

EXPERIENCE COLUMBIA SC
FY 2025 - 2026
CO-OP MARKETING &
ADVERTISING OPPORTUNITIES



 **EXPERIENCE
COLUMBIA SC**

Experience Columbia SC will fill co-op spots on a first come, first served basis. Every effort will be made to grant partners the co-op spots they prefer, but due to limited numbers of opportunities in each area, Experience Columbia SC may direct partners to a comparable or similar opportunity if your first choice is no longer available.

Please email your selections to **McClelland Wagner** at mwagner@experiencecolumbiasc.com. Sending your selections via email helps us to see the order in which selections were received from our partners.

**Once ads are contracted, reimbursements cannot be made. Deadlines indicated in this document are the responsibility of the partner. If deadlines are missed, the DMO cannot provide a replacement co-op opportunity.*

**Experience Columbia SC strongly encourages hotel partners to use the opportunities and programs outlined in this guide as they are planning to expend their Destination Marketing Funds.*

**Please note that all ads are out of market and must include Columbia SC verbiage, or have the Experience Columbia SC logo on the ad.*

For questions contact:

McClelland Wagner

803-545-0269 | mwagner@experiencecolumbiasc.com

Kelly Barbrey

803-545-0018 | kbarbrey@experiencecolumbiasc.com

Plan Roll-Out:

JULY 10TH, 2025

FOR DMF PARTNERS:

- **April 1st** – ECSC highly recommends having all DMF funds allocated by this date

TABLE OF CONTENTS

4	Digital Billboards	13	Social Media Marketing
6	Columbia SC Insider's Guide	14	Discover SC Vacation Guide
7	ECSC Website & E-News	15	South Carolina Living
8	ECSC Partner Packages	16	Sinclair Digital
9	Tripadvisor	18	Additional Print Opportunities
10	6AM City	19	Creative Assistance & Photography
11	Programmatic Display & Video Pre-roll		Tradeshow Registration & Travel / Client Entertainment
12	Streaming TV / OTT / CTV		

Experience Columbia SC strongly encourages its DMF partners to have a confirmed marketing plan in place or a tentative plan in motion before April 1st of the fiscal year to ensure DMF dollars are spent and to give ample time for contracting and placing of advertising materials.

DIGITAL BILLBOARDS

ECSC purchases 1 full slot, of approximately 8 available, per board. Slots are rotated every 8 seconds, showing for about 6 seconds each, and approximately 2 times per minutes. Our slot is seen an average of 1,300+ times per day. Co-Op creative is shared with brand creative within that 1 slot rotation. We typically rotate 4-6 creatives at a time.

DEADLINE:

Billboards must be designed to the specifications below and submitted **5 days prior to the start date**. Placements are made based on availability.

SUBMISSION:

Please submit completed ads to **McClelland Wagner** at mwagner@experiencecolumbiasc.com by the deadline corresponding to your selected months. It will be forwarded along to the company pending DMO approval.

GREENVILLE:

NEW Location	I-385, at I-85 North & South Split
	Outstanding clear-view digital at the 385 & 85 interstates in Greenville. This 14x48 unit serves traffic headed right into downtown Greenville, ramps to both North and South I-85 and many corporate and local businesses in the metro area.
Size:	48' w X 14' h
Cost:	\$600 / month
Exposure:	224,334 weekly impressions per Columbia's share
File Set-up Size:	1504 w X 416 h pixels
File Set-up:	Sized at 72 dpi, RGB mode, JPEG format
Availability:	Weekly or Monthly



Heading into downtown Greenville

AUGUSTA:

Location	Washington Road & Alexander Dr.
	This is a high impact, jumbo display, on busy Washington Road, in an affluent shopping center, and directly across from Augusta National Golf Course, which hosts the coveted Masters Golf Tournament each year. It reaches high-income families that are shopping, dining out, golfing and commuting to nearby downtown.
Size:	48' w X 14' h
Cost:	\$600 / month
Exposure:	311,462 weekly impressions per Columbia's share
File Set-up Size:	1408 w X 384 h pixels
File Set-up:	Sized at 72 dpi, RGB mode, JPEG format
Availability:	Weekly or Monthly

CHARLESTON:

Location	I-26, at mile 215, 3 miles W/O Downtown Charleston, RHR (Right Hand Read)
	This digital display is located on busy I-26 Westbound, right-side of the road, just 5 minutes West of the Historic Downtown area, and 4 minutes East of the I-526 connector. Audience exposure includes commuters and tourist traffic heading to North Charleston, West Ashley, Summerville and Columbia. Daily traffic destinations include the Airport and Tanger Outlet Mall. This billboard also serves one of the hottest real estate markets in South Carolina.
Size:	48' w X 14' h
Cost:	\$600 / month
Exposure:	211,632 weekly impressions per Columbia's share
File Set-up Size:	1400 w X 400 h pixels
File Set-up:	Sized at 72 dpi, RGB mode, JPEG format
Availability:	Weekly or Monthly



Westbound Charleston I-26

CHARLOTTE:

Location 1	I-77, Exit 6, .5 miles S/O Billy Graham Pkwy Rotate every 2 weeks between each side of the same board, to be viewed by north and south bound traffic. Southbound: This left hand read captures the southbound traffic moving south from the financial district as well as the busy CLT Airport, and is just a few miles from the SC state line. Commuters and through traffic view this stand-out digital! Northbound: This right hand read is seen just before the Midtown exits to Charlotte city center, home to business and entertainment arenas including Bank of America Stadium, NASCAR Hall of Fame and the museums of Charlotte.
Size:	23' w X 16' h
Cost:	\$600 / month
Exposure:	Southbound: 144,515 weekly impressions per Columbia's share Northbound: 168,049 weekly impressions per Columbia's share
File Set-up Size:	828 w X 576 h pixels
File Set-up:	Sized at 72 dpi, RGB mode, JPEG format
Availability:	Weekly or Monthly



Charlotte I-77 Southbound



Charlotte I-77 Northbound

Location 2	Waverly Center, S/O I-485 This display is located in South Charlotte's affluent Waverly Center. Situated on Providence Rd, Waverly is easily accessible from I-485 and Hwy 74, and affords a short commute to Uptown Charlotte, Charlotte-Douglas International Airport, and the neighboring communities of Weddington, Waxhaw, Monroe, Fort Mill, and Ballantyne. With high activity due to families utilizing the green space that faces the digital unit and those enjoying eating at the multiple restaurants or shopping at the various high-end retailers, Waverly provides an opportunity to captivate and capitalize on the booming South Charlotte consumer market.
Size:	14' w X 18' h
Cost:	\$600 / month
Exposure:	341,801 weekly impressions
File Set-up Size:	260 w X 340 h pixels
File Set-up:	Sized at 72 dpi, RGB mode, JPEG format
Availability:	Weekly or Monthly



Waverly Center

COLUMBIA SC INSIDER'S GUIDE

Experience Columbia SC prints 85,000 copies of the Columbia SC Insider's Guide. The guide is distributed at all nine official state welcome centers, and also reaches visitors to UofSC and other colleges and universities in the region, military families visiting Fort Jackson, vacationing families with young children, and professionals coming to Columbia on business.

In addition to print, the guide is offered in a digital, mobile-friendly edition, and the two versions reach 300,000 readers.

This year's guide will be sized at 8" x 10.5". More details can be found in Madden Media's media kit for the Insider's Guide.

RATES:

Premium Positions:	
Back Cover	\$6,000
Inside Front Cover	\$5,500
Page 1	\$5,500
Facing Table of Contents	\$5,000
Inside Back Cover	\$5,000
Standard Positions:	
2-page Spread	\$9,500
Full page	\$4,000
Half page	\$2,500
1/4 page	\$1,500

SIGN-UP DEADLINE:

August 8

MATERIALS DEADLINE:

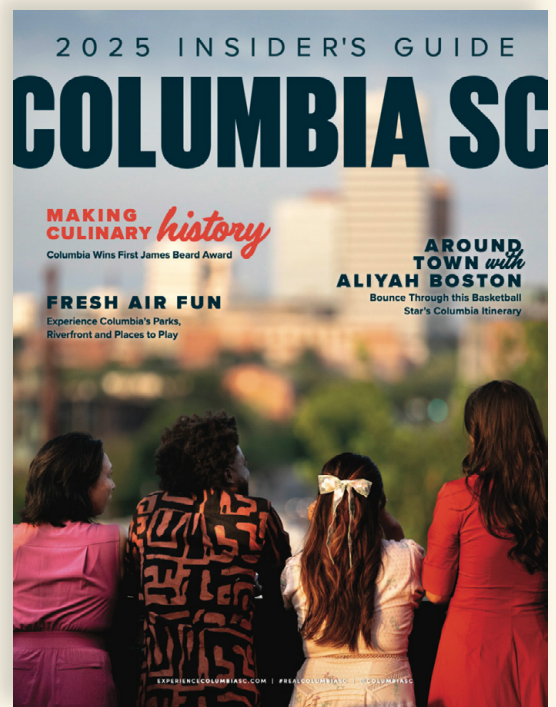
August 22

PUBLISHED:

December 2025

SUBMISSION:

Please email **Tamah Donaldson** at tdonaldson@maddenmedia.com for space reservation, specs, deadlines, and submission.



ECSC WEBSITE & E-NEWS

With over 900,000 website visits generating more than 3.1 million page views, and over 8,500 email subscribers, capitalize on an engaged audience that is specifically searching for information on the Columbia region through ExperienceColumbiaSC.com and the ECSC e-newsletter. More details can be found in Madden Media's media kit for the Insider's Guide.

WEBSITE RATES:

50,000 Impressions	\$1,000
100,000 Impressions	\$1,500
DMF Preferred Hotel Partners Featured Listing	\$2,000/year
Other Business Featured Listing	\$500/quarter or \$1,500/year

WEBSITE SIGN-UP DEADLINE:

Ongoing

E-NEWS RATES:

Featured E-News Content	\$500
Custom E-mail	\$875

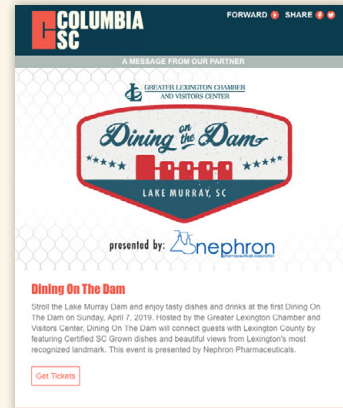
**Limit of 12 custom e-mails available per year*

E-NEWS SIGN-UP DEADLINE:

15th of each month

SUBMISSION:

Please email **Tamah Donaldson** at **tdonaldson@maddenmedia.com** for space reservation, specs, deadlines, and submission.



Custom Email



Courtyard by Marriott Columbia Cayce
URBAN VIBE WITHOUT THE HASSLE
 Courtyard by Marriott combines urban energy with sophisticated yet comfortable accommodations. **BOOK NOW**

Web Banner

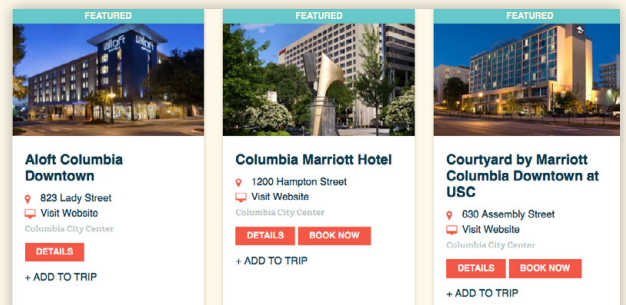


Sponsored
Family Fun with the Fireflies!
 Grab the family and join the fun with the Columbia Fireflies at Segra Park all summer long. From splash Sundays to Kids Eat Free Mondays we have something for everyone!
 Tickets start at \$5!



Sponsored
Ride the Soda Cap Connector
 Tues - Sat: 11am - 3pm & 5pm - 9pm
 A free service every 20 - 30 minutes through The Vista, Main Street and Five Points for shopping, dining and other attractions. [Learn More](#)

E-Newsletter Featured Content



Featured Listing Row

ECSC PARTNER PACKAGES

Maximize your marketing impact with Experience Columbia SC's print and digital platforms. Our all-inclusive packages are designed to reach travelers who are already eager to explore Columbia, giving you the perfect opportunity to connect with an engaged audience and drive results.

PACKAGES:

Platinum Package (Print & Digital):

- Full Page Ad in the Columbia SC Insider's Guide
- Additional Full Page Display Ad in Digital Edition
- 100,000 native ad impressions on ExperienceColumbiaSC.com
- Featured Listing on ExperienceColumbiaSC.com
- Two Featured Content sends in ECSC eNewsletters
- One Custom ECSC email blast

Rate: \$10,000

Gold Package (Print & Digital):

- Full Page Ad in the Columbia SC Insider's Guide
- 100,000 native ad impressions on ExperienceColumbiaSC.com
- Featured Listing on ExperienceColumbiaSC.com
- Two Featured Content sends in ECSC eNewsletters
- One Custom ECSC email blast

Rate: \$8,000

Silver Package (Print & Digital):

- Half Page Ad in the Columbia SC Insider's Guide
- 100,000 native ad impressions on ExperienceColumbiaSC.com
- Featured Listing on ExperienceColumbiaSC.com
- One Featured Content send in ECSC eNewsletters

Rate: \$6,000

Bronze Package (Print & Digital):

- Half Page Ad in the Columbia SC Insider's Guide
- 50,000 native ad impressions on ExperienceColumbiaSC.com
- Featured Listing on ExperienceColumbiaSC.com
- One Featured Content send in ECSC eNewsletters

Rate: \$5,000

Digital-Only Package:

- 100,000 native ad impressions on ExperienceColumbiaSC.com
- 50,000 native ad impressions on ExperienceColumbiaSC.com
- Full Page Ad in Digital Edition
- Two Featured Content sends in ECSC eNewsletters
- One Custom ECSC email blast

Rate: 5% off packaged digital assets

SIGN-UP DEADLINE:

Ongoing

SUBMISSION:

Please email **Tamah Donaldson** at **tdonaldson@maddenmedia.com** for space reservation, specs, deadlines, and submission.

Sign up for any Partner Package and receive an additional 25k impressions on ExperienceColumbiaSC.com

Tripadvisor is the world's largest travel site, with over 463 million monthly visitors. Tripadvisor enables travelers to plan and have the perfect trip, offering trusted advice from real travelers and a wide variety of travel choices and planning features with seamless links to booking tools.

FLIGHT:

4-week flight, beginning the 15th of the month

RATE:

\$2,275 per 130,000 impressions

REPORTING:

Impressions, clicks, ad quality

TARGETING:

Travelers researching Columbia on Tripadvisor, travelers researching South Carolina on Tripadvisor, travelers located in competing cities in Georgia, South Carolina and North Carolina (excluding Columbia SC), and retargeting those travelers that have viewed Columbia and South Carolina content as they continue on and off Tripadvisor.

MATERIALS DEADLINE:

The first of the month in which your ads will run. For example, ads beginning August 15 will be due August 1.

SPECS:

Desktop & Tablet:

728w x 90h, 300w x 250h, 300w x 600h

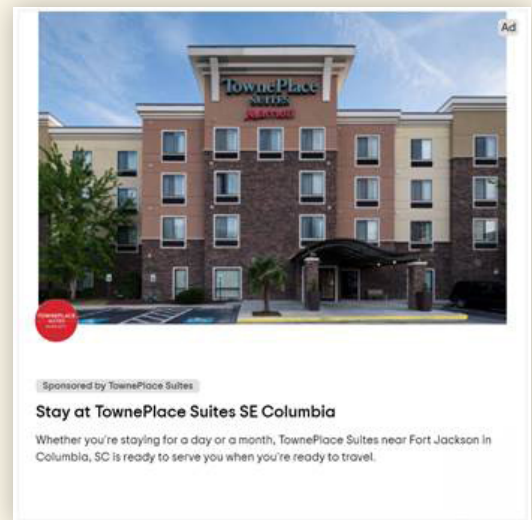
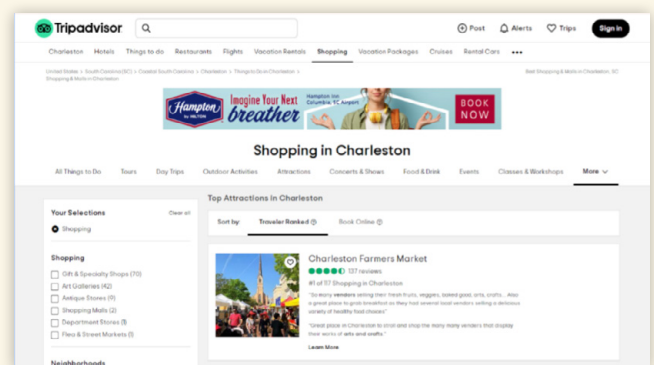
Mobile:

320w x 50h

Native Boost: This new offering from Tripadvisor allows you to strategically place your content in front of your target audience by boosting it natively across the site. Required materials for the Native Boost will be provided upon contracting.

SUBMISSION:

Please submit all ad sizes to **McClelland Wagner** at **mwagner@experiencecolumbiasc.com** by the deadline corresponding to your run date. They will be forwarded along to the publication pending DMO approval.



6AM CITY DIGITAL BANNERS

6AM City is the parent organization for the popular conversational daily newsletter, COLAtoday. Get in front of their other markets of engaged and loyal followers who have the ability and desire to travel for new experiences.

MARKETS:

- CHStoday – Charleston, South Carolina
- AVLtoday – Asheville, North Carolina
- CLTtoday – Charlotte, North Carolina
- GVLtoday – Greenville, South Carolina
- LALtoday – Lakeland, Florida
- NOOGAtoday – Chattanooga, Tennessee
- NASHtoday – Nashville, Tennessee
- RALtoday – Raleigh, North Carolina
- KCtoday – Kansas City, Missouri
- WStoday – Winston Salem, North Carolina
- ORLtoday – Orlando, Florida
- TBAYtoday – Tampa, Florida
- CBUStoday – Columbus, Ohio
- 865today – Knoxville, Tennessee
- NOVAtoday – Northern Virginia

AVAILABILITY:

Contracting depends on dates available in the 6AM City inventory

RATES:

Banner Ad (Bottom half of e-mail, creative not included)	\$340 each*
E-mail Header Ad (First ad space in the e-mail, custom creative included, with proof & 1 revision)	\$700 each*

* Minimum buy of four

SPECS:

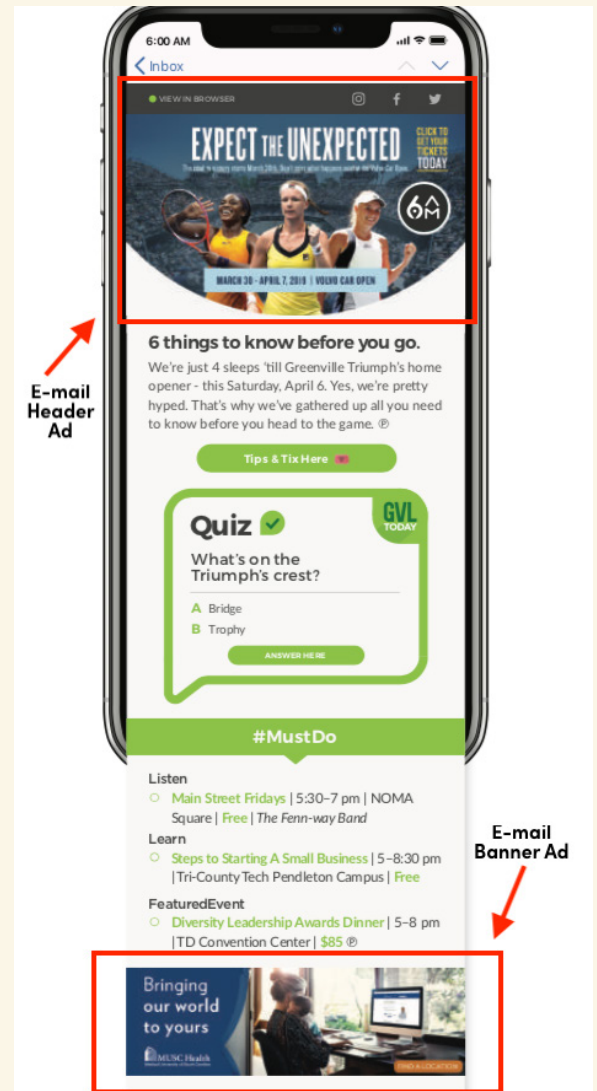
Banner Ad	1200 w X 380 h, JPG, PNG or GIF. Max file size of 1 MB + linking URL
E-mail Header Ad	Photos & points of direction for ad

DEADLINE:

10 business days prior to run date

SUBMISSION:

Please e-mail **McClelland Wagner** at mwagner@experiencecolumbiasc.com if you're interested and you will be put in touch with the appropriate source for space reservation, specs, deadlines and submission.



Programmatic Digital advertising uses automated technology to purchase & manage ad placements across the web. Partner with The Post and Courier and its digital marketing agency, King & Columbus, to launch a targeted programmatic display campaign designed to precisely reach your organization's ideal audience and drive quality leads to your website. Targeting options include: behavioral targeting, geographic targeting, content targeting, and demographic targeting.

AVAILABLE TACTICS:

- Site retargeting
- Keyword search retargeting
- Audience targeting
- Device ID geofencing
- Device ID addressable geofencing
- Lookback geofencing
- Microproximity geofencing

Example Campaign for a Hotel or Attraction:

Execute a Device ID Lookback geofencing campaign targeting local attractions, office buildings and other hotels. When potential customers visit these locations, we serve them targeted ads and then track their devices to determine if they later visit your hotel or attraction. By placing a foot traffic conversion zone at your business' entrance, we can measure actual visits and attribute them directly to the campaign's performance.

RATES:

Static or Animated Display Banners for all Tactics:

Range is \$8 - \$14 CPM (cost per 1,000 impressions) based on tactic/targeting; minimum of 40,000 impressions per month per tactic.

Example Pricing:

Minimum buy of 40,000 impressions at \$10 CPM would be \$400

Video Pre-Roll Programmatic Ads:

Digital pre-roll ads are video advertisements that play before the content a user has selected to watch online. They are a form of programmatic video advertising and are typically 15, 30, or 60 seconds long.

\$30 CPM (cost per 1,000 impressions) minimum of 25,000 impressions per month per tactic

Example Pricing:

Minimum buy of 25,000 impressions would be \$750

50,000 impression would cost \$1,500

75,000 impressions would cost \$2,250

SPECS:

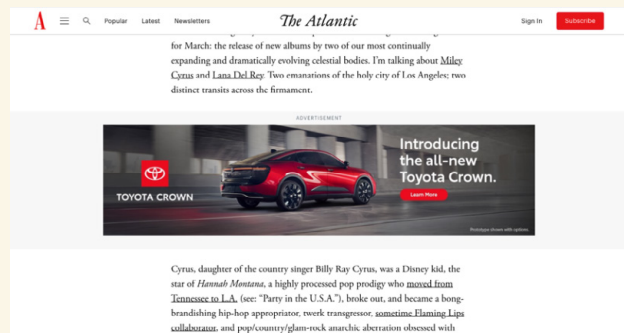
300w x 250h, 320w x 50h, 728w x 90h, 300w x 600h, 970w x 250w, 260w x 40h, 980w x 250h

DEADLINE:

72 hours prior to start date

SUBMISSION:

Please submit all ad sizes to **McClelland Wagner** at mwagner@experiencecolumbiasc.com by the deadline corresponding to your run date. They will be forwarded along to the publication pending DMO approval.



Streaming TV (OTT/CTV) is one of the most effective digital advertising tactics available today—offering unmatched reach and powerful storytelling opportunities. It's not only ideal for building brand awareness, but also for earning trust and explaining complex products or services through compelling video content. Partner with The Post and Courier and King & Columbus, to launch a dynamic streaming TV campaign.

We'll help you connect with cord-cutting audiences directly, leveraging their preference for digital platforms. With precision targeting and high-impact visuals, you can boost brand visibility and drive meaningful engagement where your audience is already watching.

AVAILABLE TACTICS:

Streaming TV - 100% large screen; 60/40 split; 20,000 impression min. Targeting options include: behavioral targeting, geographic targeting, content targeting, and demographic targeting.

- Basic Streaming TV
- Premium Streaming TV
- Streaming TV with audience targeting
- Addressable Streaming TV
- Live Sports
- Netflix
- Amazon

RATES:

- Basic Streaming TV - \$35 CPM
- Premium Streaming TV - \$40 CPM
- Addressable Streaming TV - \$45 CPM
- Live Sports - available upon request
- Netflix - available upon request
- Amazon DSP - available upon request

CPM model (cost per 1,000 impressions) minimum of 20,000 impressions per month per tactic

Video Services:

Full-Day Video Shoot & Editing - \$4,975
Half-Day Video Shoot & Editing - \$2,975

SPECS:

Size: 1080 pixels (1920 x 1080)
Length: :15, :30, and 60 seconds
Format: MP4

DEADLINE:

72 hours prior to start date

SUBMISSION:

Please submit all ad sizes to **McClelland Wagner** at mwagner@experiencecolumbiasc.com by the deadline corresponding to your run date. They will be forwarded along to the publication pending DMO approval.

 Google TV  chromecast

 discovery+

 HBOmax

 hulu  peacock

 ROKU Roku TV

 SAMSUNG SMART TV

 firetvstick  firetv

 XBOX  PS4

Social media is a powerful tool to expand brand reach, boost awareness, and connect directly with your audience. Whether you need engaging content or a paid social marketing strategy, King & Columbus, in partnership with The Post and Courier, is here to help.

Maintaining active, on-brand social media channels shows your audience you're responsive and involved—while also driving traffic to your website and improving your visibility in search engines.

A strategic presence on social media ensures your brand shows up in the right place, at the right time, in front of the right people.

ORGANIC SOCIAL MEDIA MANAGEMENT PACKAGES:

Palmetto Premier Package	\$4,500/month
<ul style="list-style-type: none"> • 5x Social Media Posts per week (20 per month) • 3 story per week (12 per month) • Comprehensive community management (daily monitoring and responding to comments/message on behalf of the client, engaging beyond own profiles to expand reach) • Content creation • Monthly reporting • Strategy consultation (Bi-weekly 1-hour monthly strategy sessions) • Additional services: Influencer outreach and collaboration management, advanced community engagement tactics, and quarterly social media audits 	

Carolina Classic Package	\$2,500/month
<ul style="list-style-type: none"> • 3x Social Media Posts per week (12 per month) • 2 story per week (8 per month) • Moderate community management (monitoring and responding to comments/ messages 3x per week) • Content creation • Monthly reporting • Strategy consultation (1-hour monthly strategy sessions) 	

Lowcountry Launch Package	\$1,500/month
<ul style="list-style-type: none"> • 2x Social Media Posts per week (8 posts per month) • 1 story per week (4 per month) • Basic community management • Content creation • Monthly reporting 	

PAID SOCIAL MEDIA MARKETING:

Paid Ad Packages Only:

- \$1,000 minimum spend – account activation required
- Custom packages are available to include Organic Social Media Management

Supported Platforms:

- Facebook
- Instagram
- X
- Youtube
- Pinterest
- LinkedIn
- Tiktok

DEADLINE:

Ongoing

SUBMISSION:

Please e-mail **McClelland Wagner** at mwagner@experiencecolumbiasc.com by the deadline corresponding to your run date. They will be forwarded along to the publication pending DMO approval.



DISCOVER SC VACATION GUIDE

Experience Columbia SC encourages any partner, if budget allows, to run an ad in the 2026 Vacation Guide through SCPRT to get in front of potential visitors and reinforce the Columbia message throughout the state.

DISTRIBUTION:

Over 315,000 copies distributed at South Carolina Welcome Centers, SCPRT travel shows and upon request through SCPRT February 2026 – February 2027.

RATES:

1/4 Page	\$4,950
1/2 Page	\$7,450
Full Page	\$13,950

DEADLINE:

Reservation Deadline: September 23, 2025

SPECS:

1/4 Page	4.5" w x 3.5" h
1/2 Page	4.5" w x 7.1875" h
Full Page	11" w x 8.375" h, Trim: 10.75" w x 8.125" h

Keep all text within 3/8 around entire page

SUBMISSION:

Please submit completed ads to **McClelland Wagner** at mwagner@experiencecolumbiasc.com by the deadline provided above. It will be forwarded along to the publication pending DMO approval.



South Carolina Living celebrates the Southern rural and suburban lifestyle of the Palmetto State, and the people, food, and travel experiences that make South Carolina so great. With over 625,000 subscribers and more than 1.9 million readers, Experience Columbia SC encourages any partner to take advantage of SC Living's print and digital advertising opportunities, if budget allows.

RATES:

1/6 Page (Vertical)	\$2,165
1/3 Page (Vertical/Square)	\$4,125
1/2 Page (Horizontal)	\$6,185
Full Page	\$10,305
2-page Spread	\$19,580
4-page Spread	\$39,155

DIGITAL RESOURCES:

Dedicated E-Blast	\$1,000
Sponsored Facebook	\$1,875
Banner Ad	\$350
Native Advertising	\$1,750
eNewsletter Banners	\$625

SPECIAL TRAVEL GUIDE EDITIONS:

- September 2025 – Fall and Winter Travel
- April 2026 – Spring and Summer Travel

DEADLINE & SPECS:

Will be provided upon contracting

SUBMISSION:

Please submit completed ads to **McClelland Wagner** at mwagner@experiencecolumbiasc.com by the deadline provided above. It will be forwarded along to the publication pending DMO approval.



EMAIL MARKETING:

Send customized messages to a defined target audience and grow new customers, promote events, extend special offers, and generate awareness of your products and services. It is a large format that is suitable for telling a complex story.

INCLUDED:

- 200 million+ database with extensive verification and opt-in processes that is appended monthly
- Access to massive email subscriber lists
- The subscribers have all chosen to double opt-in
- These email databases are dynamic. We are both acquiring new email addresses while eliminating subscribers who opt out or are inactive.
- Through surveys and behavior, the characteristics of each subscriber is defined.
- The subscriber database is searchable by specific defining characteristics
- Emails come directly from the client
- Subject Lines and Preview Text are customizable
- Clients can choose to “scrub” against their current list, removing any existing names in their database so we can be sure we aren’t “wasting” emails on the wrong targets.
- All links are coded to show up in Google Analytics and also full reporting is provided

CREATIVE:

- In-house graphic design team
- Design of custom HTML for email
- Videos may be incorporated in emails
- Complimentary video production when we can build the spot entirely from client-supplied photos and/or stock footage from our library—no on-site shoot required. (Sinclair is happy to set up a 15-minute idea call at no charge.)

RATES:

- \$25.00 CPM
- Minimum buy of 32,000 impressions is \$800

CO-OP EMAIL BLAST:

Team up with up to 2 other non-competing local brands—each invests \$500 and the group reaches 60,000 targeted inboxes!

The screenshot shows the Columbia SC website with a navigation bar for "Plan Your Visit", "Passes", and "Hotels & Dining". The main content area features a large image of the South Carolina State Capitol building with two children sitting on the steps. Below the image is a section titled "Weekend Getaway in Columbia: Discover the Heart of SC" with a sub-header "Savvy travelers are setting their sights on Columbia, South Carolina – a thriving capital city with Southern charm and weekend-worthy adventures." The text describes exploring the vibrant restaurant scene, staying at hotels, and enjoying local flavors and handmade treasures. Below this are three promotional cards for passes: "CoolPASS" (Family Fun for One Great Price), "CulturePASS" (Dive into Art & History), and "More Passes to Explore" (Enjoy Free Tours, Passports & Trails Too!). The bottom of the page includes social media icons for Facebook, Twitter, and Instagram, and a footer with the text "Experience Columbia SC • VisitColumbiaSC.com • (803) 555-1234".

OUTREACH RICH MEDIA ADS:

The Outreach Rich Media is for any advertiser looking for value-priced digital video at scale in local geographies. This specialty video distribution product allows you to target specific geographies, demographics and interest categories in one simple campaign. Your Rich Media ad will run on hundreds of brand-safe desktop and mobile sites.

This ad unit allows you to incorporate video into your display ads to deliver sight, sound, and motion at a reduced rate from traditional video products. Multiple links in these display ads give this outreach tactic a significantly higher click-through rate than traditional display ads.

- :15 and :30 second ads
- Zip Code Targeting
- Age Targets
- Interest Targets
- Cross Platform Reach: Desktop, and Mobile
- Brand-Safe Publishers
- Transparent and Daily Reporting
- Quick Creative Change Out

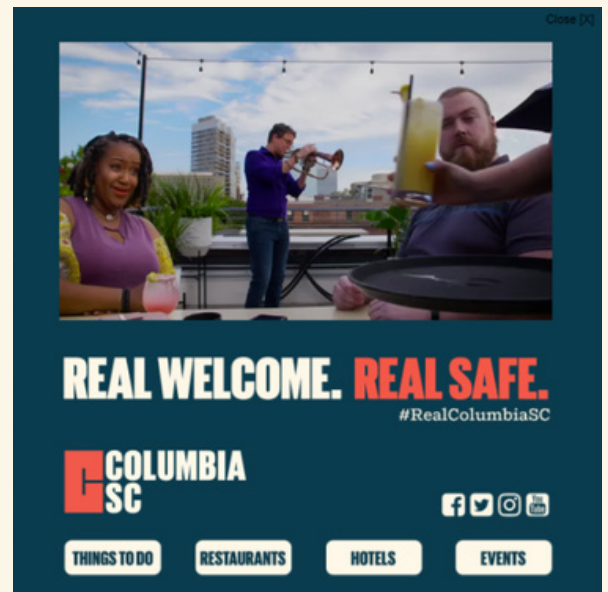
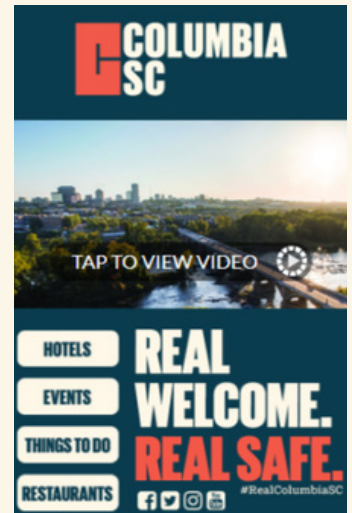
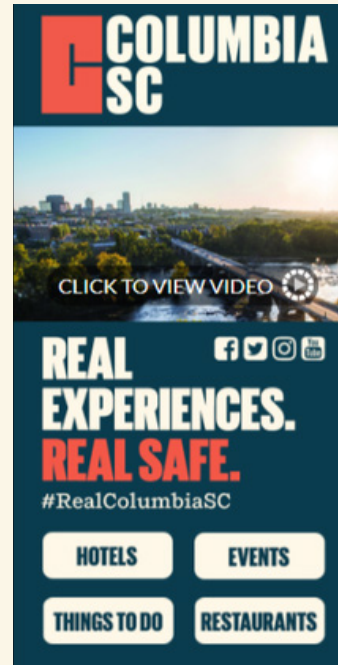
CREATIVE:

Video Specifications:

- Length: :15 or :30 seconds (Recommend :15 seconds)
- Resolution: Minimum: 1280 x 720 - Maximum: 1920 x 1080
- Aspect Ratio: 16:9
- File Format: .mp4 or .mov
- File Size: Under 50MB
- Complimentary video production when we can build the spot entirely from client-supplied photos and/or stock footage from our library—no on-site shoot required. (Sinclair is happy to set up a 15-minute idea call at no charge.)

RATES:

- \$10.00 CPM
- \$500 Minimum



ADDITIONAL PRINT OPPORTUNITIES

Experience Columbia SC places static ads and advertorials in lifestyle publications like *Southern Living* and *Garden & Gun* in order to get in front of potential travelers who have shown an interest in Southern culture and travel. Should your budget allow, ECSC encourages any partners to run an ad in the same months to reinforce the Columbia message.

ECSC MARKETING PLAN – GARDEN & GUN, SOUTHERN LIVING:

If you're interested in running an ad in the same edition(s) as ECSC, please contact our team to confirm which months have been contracted.

AUDIENCE:

Southern Living Audience:	GA + FL: 485,000 SC + NC: 385,000
Garden & Gun Audience:	National: 1,600,000

RATES:

SOUTHERN LIVING	GA + FL	SC + NC
1/3 Page	\$9,675	\$8,975
1/2 Page	\$13,437	\$12,466
2/3 Page	\$16,483	\$15,292
Full Page	\$21,500	\$18,000

VALUE ADDED OPPORTUNITIES FROM SOUTHERN LIVING:

- Each advertiser gets a reader service listing
- Full page advertisers get an eblast spot

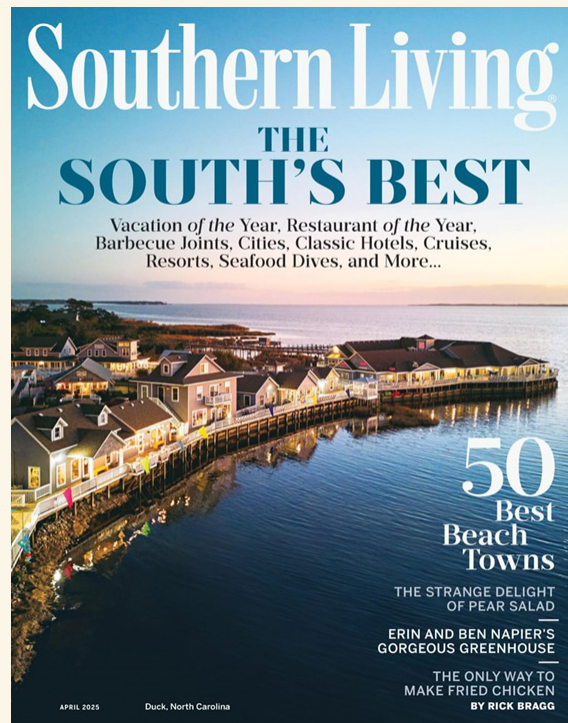
GARDEN & GUN	
1/3 Page	\$8,500
Full Page:	\$19,000

DEADLINES & SPECS:

Deadlines & specs will be provided upon contracting.

SUBMISSION:

All submissions should go through **McClelland Wagner** at mwagner@experiencecolumbiasc.com by the deadline provided. It will be forwarded along to the publication pending DMO approval.



CREATIVE ASSISTANCE & PHOTOGRAPHY

Creative assistance can help you submit the best ad possible in order to maximize your co-op dollars!

AD DESIGN:

If you do not have someone on your team to design your ad, Experience Columbia SC would be happy to put you in touch with one of their design contacts. Once the company has been contracted, it is your responsibility to provide them with photos and direction for the ad.

REIMBURSEMENT:

Preferred hotel partners may use their DMF to be reimbursed for ad design and photography costs. Invoicing from the design firm or photographer will go through ECSC.

CONTACT:

If you are interested in having an ad designed for you, or if you would like to schedule a photography session with a photographer from our network please contact **McClelland Wagner** at mwagner@experiencecolumbiasc.com or **(803) 545-0269**.

TRADESHOW REGISTRATION & TRAVEL AND CLIENT ENTERTAINMENT *(DMF Preferred Partners Only)*

Use your Destination Marketing Funds to cover the cost of registration to tradeshow + the cost of hotel and travel associated with the show. Upon completion of the trip, submit all receipts, along with an invoice to the DMO.

You can also work with the DMO to host a dinner, lunch or entertainment outing with a key meeting planner or group of targeted meeting planners, using your Destination Marketing Funds.

CONTACT FOR SHOWS & CLIENT ENTERTAINMENT:

If you're interested in attending a tradeshow with the Experience Columbia SC team, please contact **Danna Lilly** at dlilly@experiencecolumbiasc.com or **803-545-0022** for the team's most up-to-date tradeshow schedule.

CONTACT FOR TRAVEL REIMBURSEMENTS:

Please send all receipts and invoices to **McClelland Wagner** at mwagner@experiencecolumbiasc.com.

 **EXPERIENCE
COLUMBIA SC**