

# Experience Columbia SC

2027 Official Insider's Guide | Website Advertising | eNewsletter



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## Contact Information:



**TAMAH DONALDSON**  
Destination Development  
Specialist  
520-906-2354  
[tdonaldson@maddenmedia.com](mailto:tdonaldson@maddenmedia.com)



**AMY MEADE**  
Materials Collection  
[ameade@maddenmedia.com](mailto:ameade@maddenmedia.com)

# 2027 Experience Columbia SC Insider's Guide

The Experience Columbia SC Official Insider's Guide is your ultimate passport to the heart of South Carolina's capital city. Whether you're planning your trip or already exploring the area, this vibrant guide is packed with expert tips on where to stay, what to see, and how to make the most of your time in Columbia, SC. With a combined print and digital reach of over 300,000 readers, it's the go-to resource for travelers seeking inspiration, hidden gems, and unforgettable experiences.



Check out [the 2026 guide](#) to see how your business could shine.

With a variety of ad sizes and positions, there's an option for every budget.



## Why Advertise With Us?

Reach **300,000** pre-qualified readers through targeted Marketing strategies.

The industry has seen consistent growth from 16.4 million in 2023, with the 2024 surge resulting in a 7.1% increase in visitor spending.

In 2024, visitors spent a record-breaking **\$1.9 billion**—top categories:

Food & Beverage: **\$572M**

Retail: **\$398M**

Lodging: **\$336M**

Visitor guides are **the #1 printed source** used by 84% of travelers planning or visiting.

Lifestyle magazine format with a 44/32 editorial-to-ad ratio—your ad gets noticed.

The only official guide—your ad shows you're a **trusted community leader**.

Visitor Guides: Trusted, proven, and powerful tourism tools.

- 72% use printed guides during trips
- 98% trust printed visitor info
- 84% carry guides while traveling
- 58% take them home—extending exposure

*\*Source: Visitor International 2025 Study*

# Official Insider's Guide Rates

With a wide range of ad sizes and placements, there's a perfect fit for every budget and every brand!

## Deliverables



Circulation:  
70,000 Printed Copies



Mobile-friendly  
Digital Edition

## Deadlines



Sign Up By: August 7, 2026



Ad Materials Due: August 14, 2026



Digital Ready Ads Due: August 21, 2026



Delivery: January 2027

For materials specifications, please contact  
Amy Meade: [ameade@maddenmedia.com](mailto:ameade@maddenmedia.com)

## Pricing

Standard Position	Rate
2-page Spread	\$9,500
Full Page	\$4,000
Half Page	\$2,500
1/4 Page	\$1,500

Premium Position	Rate
Back Cover	\$6,000
Inside Front Cover	\$5,500
Page 1	\$5,500
Facing Table of Contents	\$5,000
Inside Back Cover	\$5,000

\*Information is subject to change



# ExperienceColumbiaSC.com

With over **918,484 visits** and more than **3,128,261 page views**, ExperienceColumbiaSC.com is where travel dreams begin. As the go-to trip-planning resource for prospective visitors, the site attracts an audience that's ready to explore—and with **60% of traffic coming from out-of-market**, it's a prime opportunity to put your business front and center for travelers looking to make the most of their Columbia experience.

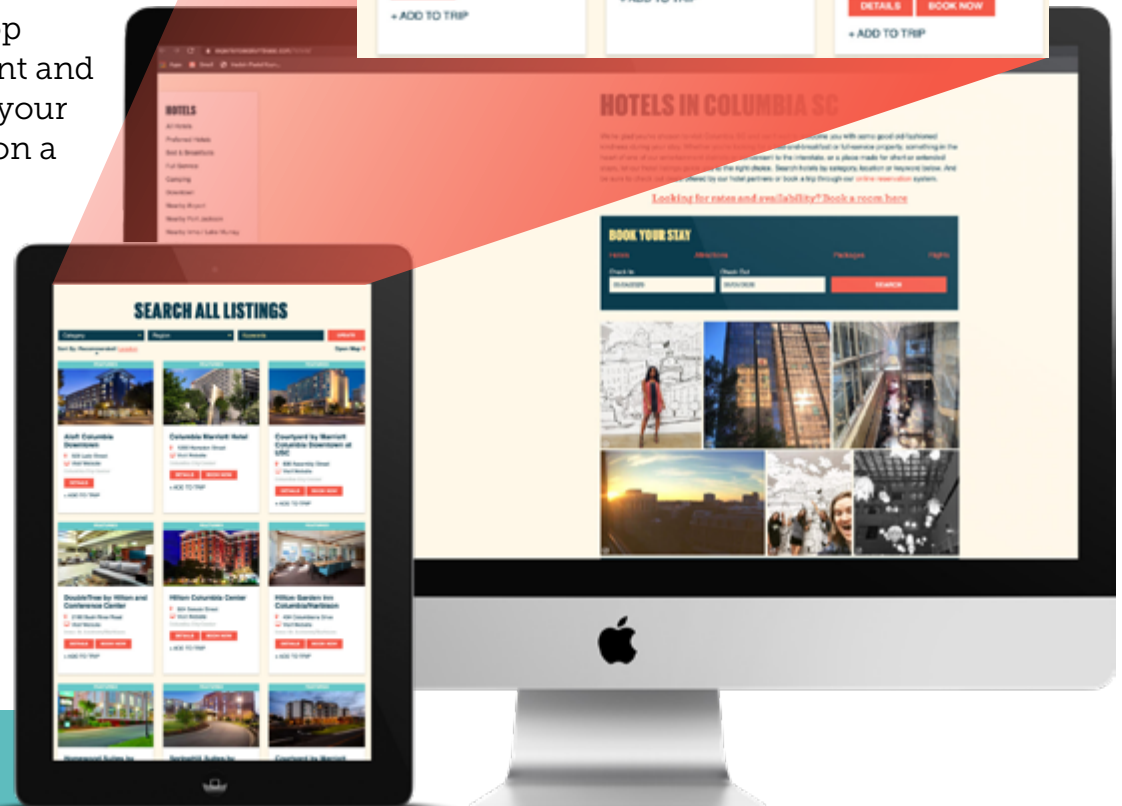
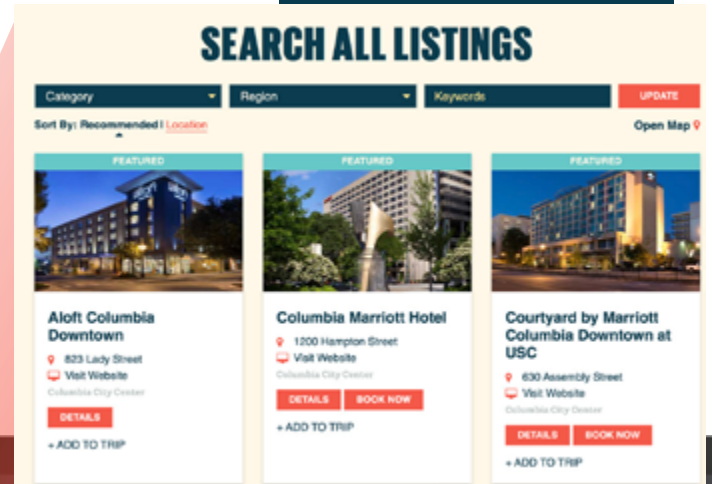
## Featured Business Listings

Stand out where it counts. Featured Listings receive top placement in search results, putting your business front and center for travel planners—and driving more clicks to your profile and website. Availability is limited and offered on a rolling basis, so don't miss your chance to shine.

## Pricing

Listing Type	Rate
DMF Preferred Hotel Partners*	\$2,000/year
Other Business Featured Listings	\$500/quarter \$1,500/year

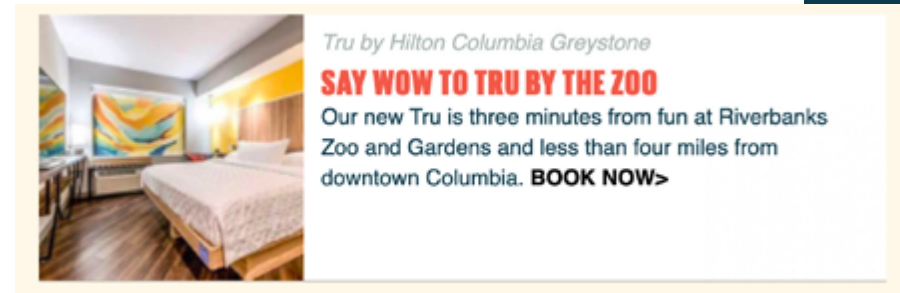
\*For more information about becoming a DMF Preferred Hotel Partner, please visit ExperienceColumbiaSC.com/partners.



# ExperienceColumbiaSC.com

## Native Ads

Native ads on ExperienceColumbiaSC.com help establish trust and elevate your brand, motivating potential visitors to take action. By tapping into an audience already interested in Columbia, you can reach high-intent travelers and guide them directly to key pages on your website. You provide the visuals and messaging—we’ll handle the strategy behind design and placement in order to drive quality traffic and boost engagement.



## Deadlines



Sign Up By: Ongoing



Materials Due: Upon Sign up



Launch Timing: Ongoing

## Pricing

Impressions	Rate
50,000	\$1,000
100,000	\$1,500



# Monthly eNewsletter

E-Newsletters are a powerful way to connect with both potential visitors and local residents. Whether through a featured spot in Experience Columbia SC's monthly newsletter or a custom, co-branded email, you'll reach an engaged audience of **8,500+ subscribers** who've already shown interest in exploring Columbia, SC.

Responsive design allows for seamless access across mobile, tablet, and desktop.

## Deadlines



Sign Up By: 15th Of Each Month



Materials Due: Upon Sign Up



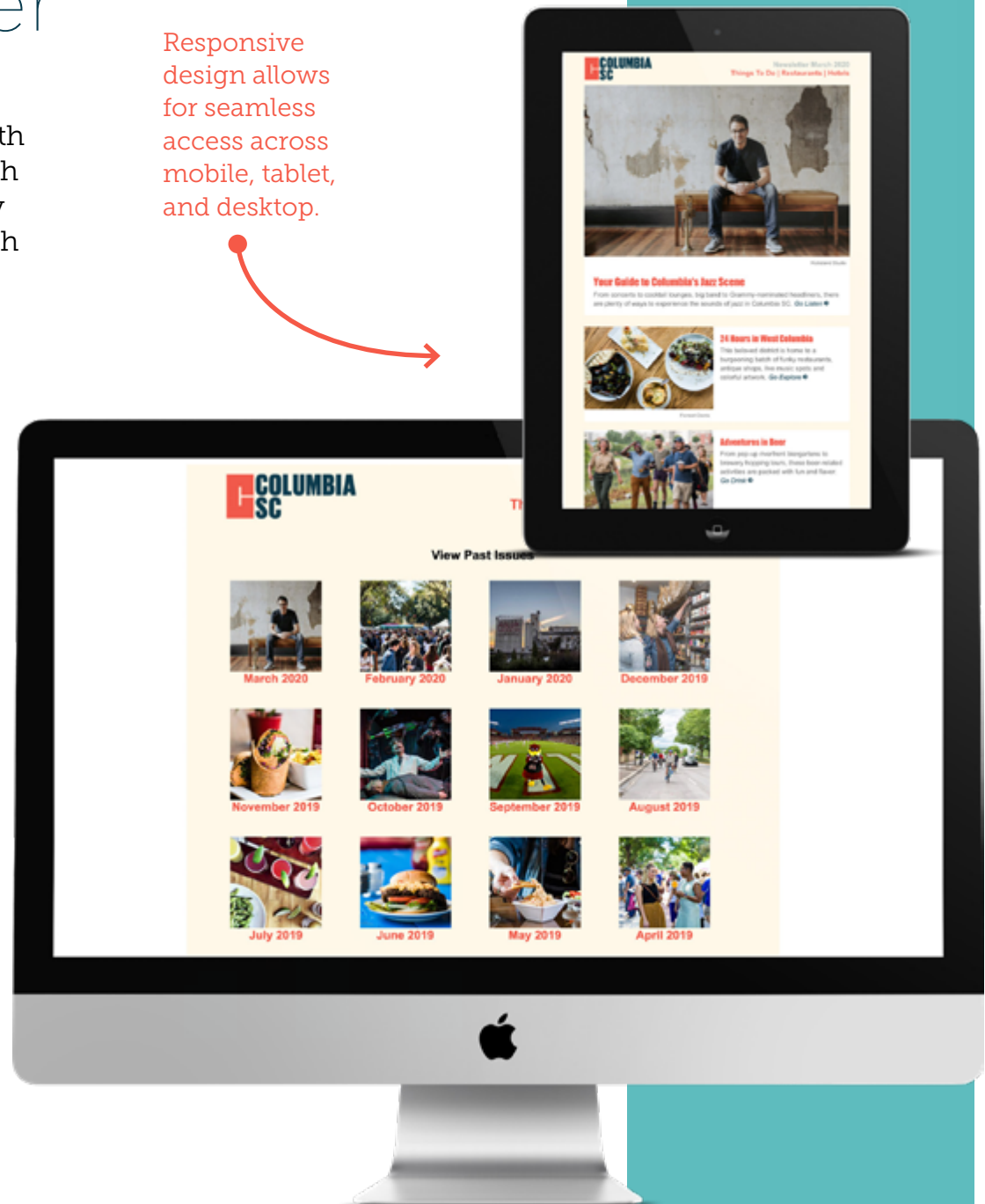
Launch Timing: Following Month

## Pricing

Email Type	Rate
Featured eNews Content	\$500
Custom Email*	\$875

\*Limit 12 per year

Madden Media will supply monthly reporting of statistics regarding eNewsletters.



# 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.

## Deadlines



Sign Up By: Ongoing



Materials Due: Upon Sign Up



Launch Timing: Ongoing

Sign up for any Partner Package and receive an additional 25k impressions on [ExperienceColumbiaSC.com](http://ExperienceColumbiaSC.com)

Platinum Package: Print & Digital	Rate
<ul style="list-style-type: none"> <li>• Full Page Ad in the Columbia SC Insider's Guide</li> <li>• Additional Full Page Display Ad in Digital Edition</li> <li>• 100,000 native ad impressions on <a href="http://ExperienceColumbiaSC.com">ExperienceColumbiaSC.com</a></li> <li>• Featured Listing on <a href="http://ExperienceColumbiaSC.com">ExperienceColumbiaSC.com</a></li> <li>• Two Featured Content sends in ECSC eNewsletters</li> <li>• One Custom ECSC email blast</li> </ul>	\$10,000

Gold Package: Print & Digital	Rate
<ul style="list-style-type: none"> <li>• Full Page Ad in the Columbia SC Insider's Guide</li> <li>• 100,000 native ad impressions on <a href="http://ExperienceColumbiaSC.com">ExperienceColumbiaSC.com</a></li> <li>• Featured Listing on <a href="http://ExperienceColumbiaSC.com">ExperienceColumbiaSC.com</a></li> <li>• Two Featured Content sends in ECSC E-Newsletters</li> <li>• One Custom ECSC email blast</li> </ul>	\$8,000

\*Regarding the print portion of these packages, please follow the deadlines outlined on page 3.

# 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.

## Deadlines



Sign Up By: Ongoing



Materials Due: Upon Sign Up



Launch Timing: Ongoing

Sign up for any Partner Package and receive an additional 25k impressions on [ExperienceColumbiaSC.com](http://ExperienceColumbiaSC.com)

Silver Package: Print & Digital	Rate
<ul style="list-style-type: none"> <li>• Half Page Ad in the Columbia SC Insider's Guide</li> <li>• 100,000 native ad impressions on <a href="http://ExperienceColumbiaSC.com">ExperienceColumbiaSC.com</a></li> <li>• Featured Listing on <a href="http://ExperienceColumbiaSC.com">ExperienceColumbiaSC.com</a></li> <li>• One Featured Content send in ECSC E-Newsletters</li> </ul>	\$6,000

Bronze Package: Print & Digital	Rate
<ul style="list-style-type: none"> <li>• Half Page Ad in the Columbia SC Insider's Guide</li> <li>• 50,000 native ad impressions on <a href="http://ExperienceColumbiaSC.com">ExperienceColumbiaSC.com</a></li> <li>• Featured Listing on <a href="http://ExperienceColumbiaSC.com">ExperienceColumbiaSC.com</a></li> <li>• One Featured Content send in ECSC E-Newsletters</li> </ul>	\$5,000

Digital-Only Package (choose from):	Rate
<ul style="list-style-type: none"> <li>• 100,000 native ad impressions on <a href="http://ExperienceColumbiaSC.com">ExperienceColumbiaSC.com</a></li> <li>• 50,000 native ad impressions on <a href="http://ExperienceColumbiaSC.com">ExperienceColumbiaSC.com</a></li> <li>• Full page ad in Digital Edition</li> <li>• Featured Listing on <a href="http://ExperienceColumbiaSC.com">ExperienceColumbiaSC.com</a></li> <li>• Two Featured Content sends in ECSC E-Newsletters</li> <li>• One Custom ECSC email blast</li> </ul>	5% off packaged digital assets

\*Regarding the print portion of these packages, please follow the deadlines outlined on page 3.

# Specs and Sizes

## Print

### Color for your Print Ready Ad

- CMYK is required for printing
- Spot, Pantone and RGB colors are not accepted and will be converted to CMYK automatically in our Preflight Process. Madden will not be responsible for any results of color shift when not provided correctly.
- Please Note: RGB Color Ads provided will always be more vibrant on screen but will not print the same and will be more muted.
- It is the responsibility of the advertiser to ensure the Print Ready Ad is submitted according to the correct specifications and to thoroughly review the complimentary proof provided by a Madden representative after it has gone through our preflight process.

### File Formats Accepted

- Adobe Acrobat (Preferred File Type)
- PDF (PDF's should be PDF/X-1a compliant)
- We cannot accept Freehand, Corel Draw, Microsoft Publisher, or PageMaker files

### Other Considerations

- Crop marks and bleed: If you use crop marks to indicate bleed and trim, offset your crop marks enough to keep them out of the bleed by at least .125 inches.
- You may see white lines around boxes or certain parts of your ad. These are Acrobat Artifacts that occur when Acrobat is rendering your PDF and all monitors react differently, meaning they do not print. If concerned, we recommend you to print out your ad to your office/home printer, or bring it to your local print shop. Madden is not responsible for accurate color reproduction for any advertisement supplied without color proof in conformance with SWOP (Standards for Web Offset Printing provided by Advertiser).



### Ad Dimensions

(Width x Height in Inches)

#### Full Page

- Live Area: 7.0" x 9.75" (Non-bleed option)
- Trim: 8.0" x 10.5"
- Bleed: Add .125" around all trim sides

#### Half

- 7.0" x 4.80" (Non-bleed option)

#### Quarter

- 3.40" x 4.80"

If your Print Ready Ad is more than 5MB, please submit here:  
<https://spaces.hightail.com/uplink/MaddenMedia>

# Specs and Sizes

## Digital

### Native/Contextual Ads (Impressions on ECSC)

- Photo
- Headline (20 characters max)
- Caption (199 characters max)
- CTURL
- CTA
- Preferred Launch Date and End Date
- Creative Deadline: 7 days prior to preferred launch date

### ECSC Custom E-Blast

- Photo
- Headline
- Caption
- CTURL
- CTA
- Preferred Delivery Date
- Creative Deadline: 7 days prior to preferred launch date

### ECSC E-Newsletter

- Photo
- Headline (4 words max)
- Caption
- CTURL
- CTA
- Preferred Delivery Month
- Creative Deadline: By the 20th of the month prior to delivery





**COLUMBIA**  
**SC**

