

THEY WANT TO KNOW

WHERE TO STAY



2010 OFFICIAL CHARLESTON AREA VISITORS GUIDE
EXPLORECHARLESTON.COM MEDIA KIT

TRAVEL COUNCIL INVESTOR ADVERTISING OPPORTUNITIES

PRINT (CIRCULATION: 500,000+)

Official Charleston Area Visitors Guide

The Official Charleston Area Visitors Guide is the No. 1 Charleston trip planning tool according to the 2008 visitor inquiry survey. It is the ONLY guide that reaches visitors before and after they arrive in the Charleston area. It is the CACVB's primary response piece sent to the thousands of inquiries generated monthly through its national advertising campaign.

ONLINE (IMPRESSIONS: 1,375,927*)

explorecharleston.com

Known also as CharlestonCVB.com, this website is the CACVB's primary portal for visitors, meeting and event planners and Travel Council investors. This interactive visit planning tool is used by prospective visitors in all phases of their planning. It ranked as the No. 1 online trip planning tool in the 2008 visitor inquiry survey. This website has a brand new look along with brand new advertising opportunities for you.

*Annual average

OFFICIAL CHARLESTON AREA VISITORS GUIDE ADVERTISING OPPORTUNITIES

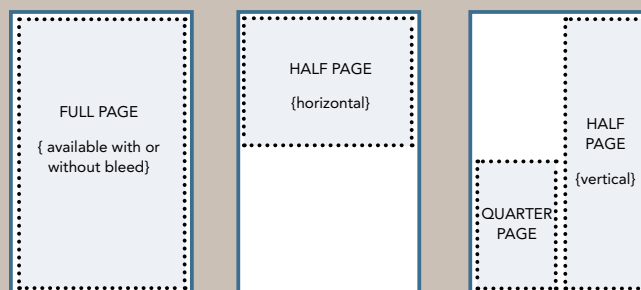
Four-color full page, half page, and quarter page ads are available as shown to the right. Please see back of Media Kit for exact specifications, available graphic design services, and contact information for Account Executives.

GENERAL PRINT ADVERTISING RATES

{ All advertising rates are net per year. }

FULL PAGE	\$9,000
HALF PAGE	\$5,500
QUARTER PAGE	\$3,400

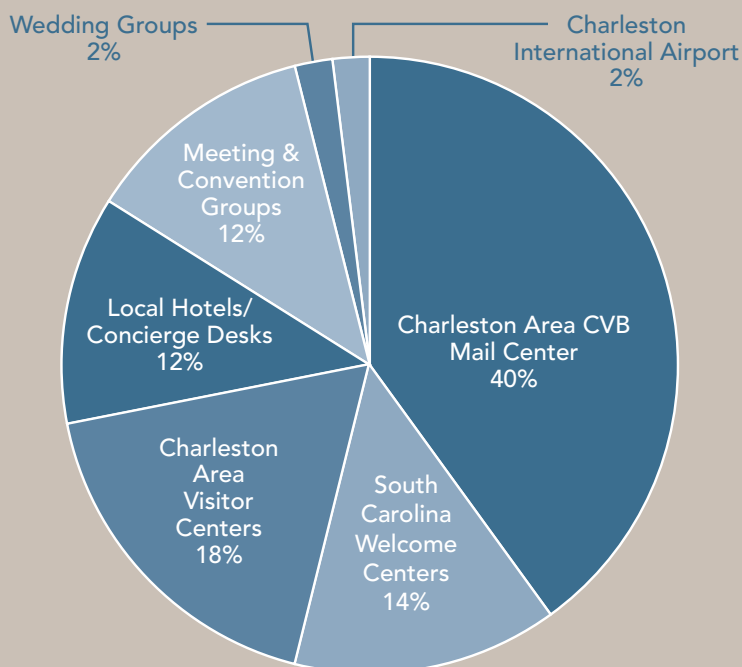
- A limited number of premium positions are available starting at \$11,000. Ask your Account Executive for details.
- Travel Council investors may purchase one descriptive listing for \$150.
- Additional descriptive listings may be purchased for \$350. Listings are only available to current Travel Council investors.
- Guaranteed placements must include a 10% charge per placement required.



Ad space must be reserved by OCTOBER 12! Ad materials are due OCTOBER 26!

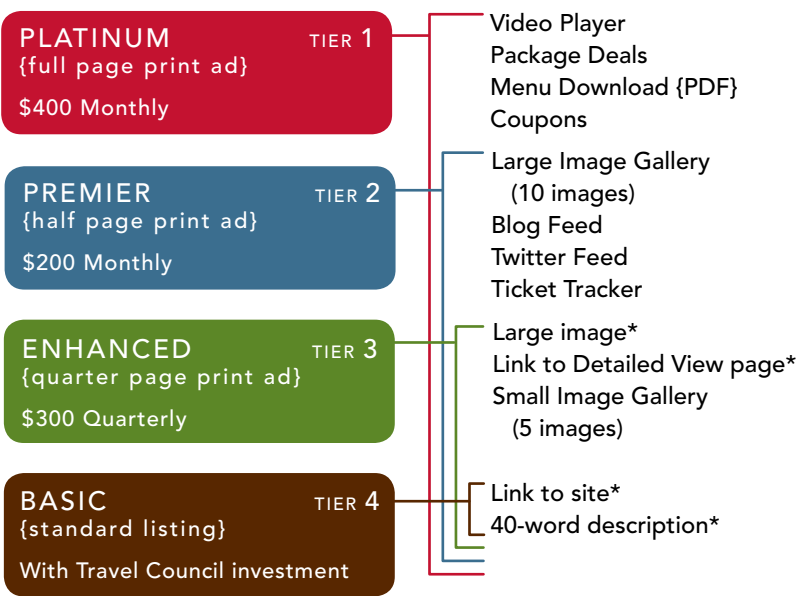
OFFICIAL CHARLESTON AREA VISITORS GUIDE DISTRIBUTION

- Distribution of the Official Charleston Area Visitors Guide is 100% qualified.
- Over **500,000 guides** are circulated annually.



UPGRADE YOUR ONLINE PRESENCE WITH NEW EXPLORECHARLESTON.COM ADVERTISING PACKAGES!

You asked for it and we've now delivered! The newly revamped explorecharleston.com, the CACVB's primary website, will feature greatly enhanced listings, links, images and even video for our *Official Visitors Guide* advertisers! Three different upgrade options have been created that feature very affordable pricing with convenient billing options. In addition to these enhanced and interactive new listing features, many of you have also requested traditional "banner" or "skyscraper" advertising opportunities on the CACVB website. We will be introducing a limited amount of seasonal preferred banner advertising throughout the year.

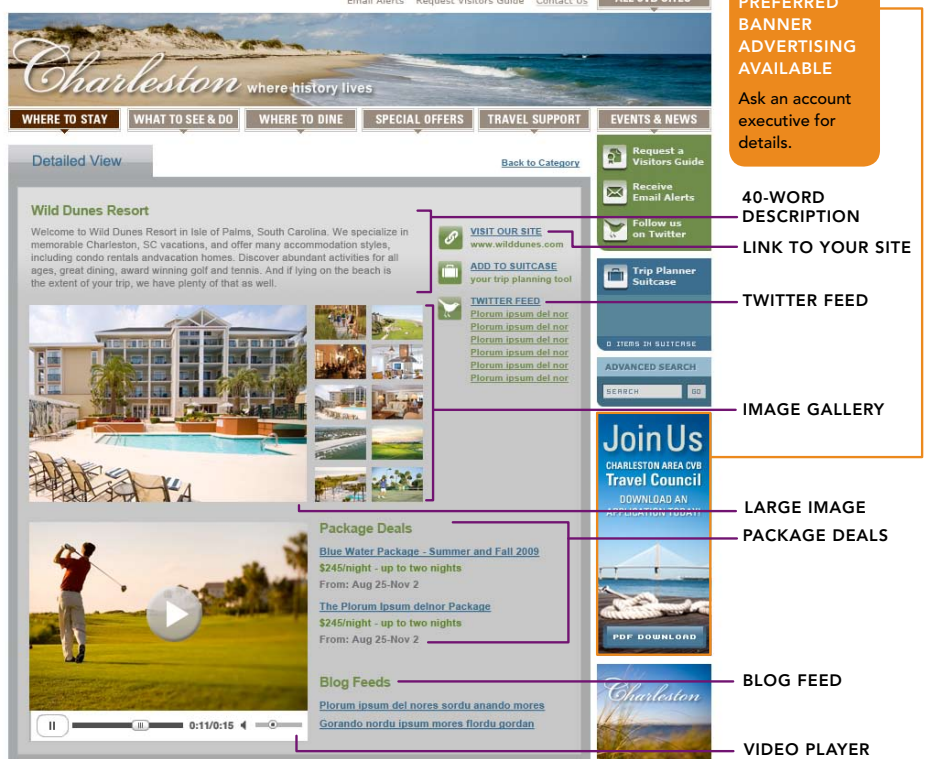


* Will appear in initial Search Results as shown (adjacent)

INITIAL SEARCH RESULTS



DETAILED VIEW



2010 OFFICIAL CHARLESTON AREA VISITORS GUIDE PRINT ADVERTISING SPECIFICATIONS

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 (CS3 or earlier)
- Adobe Illustrator (CS3 or earlier)
- Adobe Photoshop (CS3 or earlier)

The CACVB is an all MAC environment.

The *Official Charleston Area Visitors Guide* will be created using Adobe InDesign CS3.

NOTE: The CACVB CANNOT accept Quark Xpress, PageMaker, Microsoft Office (Word, PowerPoint or Excel), or Publisher documents. If any materials are received in these unacceptable formats and production work is required on the part of the CACVB (or any outside agency), a production charge will apply. Production rates may vary, depending on the scope of work necessary to provide the materials in an accepted format. This fee is in addition to the contracted rate and will be billed separately.

GRAPHICS & COLOR

The *Official Charleston Area Visitors Guide* is a 4-color process publication. All images should be provided as 300 dpi at the final print size. (If images are provided in RGB format, be aware that colors may shift when converted to CMYK.)

TYPOGRAPHY & FONTS

All fonts should be embedded, rasterized, or converted to outlines (dependent upon the format of your electronic files) before materials are saved in order to prevent font conflicts and to insure the integrity of your design.

If you are unable to convert type as indicated above, be certain to provide all fonts used, printer and screen, along with your materials.

GRAPHIC DESIGN ASSISTANCE & FEES

If you require the CACVB to produce advertising materials for you or make changes or corrections to your existing materials*, please inform your Account Executive and complete a Graphic Design Request Contract. *Fees for graphic design services will be billed separately.* Materials required for ad production are outlined on the contract.

FULL PAGE
4.75" x 7.875"

Full Page with Bleed
5.875" x 8.875"

Live Area
4.75" x 7.875"

Trim Size
5.375" x 8.375"

HALF PAGE
{horizontal}
4.75" x 3.75"

No bleeds on
half- or quarter-
page advertising.

HALF
PAGE
{vertical}
2.25"
x 7.875"

QUARTER
PAGE
2.25"
x 3.75"

CONTACT INFORMATION

Any inquiries regarding advertising agreements, deadlines, pricing or placements should be directed to your Account Executive.

Account Executives:

Andy Rankin

843-805-3033 | arankin@explorecharleston.com

Sandy Nivens

843-958-3620 | snivens@explorecharleston.com

Walter McCants

843-805-3098 | wmccants@explorecharleston.com

Please direct any graphics related questions as well as ad materials to:

Joy Halstead, Graphic Designer

Charleston Area CVB

423 King Street, Charleston, SC 29403

jhalstead@explorecharleston.com

843.805.3021



Charleston Area
CONVENTION & VISITORS BUREAU

NOTE: Advertisers who cancel their advertising agreement during the agreement period will be billed 50% of the unearned agreement balance.