

ONE MEETING PLANNER

ONE DESTINATION PLANNING GUIDE ADVERTISEMENT

BUSLOADS OF TOURS



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 and National
- Corporate Business
- Incentive Travel
- Reunion - Groups, Family, Military and Educational
- Packaged Tour Markets
- Government 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 decision-maker.

Where do you fit?

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

Travel Council Investors have an exclusive opportunity to be included in this important sales guide. Every Travel Council Investor included in the *Destination Planning Guide* will receive **two free listings** on the CACVB's Website - one under Meeting Professionals and one under Tour Professionals.

Our Meetings Website:
MeetCharleston.com

Our Packaged Travel Website:
CharlestonForGroups.com

Charleston Area SOUTH CAROLINA DESTINATION PLANNING GUIDE

Value Added Benefits

The CACVB offers several value added opportunities for advertising participants in the *Destination Planning Guide*.

Meeting Accommodations:

Receive a PDF version of your display ad with meeting space layout in addition to a complimentary listing on MeetCharleston.com when you purchase a 2-page spread.

Things to See and Do, Dining, Services, and Venues:

Receive a PDF version of your ad on MeetCharleston.com with the purchase of a full page, four-color display ad.

Did you know?

Approximately 3,500 copies of the *Charleston Area Destination Planning Guide* are delivered to planners via mail, many of which are requested at tradeshows such as:

- GWSA
- Affordable Meetings
- ASAE
- MPI

"One of the most valuable resources for concise information on the Charleston area to both my clients and me is the *Destination Planning Guide* and MeetCharleston.com. This comprehensive reference tool is provided to every planner we work with so they can organize a successful event."

- Christopher Hendrix
CMP, Assistant Director of Sales
CACVB

"The *Destination Planning Guide* is never more than an arm's length away from me. This book, along with MeetCharleston.com, are my main resources when giving booked groups suggestions on where to host their event, what tour options are available and dining options that would best fit their group."

- Craig Smith
Convention Services Coordinator
CACVB

"The *Official Charleston Area Destination Guide* offers a comprehensive list of meeting facilities, venues, accommodations, activities, and dining options in the Charleston area, as well as support services provided by the Charleston Area Convention & Visitors Bureau. It serves as a valuable resource for our staff to use when promoting the Charleston area to meeting professionals."

-Pete Hyland
President
The Hyland Group

QUESTIONS? Contact:

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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.

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

* 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.

