

EXPERIENCE COLUMBIA SC
FY 2024 - 2025
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 Schilling** at mschilling@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 Schilling

803-545-0269 | mschilling@experiencecolumbiasc.com

Kelly Barbrey

803-545-0018 | kbarbrey@experiencecolumbiasc.com

Plan Roll-Out:

JULY 22ND, 2024

FOR DMF PARTNERS:

- **September 30th** – DMF partners who allocate half of their DMF funds by this date will receive one free billboard spot
- **April 1st** – ECSC highly recommends having all DMF funds allocated by this date

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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

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 Schilling** at mschilling@experiencecolumbiasc.com by the deadline corresponding to your selected months. It will be forwarded along to the company pending DMO approval.

AUGUSTA:

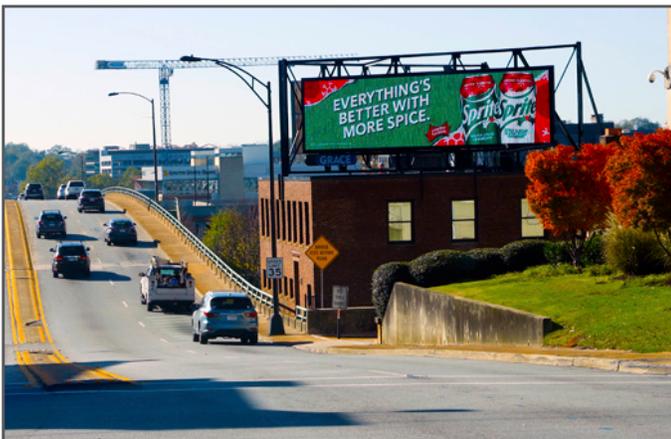
| | |
|--------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 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: | 393,148 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: | 214,000 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 |

GREENVILLE:

| | |
|--------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Location | 2-84 S. Church Street- Downtown Greenville rooftop Located in the middle of the city, this sign carries a unique structure that makes it stand out. This street has morning and afternoon commuters and tourists, as well as walking traffic on a very busy Main Street. The Peace Center, The Greenville Drive Stadium, and The Bon Secours Wellness Arena are all in very close proximity and create a steady stream of cars going by this sign night and day. Traffic often backs up allowing travelers to view the sign for extended periods. |
| Size: | 36' w X 10' h |
| Cost: | \$600 / month |
| Exposure: | 75,868 weekly impressions per Columbia's share |
| File Set-up Size: | 1120 w X 288 h pixels |
| File Set-up: | Sized at 72 dpi, RGB mode, JPEG format |
| Availability: | Weekly or Monthly |



Downtown Greenville Rooftop



Westbound Charleston I-26

CHARLOTTE:

| | |
|--------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Location 1 | I-77, .5 miles N/O Tyvola Road – on the way to Columbia |
| | This location is on the most traveled and trafficked interstate in the Charlotte area. Commuters going in to uptown Charlotte pass this sign every day. It is also a north-south thoroughfare for travelers. The dynamic and unconventional shape of this sign makes it stand out like no other in the area. |
| Size: | 23' w X 16' h |
| Cost: | \$600 / month |
| Exposure: | 148,447 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 .5 miles North of Tyvola Rd.

| | |
|--------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Location 2 | Waverly Center, S/O I-485 |
| | ECSC's newest digital 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: | 341,313 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 80,000 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 The Post and Courier's media kit for the Insider's Guide.

RATES:

| Premium Positions: | |
|--------------------------|---------|
| Back Cover | \$6,000 |
| Inside Front Cover | \$5,500 |
| Page 3 | \$5,500 |
| Facing Table of Contents | \$5,000 |
| Inside Back Cover | \$5,000 |
| Standard Positions: | |
| 2-page Spread | \$7,500 |
| Full page | \$4,000 |
| Half page | \$2,500 |
| 1/4 page | \$1,500 |

SIGN-UP DEADLINE:

September 16

MATERIALS DEADLINE:

September 23

PUBLISHED:

January 2024

SUBMISSION:

Please email **Bernie Heller** at bheller@postandcourier.com or **Chase Heatherly** at cheatherly@postandcourier.com for space reservation, specs, deadlines and submission.



ECSC WEBSITE & E-NEWS

With nearly 1.3 million website visits generating more than 2.6 million page views, and over 10,000 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 The Post and Courier'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 six custom e-mails available per year

E-NEWS SIGN-UP DEADLINE:

15th of each month

SUBMISSION:

Please email **Bernie Heller** at bheller@postandcourier.com or **Chase Heatherly** at cheatherly@postandcourier.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!

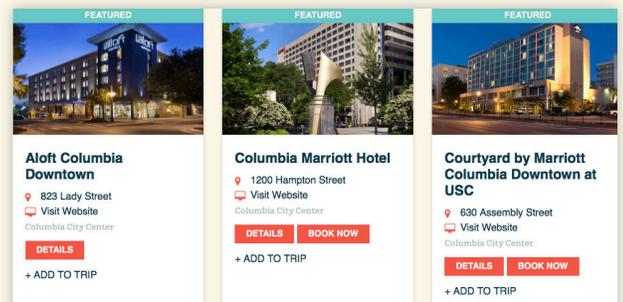


SPONSORED

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

PACKAGES:

Platinum Package (Print, Digital, Sponsored Content):

- Full page ad in the Columbia SC Insiders Guide
- Adjacent full page sponsored content article (300-400 words with 1-2 photos) in Columbia SC Insiders Guide ***NEW OFFERING***
- 100,000 contextual/native impressions on ExperienceColumbiaSC.com
- 100,000 impressions of programmatic ads targeting travelers or other customized audience
- 50,000 impressions of programmatic sponsored content targeting travelers or other customized audience
- Featured Listing on ECSC Website
- Two featured e-news content sends in ECSC E-newsletters
- One custom ECSC email blast

Investment: \$11,000

Gold Package (Print, Digital):

- Full page ad in the Columbia SC Insiders Guide
- 100,000 contextual/native impressions on ExperienceColumbiaSC.com
- 100,000 impressions of programmatic ads targeting travelers or other customized audience
- Featured Listing on ECSC Website
- Two featured e-news content sends in ECSC E-newsletters
- One custom ECSC email blast

Investment: \$9,000

Silver Package (Print, Digital):

- Half page ad in the Columbia SC Insiders Guide
- 50,000 contextual/native impressions on ExperienceColumbiaSC.com
- 100,000 impressions of programmatic ads targeting travelers or other customized audience
- Featured Listing on ECSC Website
- One featured e-news content send in ECSC E-newsletters

Investment: \$7,000

Bronze Package (Print, Digital):

- Half page ad in the Columbia SC Insiders Guide
- 50,000 contextual/native impressions on ExperienceColumbiaSC.com
- Featured Listing on ECSC Website
- One featured e-news content send in ECSC E-newsletters

Investment: \$6,000

Digital-Only Package:

- 100,000 contextual/native impressions on ExperienceColumbiaSC.com
- 100,000 impressions of programmatic ads targeting travelers or other customized audience
- Featured Listing on ECSC Website
- Two featured e-news content sends in ECSC E-newsletters
- One custom ECSC email blast

Investment: \$5,000

SIGN-UP DEADLINE:

Ongoing

SUBMISSION:

Please email **Bernie Heller** at bheller@postandcourier.com or **Chase Heatherly** at cheatherly@postandcourier.com for space reservation, specs, deadlines and submission.

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

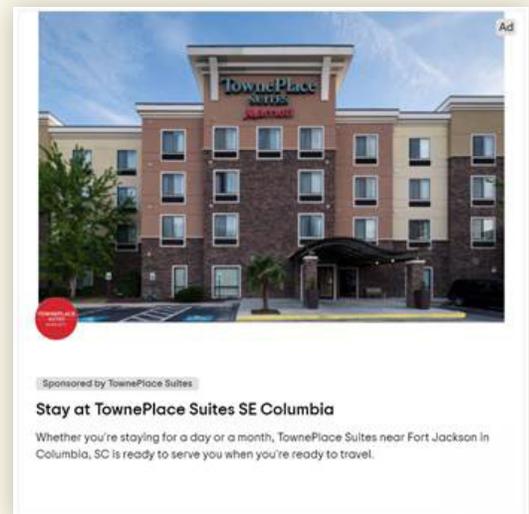
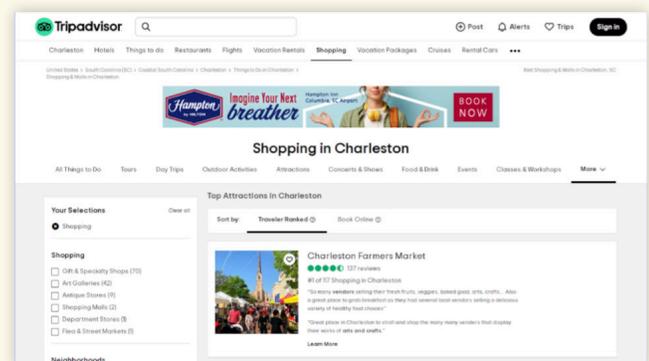
Mobile:

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 Schilling** at mschilling@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
- CTLtoday – 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

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:

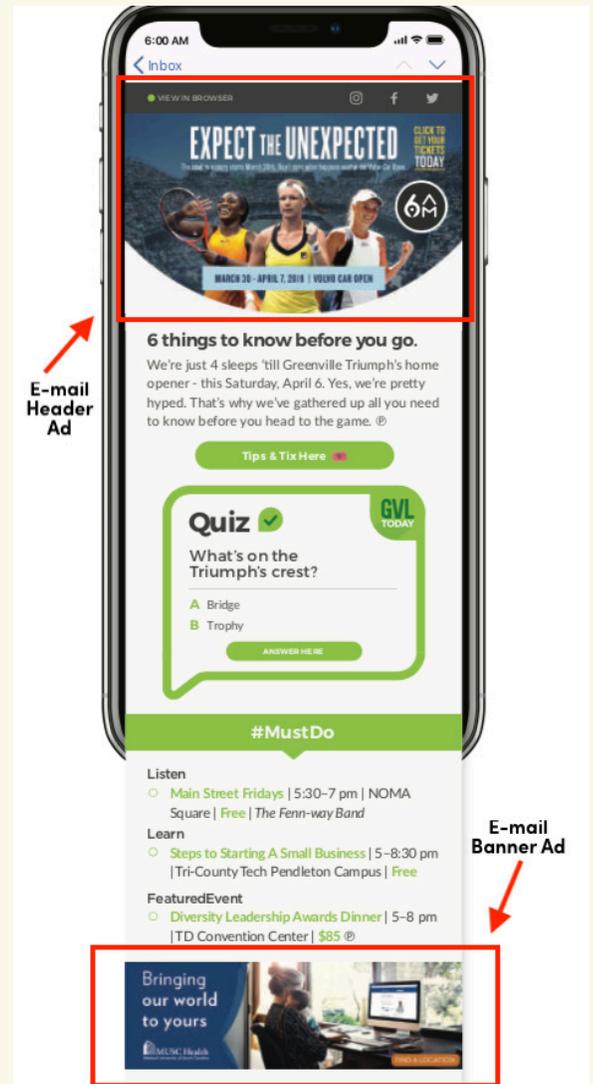
| | |
|------------------|-------------------------------------------------------------------------------|
| Banner Ad | 1200 w X 380 h, JPG, PNG or GIF. Max file size of 1 MB + linking URL |
| E-mail Header Ad | Photos & points of direction for ad |

DEADLINE:

10 business days prior to run date

SUBMISSION:

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



TARGETED DISPLAY & VIDEO PRE-ROLL

Targeted Display Digital Marketing – Partner with Free Times and sister digital marketing agency, King + Columbus, to conduct a targeted display digital advertising campaign that can precisely reach your organization’s target audience through several key tactics: site retargeting, keyword search retargeting, contextual keyword targeting, mobile geofencing and addressable geofencing.

AVAILABLE TACTICS:

- Site Retargeting
- Keyword Search Retargeting
- Contextual Retargeting
- Mobile Geofencing
- Addressable/Demographics Geofencing

Example Campaign for a Hotel Partner:

- Site retarget visitors interacting with the booking portal for up to 3 months, stop retargeting once they book a stay.
- Run a keyword search retargeting campaign to serve display ads to users in specific geo-locations that are searching for relevant terms related to your business (e.g. [Columbia hotels])

RATES:

Static or Animated Display Banners for all Tactics:

\$8.00 CPM (per 1,000 impressions). Minimum of 25,000 impressions per month per tactic.

Example pricing:

- Minimum buy of 25,000 impressions would be \$200
- 50,000 impressions would be \$400
- 75,000 impressions would be \$600

Video Pre-Roll for all Tactics:

\$30 CPM (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 impressions would be \$1,500
- 75,000 impressions would be \$2,250

SPECS:

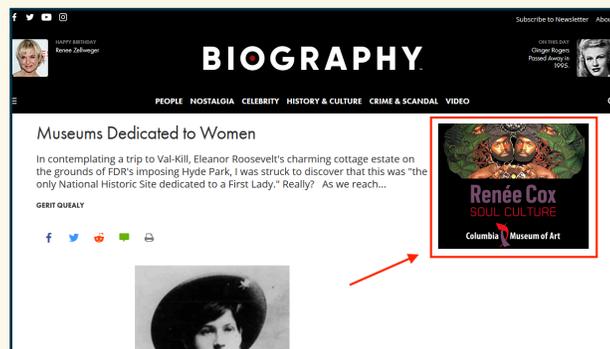
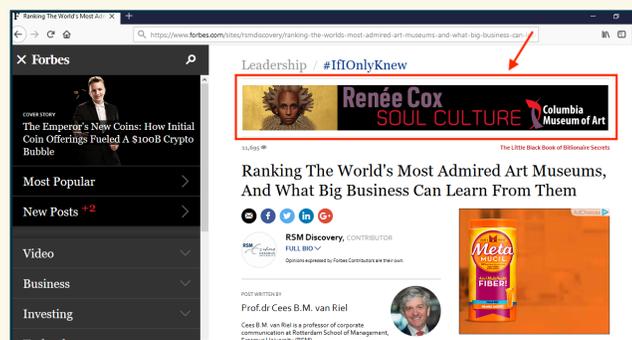
300 w X 250 h, 320 w X 50 h, 728 w X 90 h

DEADLINE:

72 hours prior to start date

SUBMISSION:

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



STREAMING TV / OTT VIDEO

Unlock the power of the TV experience with the precision of digital advertising by partnering with Free Times and sister agency King + Columbus. Run a dynamic streaming TV advertising campaign to reach cord-cutting audiences directly, leveraging their preference for digital streaming platforms. Captivate their attention with engaging video ads that boost brand visibility and drive meaningful engagement.

TACTICS:

100% Large Screen TV Ads + Geo Targeting + Behavioral + Demographics Targeting
90% Large Screen TV / 10% Small Screen Ads + Geo Targeting + Behavioral & Demographics Targeting
60% Large Screen TV / 40% Small Screen Ads + Geo Targeting + Behavioral & Demographics Targeting

Small Screen Ads will run on mobile & tablet devices.

RATES:

100% Large Screen TV Ads + Geo Targeting + Behavioral & Demographics Targeting:
\$40.00 CPM (per 1,000 impressions). Minimum of 20,000 impressions per month.

90% Large Screen TV / 10% Small Screen Ads + Geo Targeting + Behavioral & Demographics Targeting:
\$38 CPM (per 1,000 impressions). Minimum of 40,000 impressions per month.

60% Large Screen TV / 40% Small Screen Ads + Geo Targeting + Behavioral & Demographics Targeting:
\$35 CPM (per 1,000 impressions). Minimum of 20,000 impressions per month.

Half-Day Video Production Shoot:
\$3,000 for a :15 and :30 spot

SPECS:

Size: 1080 pixels (1920x1080)
Length: 15 seconds and 30 seconds
Format: MP4

DEADLINE:

72 hours prior to start date

SUBMISSION:

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



SOCIAL MEDIA MARKETING

Social media increases brand reach and awareness. It connects users with businesses and builds relationships. Whether you need fresh content for your page or you want to get behind a paid strategy, Free Times, powered by sister digital agency King + Columbus is here to help.

PACKAGES:

| | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| King Social | \$2,000/month* |
| Advertising: <ul style="list-style-type: none"> • \$1,000 per month in paid advertising • \$200 per month in boosted posts | |
| Organic Content Creation: <ul style="list-style-type: none"> • 8 posts per month (4 boosted) • Cross-posting across Facebook and Instagram | |

| | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| Columbus Social | \$1,500/month* |
| Advertising: <ul style="list-style-type: none"> • \$750 per month in paid advertising • \$150 per month in boosted posts | |
| Organic Content Creation: <ul style="list-style-type: none"> • 6 posts per month (3 boosted) • Cross-posting across Facebook and Instagram | |

| | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| Meeting Social | \$1,000/month |
| Advertising: <ul style="list-style-type: none"> • \$500 per month in paid advertising • \$100 per month in boosted posts | |
| Organic Content Creation: <ul style="list-style-type: none"> • 4 posts per month (2 boosted) • Cross-posting across Facebook and Instagram | |

Included in Account Set-up:

- Access to social platforms, ad account activation and set-up, business manager set-up, pixel tracking on website, ad design and creation**, organic content and hashtag research, organic content curation.

- **Each package has a one-time \$100 start-up fee. 3-month commitment required.*

| | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------|
| Ads Only Package | \$1,000 minimum + \$100 account activation/set-up |
| <ul style="list-style-type: none"> • Need something custom? If there is a special combination you need, or if you are interested in other social platforms, Free Times is happy to create a custom quote for you. • <i>*30% management fee includes</i> | |

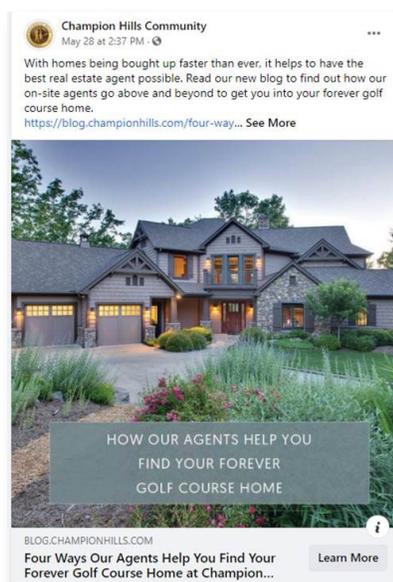
- Optional Add-Ons
 - Facebook and Instagram Page Creation - \$350
 - Event Page Activation - \$75 per event

DEADLINE:

Ongoing

SUBMISSION:

Please e-mail **McClelland Schilling** at mshilling@experiencecolumbiasc.com if you're interested and you will be put in touch with the appropriate source for deadlines and submissions.



DISCOVER SC VACATION GUIDE

Experience Columbia SC encourages any partner, if budget allows, to run an ad in the 2025 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 2025 – February 2026.

RATES:

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

DEADLINE:

Reservation Deadline: August 23rd

Materials Deadline: September 1st

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 Schilling** at mschilling@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) | \$2,090 |
| 1/3 Page (Vertical/Square) | \$3,980 |
| 1/2 Page (Horizontal) | \$5,975 |
| Full Page | \$9,955 |
| 2-page Spread | \$18,920 |
| 4-page Spread | \$35,950 |

DIGITAL RESOURCES:

| | |
|--------------------|---------|
| Dedicated E-Blast | \$1,000 |
| Sponsored Facebook | \$1,875 |
| Banner Ad | \$350 |

SPECIAL TRAVEL GUIDE EDITIONS:

- September 2024 – Fall and Winter Travel Guide
- April 2025 – Spring and Summer Travel Guide

DEADLINE & SPECS:

Will be provided upon contracting

SUBMISSION:

Please submit completed ads to **McClelland Schilling** at mschilling@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
- Video production services are available at no charge for Sinclair orders \$2,500+ (Schedule a 15 minute video production idea call at no charge)

RATES:

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



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

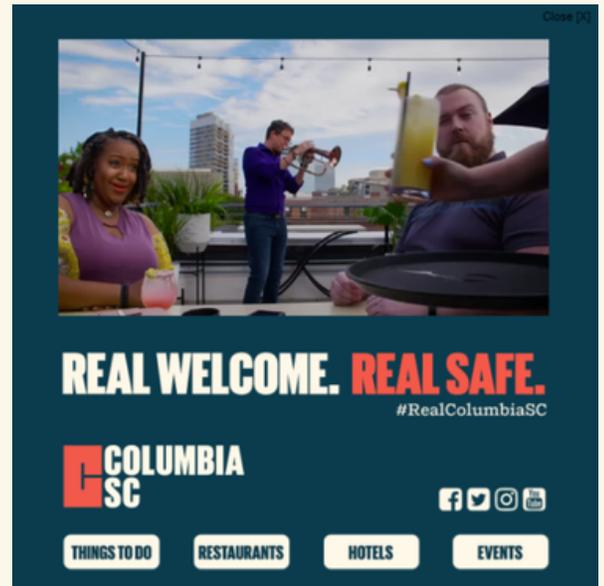
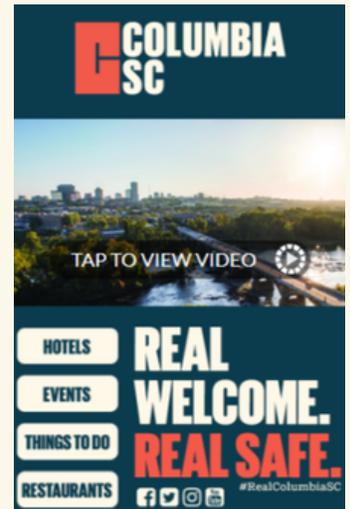
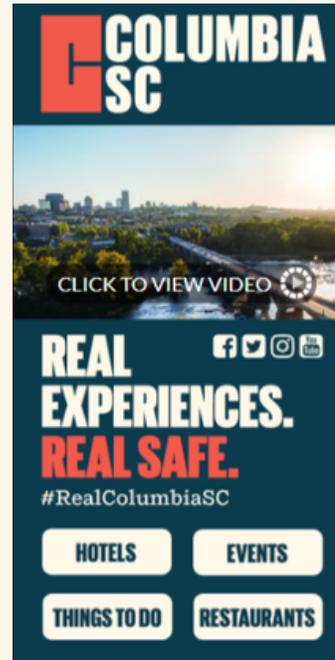
CREATIVE:

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
- Video production services are available at no charge for Sinclair orders \$2,500+ (Schedule a 15 minute video production 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: | Southeast GA + FL: 485,000 Carolinas SC + NC: 385,000 |
| Garden & Gun Audience: | National: 1,600,000 |

RATES:

| SOUTHERN LIVING | Southeast GA + FL | Carolinas SC + NC |
|-----------------|-------------------|-------------------|
| 1/3 Page | \$10,702 | \$8,975 |
| 1/2 Page | \$14,863 | \$12,466 |
| 2/3 Page | \$18,232 | \$15,292 |
| Full Page | \$23,781 | \$19,945 |

VALUE ADDED OPPORTUNITIES FROM SOUTHERN LIVING:

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

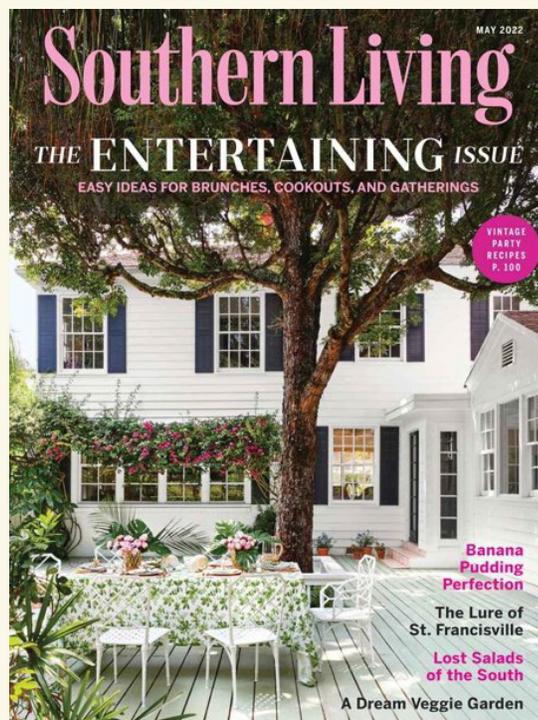
| GARDEN & GUN | |
|--------------|----------|
| 1/2 Page | \$15,000 |
| Full Page: | \$19,000 |

DEADLINES & SPECS:

Deadlines & specs will be provided upon contracting.

SUBMISSION:

All submissions should go through **McClelland Schilling** at mschilling@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 Schilling** at mschilling@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 tradeshows + 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 Schilling** at mschilling@experiencecolumbiasc.com.

 **EXPERIENCE
COLUMBIA SC**