



Charleston Area
 DESTINATION PLANNING GUIDE
 2012 - 2013
 MEDIA KIT
 ACCOMMODATIONS

ADVERTISING OPTIONS

Advertisement Size & Orientation

Two-page spread, full-page, half-page vertical, half-page horizontal and quarter-page vertical ads are available. Please see the illustration to the right for specifics.

Applications & Formats

The preferred format for all materials is print quality PDF (with embedded fonts). Please include bleed, if any, on the PDF file.

Materials created in the following applications will be accepted:

- Adobe InDesign (CS5 or earlier)
- Adobe Illustrator (CS5 or earlier)
- Adobe Photoshop (CS5 or earlier)

The *Official Charleston Destination Planning Guide* will be created using Adobe InDesign CS3.

Advertisement Materials

All advertising materials should be mailed to:
 Jennifer Wilson
 Charleston Area CVB
 423 King Street
 Charleston, SC 29403

Payment

A 50 percent non-refundable deposit is due with advertisement order. The balance is due upon publication. Net amount is due 30 days with invoice date. Carrying charge is 2.5 percent per month for invoices unpaid after 60 days from the invoice date. All orders are accepted subject to publisher's credit requirements.

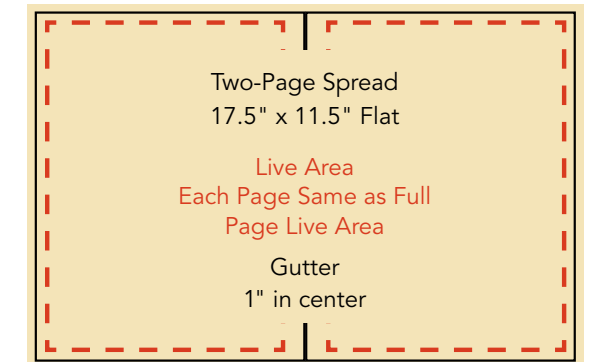
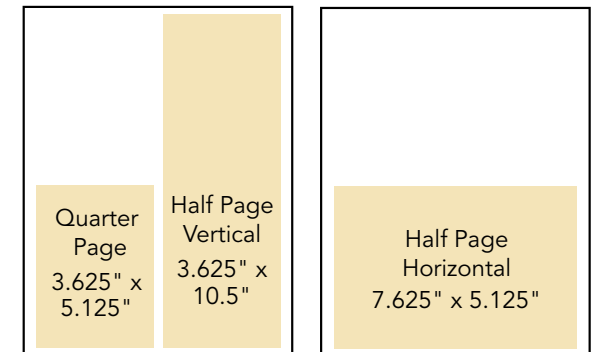
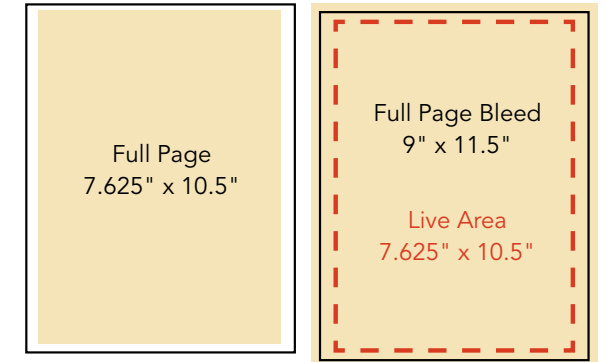
All advertising rates are net. Advertisers who cancel the Advertising Contract during the agreement period will be billed 50 percent of the unearned agreement balance.

Mechanical Requirements:

<u>Non-Bleed Size</u>	<u>Width</u>	<u>Depth</u>
Full Page	7.625"	10.5"
Half Page Horizontal	7.625"	5.125"
Half Page Vertical	3.625"	10.5"
Quarter Page	3.625"	5.125"
Two Page Spread (Two Full Page Ads Each)	7.625"	10.5"
<u>Bleed Size</u>		
Full Page	9"	11.5"
Two Page Spread*	17.5"	11.5"

Publication Specifications:

Trim Size: 8.5" x 11"
 Binding: Spiral Bound
 Safety Margin: .25" from trim edges



IMPORTANT: Please allow for a gutter of 1" in center of spread to accommodate spiral binding. Please provide a separate PDF for each page in a spread.



423 KING STREET | CHARLESTON, SC 29403
 P 843.853.8000 | F 843.853.0444
 MEETCHARLESTON.COM

QUESTIONS? Contact:

Andy Rankin
843.805.3033

arankin@explorecharleston.com

Sandy Nivens
843.958.3620

snivens@explorecharleston.com

Martha Bratton
843.958.3622

mbratton@explorecharleston.com

What opportunities does the *Destination Planning Guide* hold for you?

The *Destination Planning Guide* is the primary response piece of the CACVB **Group Sales Department**. It offers maximum exposure to highly qualified meeting and event planners representing:

- Association - State, Regional & National
- Corporate Business
- Incentive Travel
- Reunion - Groups, Family, Military & Educational
- Packaged Tour Markets
- Government Groups
- Religious Groups

The *Destination Planning Guide* offers lists that are very comprehensive. This guide is the best way to put your company's key facts in front of the tour operator and meeting and convention planner.

Where do you fit?

- Meeting Accommodations
- Groups & Reunions
- Meeting & Tour Planner Services
- Meeting Facilities/Themed Venues
- Things To See & Do
- Dining

Travel Council Investors have an exclusive opportunity to be included in this important sales guide.

Did you know?

The *Destination Planning Guide* is mailed out every day by the CACVB's Sales Department to qualified group inquiries. The *Destination Planning Guide* is also the primary tradeshow follow-up to requests at shows such as GWSAE, Affordable Meetings, ASAE, MPI, ABA, NTA and appointment shows.

Your advertisement also appears on the **new flash drive** version of the *Destination Planning Guide* which is now handed out at travel appointments and tradeshows.

"What a great tool for meeting planners! Both of my clients interested in coming to Charleston are Technology based and appreciate the ease of utilizing everything electronically. Thank you so much for offering this service."

- Lois Freeland

Meetings and Convention Consultant/Event Coordinator
INNOVATIVE Concepts/Solutions



ONLINE VALUE ADDED BENEFITS

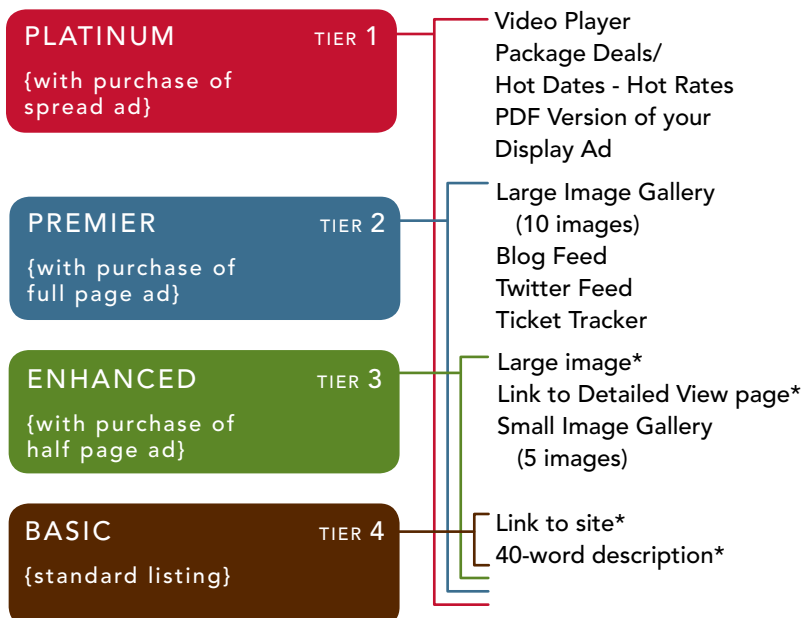
Web enhancements INCLUDED with display ad purchase.

You asked for it and we've now delivered! MeetCharleston.com, the CACVB's primary meetings/groups website, now features greatly enhanced listings, links, images and even video for our *Destination Planning Guide* display advertisers!

The *Destination Planning Guide* is now available on a digital flash drive. This new format has been widely popular at our sales tradeshows and appointments.

Our Meetings Website
MeetCharleston.com

Our Packaged Travel Website
CharlestonForGroups.com



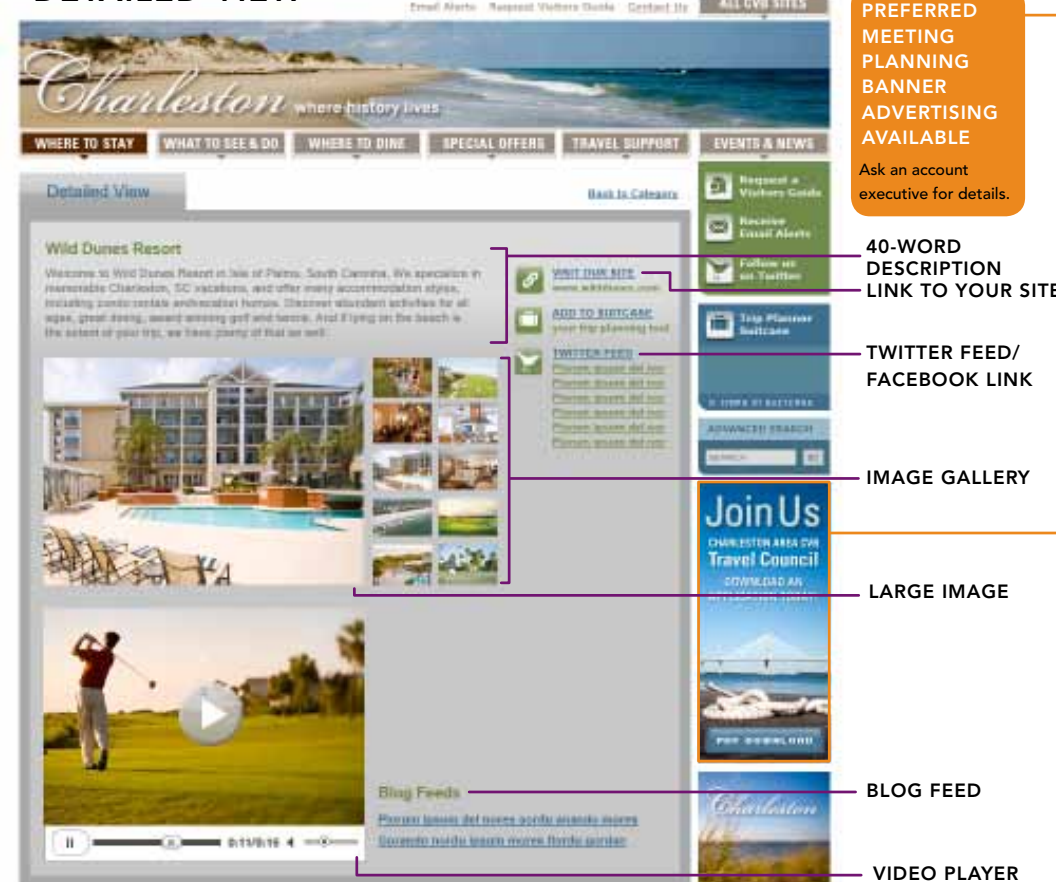
* Will appear in initial Search Results as shown (adjacent)

meetcharleston.com

INITIAL SEARCH RESULTS



DETAILED VIEW



PREFERRED MEETING PLANNING BANNER ADVERTISING AVAILABLE
Ask an account executive for details.

40-WORD DESCRIPTION LINK TO YOUR SITE

TWITTER FEED/FACEBOOK LINK

IMAGE GALLERY

LARGE IMAGE

BLOG FEED

VIDEO PLAYER