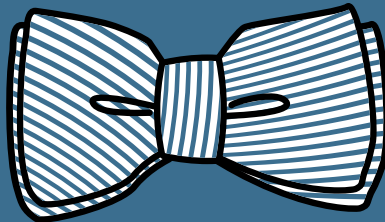


CHARLES



An Official Resource of



Charleston Area
CONVENTION & VISITORS BUREAU

MEDIA KIT

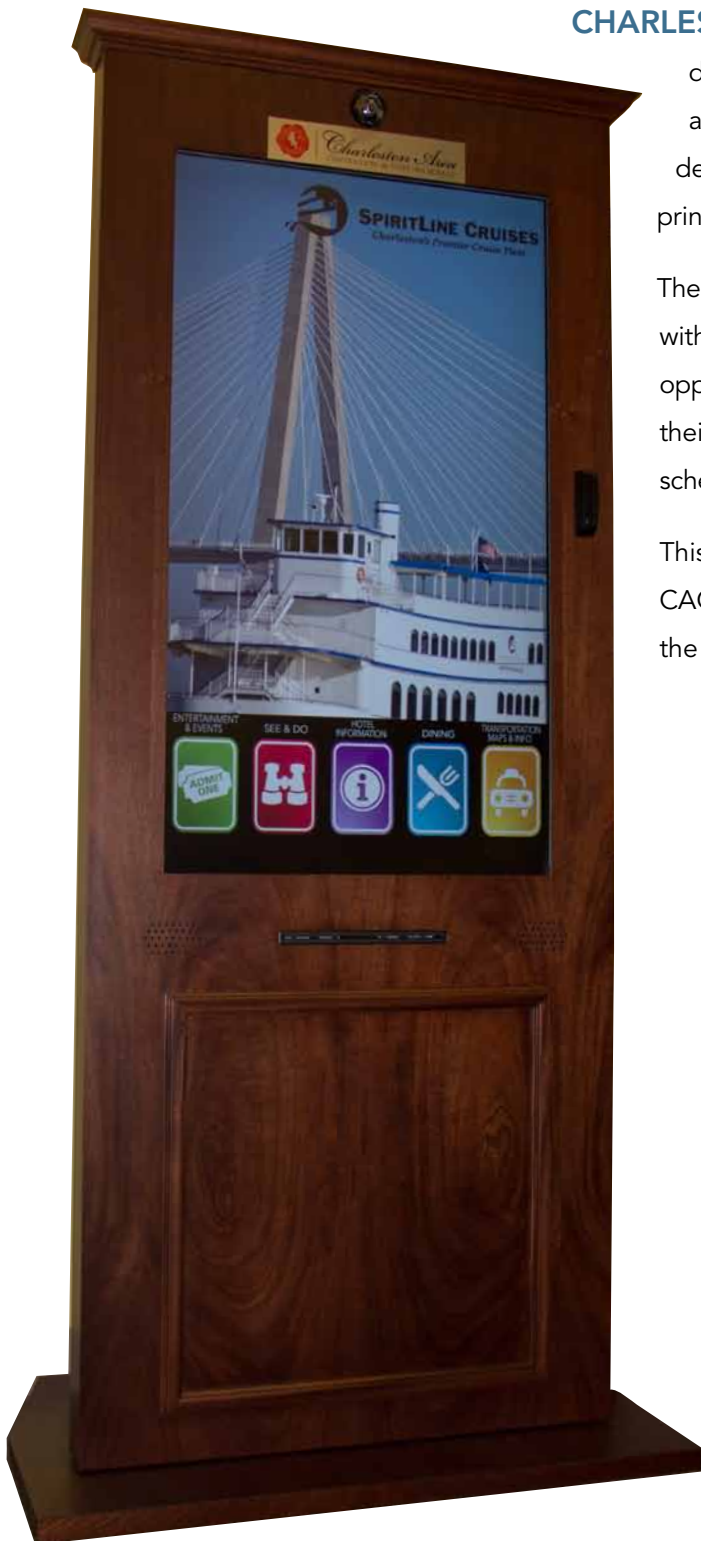
WHAT IS CHARLES?

CHARLES is a brand new, high-tech visitor information tool that is being introduced for the first time throughout the Charleston area. **CHARLES** is the creative brainchild of local technology company, City Corridor, and it is poised to revolutionize the visitor service industry. In effect, **CHARLES** is a stand-alone digital information unit that will prove invaluable to hotel guests – while increasing the efficiency and effectiveness of hotel staff and management to better sell Charleston’s product.

CHARLES utilizes touch screen technology to place information, directions, transportation, dining options, tour & event ticketing and even hotel amenities at your guests’ fingertips. This sleekly designed unit contains a credit card swipe and an internal thermal printer that is the best in its field.

The Charleston Area Convention & Visitors Bureau has partnered with City Corridor to give the “Dollar Per Room” program hotels the opportunity to host this innovative new product in appreciation for their participation in the marketing program. Installation, regularly scheduled service and software updates are also included.

This first-in-the-nation program is another example of how the CACVB is working to provide user-friendly solutions and expand the possibilities for the tourism industry in Charleston!



HOW CAN I PARTICIPATE?

For the introductory launch phase of **CHARLES** there are **two** ways to participate:

1. HOTEL AND LODGING PROPERTIES

Each hotel that participates in the “Dollar Per Room” marketing program is eligible to receive one complimentary **CHARLES** unit as well as free service and maintenance! It’s that simple! **CHARLES**’s dimensions are 78.5” H, Base Plate of 36” W and Base Plate Depth of 21.75”.

2. TOURS, ATTRACTIONS, RETAIL, DINING, NIGHTLIFE, GOLF AND RECREATION

State-of-the-art, targeted, interactive advertising is available for purchase that will be seen and accessed by ALL **CHARLES** customers and visitors throughout the Charleston area. Please see appropriate advertising categories that correspond with your business on the following pages of this booklet.

TRANSPORTATION, ENTERTAINMENT AND SPECIAL EVENTS

Specialized applications are available for purchase that can be customized to your specific event, performance or mode of transportation with inventory management capability. Please contact a CACVB Account Executive for more details.

If your lodging property would like information on how to sign up for the Dollar Per Room marketing program, please contact Catherine Dority at 843.805.3090 or cdority@explorecharleston.com.

CHARLES EXCLUSIVE ROLLING BILLBOARDS

CATEGORIES:

- Attractions
- Carriage Tours
- Golf
- Motorized Tour
- Plantations & Gardens
- Recreation
- Restaurants
- Retail Shops
- Walking Tours
- Water Activities/Tours

The EXCLUSIVE ROLLING BILLBOARDS will be the most prominent feature of **CHARLES** located in hotel lobbies throughout the Charleston area. These are the largest advertising spaces that will rotate consistently on an on-going 24 hour basis, and will be set as the default page when **CHARLES** is not assisting customers with dinner reservations, tour tickets or visitor information. Think of these units as electronic brochures or rack cards!

To maintain exclusivity, these spots will be limited to **ONE** per category and they will be offered through a minimum bid process. One company will be selected from the highest award bids from each of the categories listed on the left.

Please complete the enclosed bid form to secure your Exclusive Rolling Billboard spot through December 31, 2012! Minimum nine month contract required.

The list of committed hotel host sites [as of January 12, 2012] is listed on the back page of this media kit.



ADVERTISING MATERIAL REQUIRMENTS

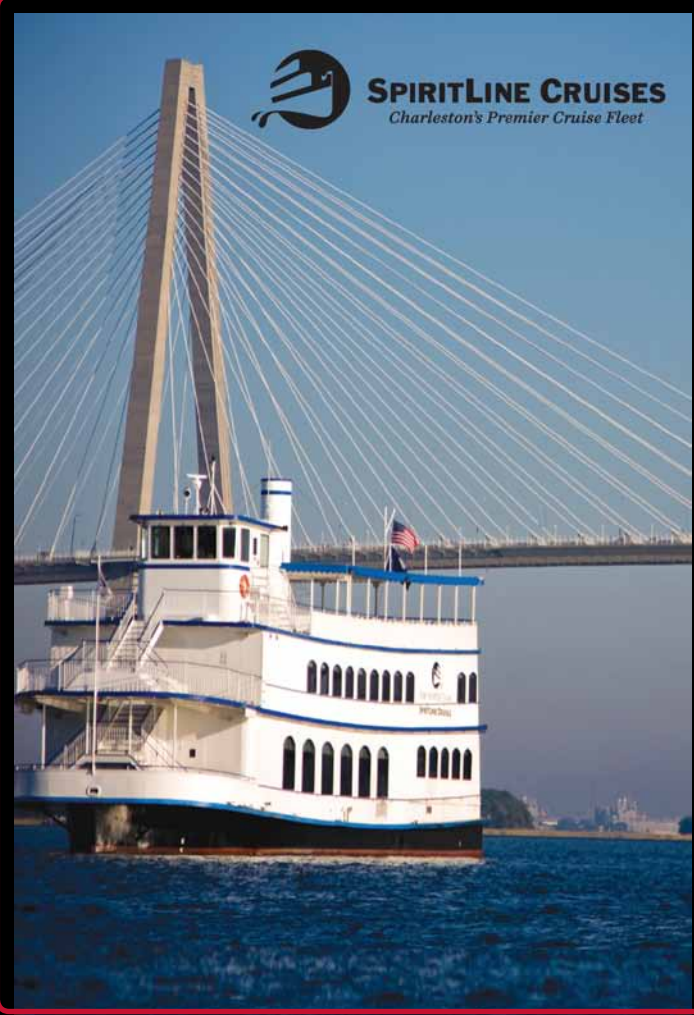
ROLLING BILLBOARD:

- 1080 pixels wide x 1620 pixels high
- JPEG format
- 72 dpi

Please e-mail ad materials to:

Martha Bratton
mbratton@explorecharleston.com

Materials are due **TWO WEEKS** prior to contract start date.



ROLLING BILLBOARD
1080 pixels wide x 1620 pixels high

ENTERTAINMENT
& EVENTS



SEE & DO



HOTEL
INFORMATION



DINING



TRANSPORTATION
MAPS & INFO



CHARLES BANNER ADS

CHARLES BANNER ADS are featured advertising “headers” that appear throughout the landing page sections of the main navigation categories on **CHARLES**. The BANNER ADS will have click through capabilities to your company’s more detailed Interactive **CHARLES** Page. These spaces will feature even, run of channel rotation on an ongoing 24 hour basis. Think of this as the masthead at the top of a magazine cover!

Introductory **CHARLES** BANNER ADS are being offered for the special rate of \$300 per month through December 2012. [Rate is \$6 per **CHARLES** unit per month based on 50 live hotel units.] Please contact a CACVB Account Executive for details. Minimum nine month contract required.



ADVERTISING MATERIAL REQUIRMENTS

BANNER AD:

1080 pixels wide x 250 pixels high

JPEG format

72 dpi

Please e-mail ad materials to:

Martha Bratton

mbratton@explorecharleston.com

Materials are due TWO WEEKS prior to contract start date.



BANNER AD
1080 pixels wide x 250 pixels high

Bulldog Tours



Bulldog Tours, Charleston's premier walking tour company, offers exclusive access to many of Charleston's most infamous and haunted sites. Bulldog Tours offers you an exclusive visit to Charleston's Pre-Revolutionary Dungeon (Charleston Ghost & Dungeon Tour), an uncensored look at Charleston's past (The Dark Side Tour), a nighttime tour of one of the oldest graveyards in the country (Charleston Ghost & Graveyard Tour), or an inside look at Charleston's haunted Old City Jail (Haunted Jail Tour).

(843) 722-8687
40 North Market Street
Charleston 29401

Home Back

Buy Tickets View Directions

ADMIT ONE ADMIT ONE

- ENTERTAINMENT & EVENTS

- SEE & DO

- HOTEL INFORMATION

- DINING

- TRANSPORTATION MAPS & INFO


INTERACTIVE **CHARLES** DINING PAGES

CUISINE TYPES:

American/Casual Dining

Asian/Sushi

Barbeque

Deli/Café/Bakeries

Fine Dining

French

Italian

Late Night/Delivery

Lowcountry/Southern

Mexican

Seafood

Steakhouse

What's one of the first things visitors want to know when they arrive...

Where's a good place to EAT? Well, **CHARLES** has the answer! Accessible through the main homepage DINING icon, the visitor is quickly directed to a choice of cuisine types [listed to the left].

Your interactive **CHARLES** DINING PAGE includes ALL of the following:

- Ability for you to upload your menu via PDF in REAL TIME
- Ability for you to upload special offers, coupons or QR code discounts in REAL TIME
- Ability for a visitor to make real time reservations through Open Table or a system of your choice
- 40 word description of your restaurant
- Large photo or advertisement
- Visitors' ability to print point-to-point directions to your restaurant customized through **CHARLES**'s internal GPS system
- Monthly marketing, traffic and production reports

Your interactive **CHARLES** DINING PAGE will be featured on ALL **CHARLES** units located in hotel and lodging properties throughout the entire Charleston area. This tool is one of the most direct and efficient ways to capture this wide audience of NEW VISITORS, REPEAT VISITORS and BUSINESS TRAVELERS as they arrive in Charleston!

Interactive **CHARLES** DINING PAGES are being offered at an introductory rate of \$500 per month through December 2012. [Rate is \$10 per **CHARLES** unit, per month based on 50 live units.] Please contact a CACVB Account Executive to complete a **CHARLES** Page Listing Form or for further details. Minimum nine month contract required.

ADVERTISING MATERIAL REQUIREMENTS

BUTTON IMAGE:

200 pixels wide x 200 pixels high

DINING IMAGE:

680 pixels wide x 440 pixels high

JPEG format

72 dpi

Please e-mail ad materials to:

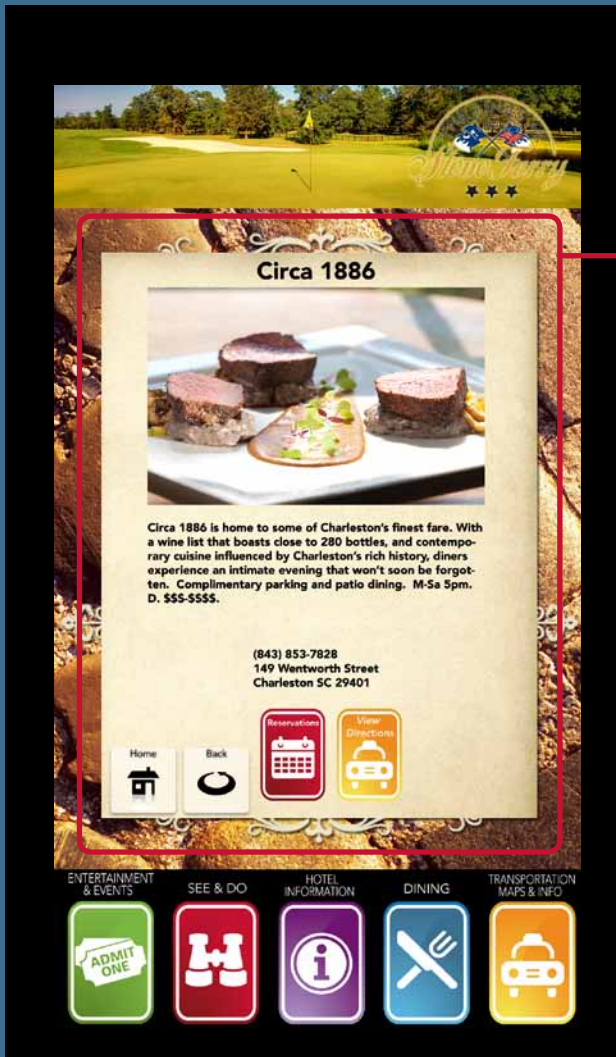
Martha Bratton

mbratton@explorecharleston.com

Materials are due TWO WEEKS prior to contract start date.



BUTTON
200 pixels wide x 200 pixels high



DINING PAGE
680 pixels wide x 440 pixels high

INTERACTIVE CHARLES SEE & DO PAGES

CATEGORIES:

Attractions

Aquariums & Parks
Museums
Plantations & Gardens
*Historic Forts, Houses
& Buildings*

Golf

Nightlife

Recreation

Shopping

Tours:

Carriage
Motorized
Walking
Water

Hotel front desk staff agree that a frequently asked question is: What is the best thing to do in Charleston, and how do I get to all of the fun and exciting adventures there are to see and explore? **CHARLES** can assist with all of these questions with ease! **CHARLES** features all of these fun SEE & DO activities in the categories listed on the left, with Attractions and Tours being further broken down into niche subcategories.

Your interactive **CHARLES** SEE & DO PAGE includes ALL of the following:

- 40 word description
- Ability to upload special offers, coupons or QR code discounts in REAL TIME
- Large photo or advertisement
- Ability to offer a "rainy day discount" in REAL TIME
- Ability for a visitor to purchase and print tickets
- Ability to manage your daily inventory
- Visitors' ability to print point-to-point directions to your attraction customized through **CHARLES**'s internal GPS system
- Monthly marketing, traffic and production reports

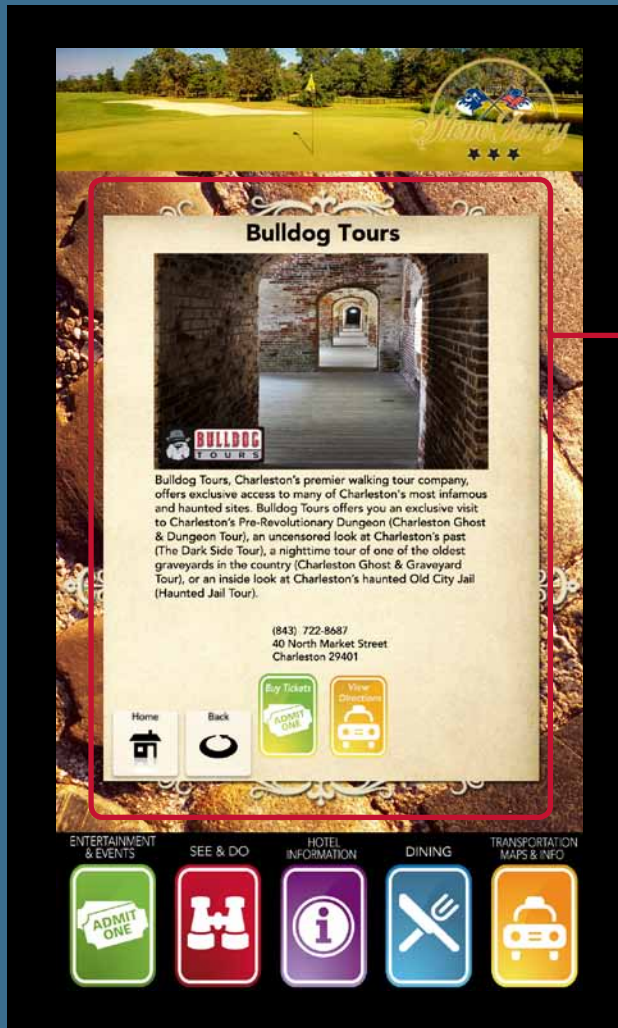
Your interactive **CHARLES** SEE & DO PAGE will be featured on ALL **CHARLES** units located in hotel and lodging properties throughout the entire Charleston area. There's no better, direct or efficient way to get in front of this vast audience of NEW VISITORS, REPEAT VISITORS and BUSINESS TRAVELERS during their stay in Charleston.

Interactive **CHARLES** SEE & DO PAGES are being offered at an introductory rate of \$500 per month through December 2012. [Rate is \$10 per **CHARLES** unit per month based on 50 live units.] Please contact a CACVB Account Executive to complete a **CHARLES** Page Listing Form or for further details. Minimum nine month contract required.

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mbratton@explorecharleston.com
Materials are due TWO WEEKS prior to contract start date.



SEE & DO PAGE
680 pixels wide x 440 pixels high

CHARLES HOST SITES [as of January 16, 2012]

We are continuing to sign up host hotels on a daily basis. The following are the properties we have signed contracts for hosting a Charles unit.

Ansonborough Inn of Charleston	Hilton Garden Inn Charleston Airport
Best Western King Charles Inn	Holiday Inn Charleston Airport and Convention Center
Best Western Sweetgrass Inn	Holiday Inn Charleston Riverview
Candlewood Suites	Holiday Inn Express & Suites - Mt. Pleasant
Charleston Harbor Resort and Marina	Holiday Inn Express Airport Convention Center
Charleston International Airport	Holiday Inn Express Savannah Highway
Charleston Marriott Hotel	Holiday Inn Patriots Point /Mt. Pleasant
Kings Courtyard Inn (Charming Inns of Charleston)	Hyatt Place Charleston Airport/Convention Center
Comfort Suites North Charleston	The Palms Hotel
Courtyard by Marriott Charleston Historic District	Renaissance Charleston Hotel
Courtyard by Marriott Charleston-Mt. Pleasant	Residence Inn by Marriott Airport
Embassy Suites Historic District	Residence Inn by Marriott Charleston Riverview
Fairfield Inn and Suites	Sleep Inn Charleston
French Quarter Inn	Sleep Inn Mt. Pleasant
Hampton Inn Daniel Island	Sleep Inn North Charleston
Hampton Inn Historic District	Shem Creek Inn
Hampton Inn Patriots Point	Springhill Suites by Marriott Charleston Riverview
Hawthorn Suites	Wild Dunes Resort

For placement information, please contact Catherine Dority at 843.805.3090 or cdority@explorecharleston.com.

CHARLES



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Charleston Area
CONVENTION & VISITORS BUREAU

Please make an appointment to visit the CVB Offices to get to know and learn more about CHARLES.

CACVB ACCOUNT EXECUTIVE CONTACT INFORMATION

CACVB Main Switchboard Phone	843.853.8000
CACVB Main Fax Number	843.853.0444

CHARLES: ADVERTISING & PROMOTIONAL OPPORTUNITIES

MARTHA BRATTON

843.958.3622 (direct) | mbratton@explorecharleston.com

SANDY NIVENS

843.958.3620 (direct) | snivens@explorecharleston.com

ANDY RANKIN

843.805.3033 (direct) | arankin@explorecharleston.com

CHARLES: MAINTENANCE & OPERATIONS

CALEB YARYAN

843.278.5558 (direct) | caleb@citycorridor.com

CHAD PRIEST

843.278.5558 (direct) | chad@citycorridor.com