

EXPLORE

York County

2023 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:** Nov. 15
- **Space Reservation:** Dec. 15
- **Artwork Due:** Dec. 31
- **Issue Available:** Feb. 15



**YOUR AD
HERE**



Audience

More than 35,000 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
- 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
803.487.5702

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

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 2023 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!**

2023 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 \$2,250

Half Page \$1,250

1/4 Page: \$750

2021-2022 DESTINATION GUIDE SPECIFICATIONS:

<p>FULL PAGE BLEED</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>HALF PAGE (w) x (h) 7 x 4.875</p>	 <p>1/4 PAGE (w) x (h) 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.

Exclusive

MAILING SPONSOR \$3,500

- Exclusive 2023-2024 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
- **Events:** Support a Visit York County event while reaching your target audience
- **Mobile Visitor's Center:** Increase the awareness of your brand and choose the location of "Vizzi," our traveling visitor's center



VISIT YORK COUNTY'S MOBILE VISITOR'S CENTER, "VIZZI"

WEBSITE

Visit York County has partnered with Destination Travel Network to maximize your brand's visibility on VisitYorkCounty.com. For website-specific advertising pricing and program details, contact advertising@DTNads.com.

Targeted advertising opportunities on VisitYorkCounty.com include:



- Sponsored Content
- Banner Ads
- Featured Listings
- Page Sponsors
- And more!

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