & Mobile App:** Banner ads, sponsored content, featured company pages, and more
- **Digital Community Installations:** Exclusively power our interactive visitor screens located throughout York County
- **Newsletter:** Promote your brand in one of our weekly newsletters that reach local and out-of-market stakeholders



- **Mobile Visitor's Center:** Highlight your company and choose the location of "Vizzi," our traveling visitor information kiosk
- **Events:** Support a Visit York County event while reaching your target audience
- **Relocation Guide:** Sponsor Visit York County's new and exclusive Relocation Guide released annually with our Destination Guide

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.

Full Page	\$2,000
Half Page	\$1,000
1/4 Page	\$500

*Space reservations made by the early bird deadline will receive a 10% discount

*Ad design services are available upon request

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