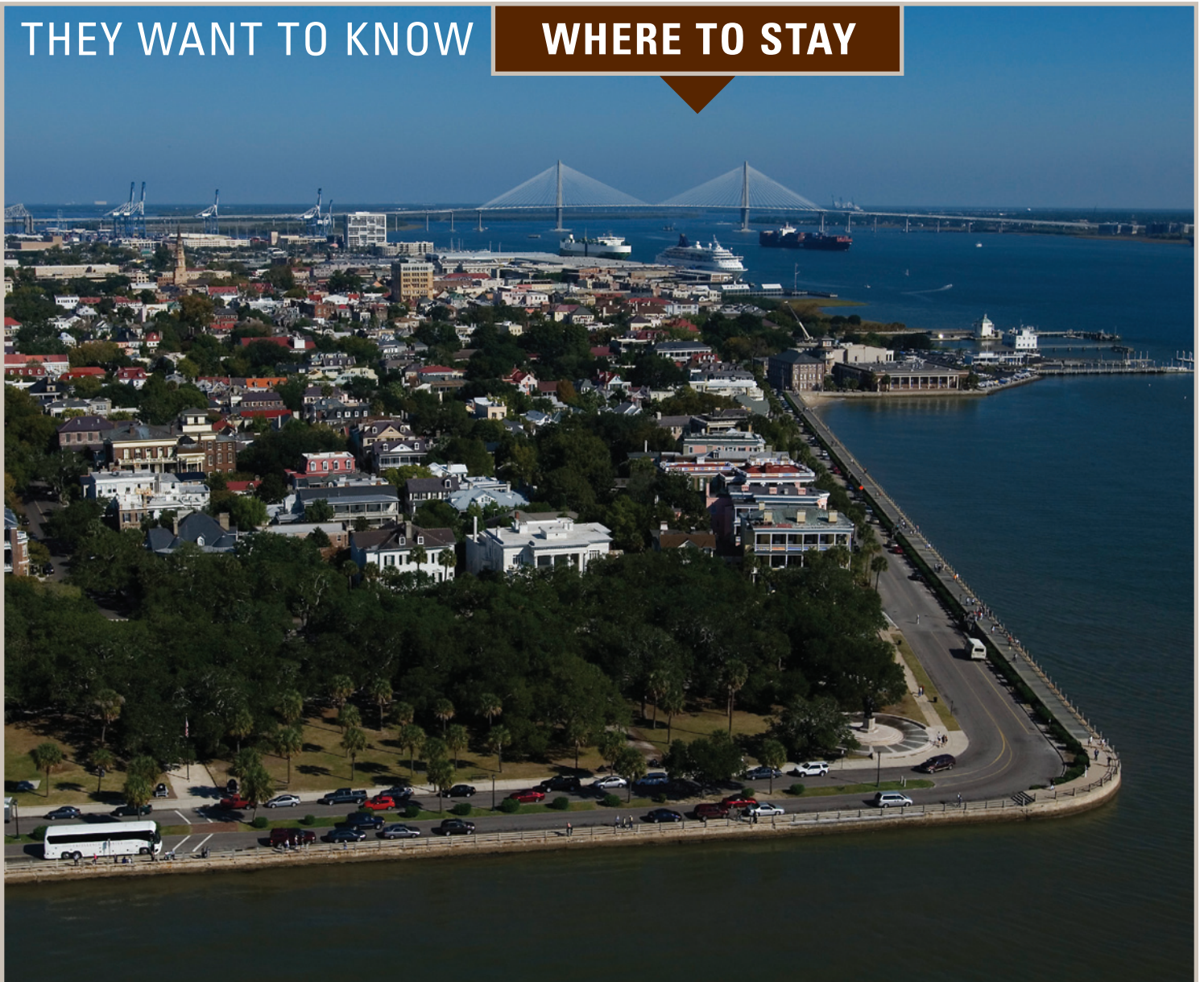


THEY WANT TO KNOW

WHERE TO STAY



2012 OFFICIAL CHARLESTON AREA VISITORS GUIDE
EXPLORECHARLESTON.COM

MEDIA KIT

TRAVEL COUNCIL INVESTOR ADVERTISING OPPORTUNITIES

PRINT (CIRCULATION: 600,000+)

Official Charleston Area Visitors Guide

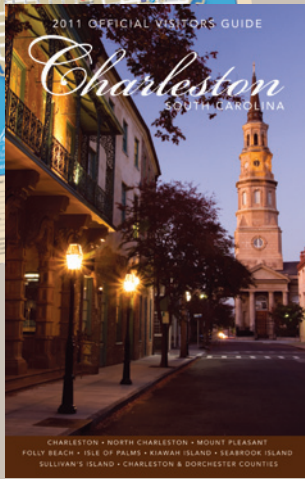
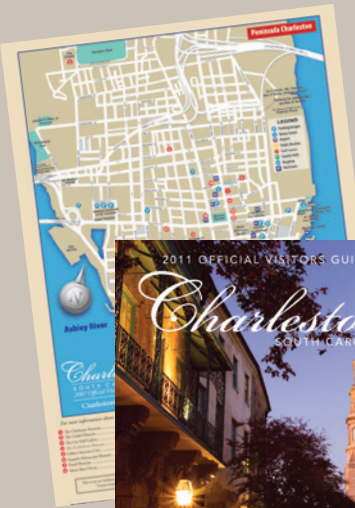
The Official Charleston Area Visitors Guide is the No. 1 Charleston trip planning tool behind friend/relative's recommendation according to the 2010 visitor inquiry survey. It is the ONLY guide that reaches visitors before and after they arrive in the Charleston area. It is the CACVB's primary response piece sent to the thousands of inquiries generated monthly through it's national advertising campaign.

ONLINE (UNIQUE VISITORS: 2,000,000*)

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 and continues to rank No. 1 in organic "Charleston" Google searches.

*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 VISITORS GUIDE ADVERTISING RATES

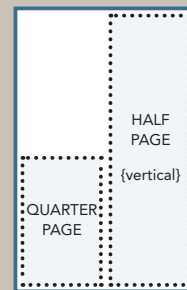
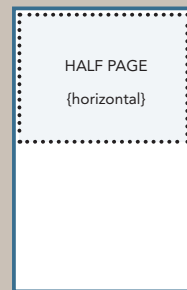
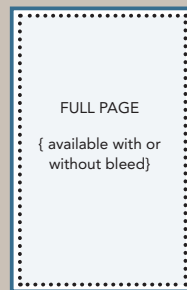
{ All advertising rates are net per year. }

FULL PAGE	\$9,000
HALF PAGE	\$5,600
QUARTER PAGE	\$3,200

- A limited number of premium positions are available starting at \$11,000. Ask your Account Executive for details. Gold Level Travel Council investors receive first opportunity to bid on these spaces.
- 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.

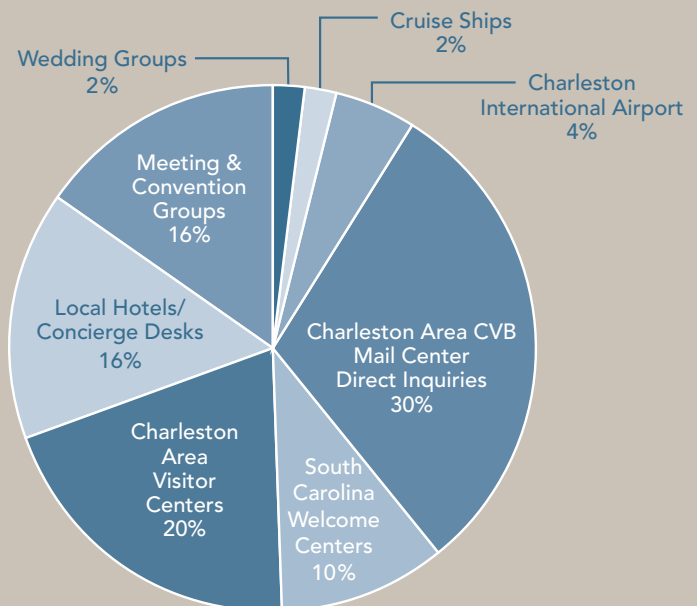
**Ad space must
be reserved by
OCTOBER 31!**

**Ad materials are due
OCTOBER 31!**



OFFICIAL CHARLESTON AREA VISITORS GUIDE DISTRIBUTION

- Distribution of the *Official Charleston Area Visitors Guide* is 100% qualified.
- Over **600,000 guides** are circulated annually.



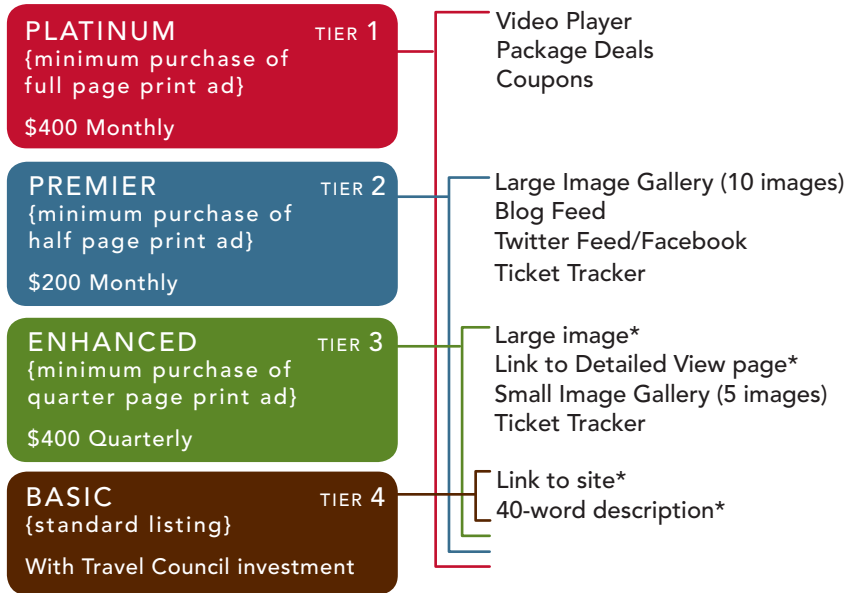
EXPAND YOUR ADVERTISING REACH WITH NEW EXPLORECHARLESTON.COM ADVERTISING PACKAGES!

EXPLORECHARLESTON.COM, the CACVB's website, continues to **RANK #1** in organic "Charleston" Google searches. The site has received **OVER 1 MILLION VISITORS** from January through July this year!

Visitors spend an average of **NEARLY 6 MINUTES ON THE SITE**. That's long enough to order 3 Starbucks lattes!

Since we launched the mobile website in April, traffic to our dedicated website has **INCREASED TO NEARLY 4,000 VISITORS PER WEEK** – that's a doubling in just 3 months!

Three different online advertising packages are available to enhance your *Visitors Guide* advertising purchase.



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

INITIAL SEARCH RESULTS

The screenshot shows search results for Charleston hotels. Callouts on the left indicate the tier and price for each listing:

- TIER 1 PLATINUM \$400 Monthly:** Charleston Place Hotel
- TIER 2 PREMIER \$200 Monthly:** Charleston Harbor Resort & Marina
- TIER 3 ENHANCED \$400 Quarterly:** HarbourView Inn
- TIER 4 BASIC:** Hilton Garden Inn Charleston Airport
- TIER 4 BASIC:** Embassy Suites Airport Convention Center

DETAILED VIEW

The screenshot shows a detailed view of a hotel listing. Callouts on the right highlight specific features:

- EXPANDED 250 WORD COUNT DESCRIPTION:** Points to the main text area.
- LINK TO YOUR SITE PACKAGE DEALS:** Points to the 'Add to Suitcase' button.
- VIDEO PLAYER:** Points to the video player interface.
- FACEBOOK/LIVE TWITTER FEED:** Points to the social media sharing options.
- LEAD-IN IMAGE:** Points to the large featured image at the top.
- 10 IMAGE GALLERY:** Points to the grid of smaller images at the bottom.

2012 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 (CS5 or earlier)
- Adobe Illustrator (CS5 or earlier)
- Adobe Photoshop (CS5 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.

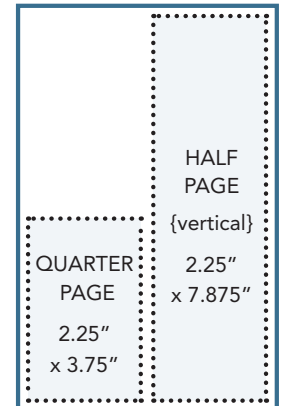
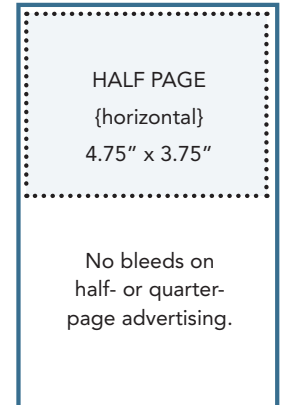
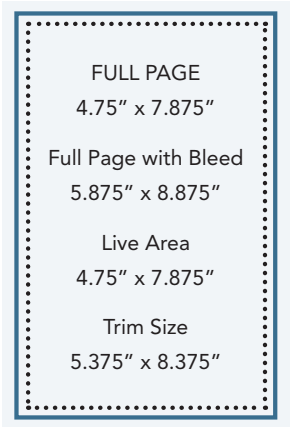
GRAPHICS & COLOR

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.



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

Martha Bratton
843.958.3622 | mbratton@explorecharleston.com

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

Jennifer Wilson
Charleston Area CVB
423 King Street, Charleston, SC 29403
jwilson@explorecharleston.com
843.805.3005



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.