The CACVB’s primary meetings and groups website, MeetCharleston.com, is being updated for a more user-friendly experience, boasting sleeker designs, better search functionality, and a more prominent call to action for RFP submissions.
Why you?
The Destination Planning Guide, companion flash drive and website, MeetCharleston.com, are the primary marketing tools of the CACVB Group Sales Department serving the following markets:

- ASSOCIATION - STATE, REGIONAL & NATIONAL
- CITY-WIDE CONVENTIONS
- REUNIONS - FAMILY, MILITARY & EDUCATIONAL
- GROUP TOURS
- CORPORATE BUSINESS
- GOVERNMENT GROUPS
- RELIGIOUS GROUPS
- SPORTS GROUPS
- INCENTIVE TRAVEL

The Destination Planning Guide and flash drive offer comprehensive “meeting specs” lists for our planners. These are the best avenues to put your company’s key facts in front of the tour operator and meeting & convention planners who book business in Charleston.

Where do you fit?
The website and guides are organized into market specific tabbed sections.

- AREA MAPS
- MEETING ACCOMMODATIONS
- MOTORCOACH TOURS
- SPORTING EVENTS
- UNIQUE SPACES & VENUES
- THINGS TO SEE & DO
- DINING
- PLANNER SERVICES

Inclusion in the guide, flash drive and website, MeetCharleston.com, is reserved exclusively for current members of Travel Council.

DISTRIBUTION
Both the Destination Planning Guide and the flash drives are mailed out every day by the CACVB’s Sales Department to qualified group leads. The flash drives are distributed in great numbers by our sales staff at travel appointments and tradeshows. Some of the key targeted shows our sales staff travels to are: ABA, NTA, ASAE, Holiday Showcase and I-MEX.
We have moved our core sections to a more prominent position, which means more exposure for you and your business.

**NAVIGATION & SEARCHES**

An improved navigation and redesigned category search makes meeting planning easier and gets your business in front of meeting professionals faster!

**NEW RFP SUBMISSIONS**

A more prominent RFP call-to-action is featured on the home page.
What’s new?

We’re introducing new, larger advertising formats and plan on continuing to evolve and expand our advertising options throughout 2017-18.

Web placements, listing enhancements and print ads are all included in the advertising packages below.

We continue to see traffic grow in 2017.

Visits were up nearly 20% in April 2017.

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### PREMIUM BANNER AD ROTATION

Reserved for preferred “Tab” space advertisers. Please ask your Account Representative for details. Offered on a first come-first served basis with first right of refusal annually.

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### ADVERTISING PACKAGES

Advertising packages are all inclusive & include placements in the printed guide, as well as the flash drive version, and MeetCharleston.com in tiered placement.

<table>
<thead>
<tr>
<th></th>
<th>Tier 1 Website</th>
<th>Tier 2 Website</th>
<th>Tier 3 Website</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PLATINUM PACKAGE</strong></td>
<td>$2,600</td>
<td>$1,600</td>
<td>$800</td>
</tr>
<tr>
<td><strong>PREMIER PACKAGE</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>ENHANCED PACKAGE</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Print Advertisement* (also on flash drive)</th>
<th>Full Spread</th>
<th>Half Page</th>
<th>Quarter Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rotational Placement on MeetCharleston.com</td>
<td>Tier 1</td>
<td>Tier 2</td>
<td>Tier 3</td>
</tr>
<tr>
<td>Large Lead-In Image</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Gallery (# of photos)</td>
<td>20</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td>Link To Microsite</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Twitter Feed</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Facebook Link</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Video Player</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>PDF of Display Ad with Meeting Specs</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PDF of Restaurant or Sample Catering Menu</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Additional Descriptive Copy Available</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>

**BASIC** PACKAGE includes: 40-word descriptive listing (in printed guide, flash drive and online), tier 4 rotational placement, large lead-in image, and link to website.
MEETCHARLESTON.COM

What’s on your page?

1. Large Lead-In Image
2. Link to Your Site
3. Map Feature
4. Larger Image Gallery
5. 40-Word Description (update via Extranet)
6. Restaurant Menu/Meeting Specs
7. Features & Amenities (update via Extranet)
8. Live Twitter Feed / Facebook Link
9. Video Player (YouTube required)
PLATINUM PACKAGE Requirements

- Please submit the following to Jennifer Wilson at jwilson@explorecharleston.com:
  - YouTube Video Link
  - Facebook Link
  - Twitter Feed Link
  - Instagram Link
  - Pinterest Link
  - Twenty (20) Images (Indicate which image you wish to be your Lead-In Image)
    - Image size (w X h): 800 X 500 pixels.
  - Up to 200 words additional copy
  - PDF of Restaurant Menu

- NEW! Submit 40-word descriptive listing via your company Extranet account.

- Please log into your Simpleview Extranet account to update your “Amenities Tab”

- Full Page Print Ad. Upload to: https://charlestoncvb.sendmyad.com See Media Kit back cover for Print Ad specs.

PREMIER PACKAGE Requirements

- Please submit the following to Jennifer Wilson at jwilson@explorecharleston.com:
  - Facebook Link
  - Twitter Feed Link
  - Instagram Link
  - Pinterest Link
  - Ten (10) Images (Indicate which image you wish to be your Lead-In Image)
    - Image size (w X h): 800 X 500 pixels.

- NEW! Submit 40-word descriptive listing via your company Extranet account.

- Please log into your Simpleview Extranet account to update your “Amenities Tab”


ENHANCED PACKAGE Requirements

- Please submit the following to Jennifer Wilson at jwilson@explorecharleston.com:
  - Five (5) Images (Indicate which image you wish to be your Lead-In Image)
    - Image size (w X h): 800 X 500 pixels.

- NEW! Submit 40-word descriptive listing via your company Extranet account.

- Please log into your Simpleview Extranet account to update your “Amenities Tab”


BASIC PACKAGE Requirements

- Please submit the following to Jennifer Wilson at jwilson@explorecharleston.com:
  - Large Lead-In image. Image size (w X h): 800 X 500 pixels.

- NEW! Submit 40-word descriptive listing via your company Extranet account.

- Please log into your Simpleview Extranet account to update your “Amenities Tab”

QUESTIONS? Contact Jennifer Wilson: jwilson@explorecharleston.com or 843.805.3005.
ADVERTISER INFORMATION

Account Executive: ____________________________________________
Business Name: ___________________________________________
Contact Name: ____________________________________________
Billing Address: ____________________________________________

City: ___________________________ State: _______ Zip: _________
Telephone: (_____ ) __________________________ Email: __________

ADVERTISEMENT INFORMATION

Check selection(s) to reserve space.

☐ PLATINUM Package $2,600
  Includes Full Page Ad (Print & Flash Drive),
  Online PLATINUM Tier 1 Placement

☐ PREMIER Package $1,600
  Includes Half Page Ad (Print & Flash Drive),
  Online PREMIER Tier 2 Placement

☐ ENHANCED Package $800
  Includes Quarter Page Ad (Print & Flash Drive),
  Online ENHANCED Tier 3 Placement

☐ BASIC Package $600
  Includes 40 Word Descriptive Listing (Print & Flash Drive),
  Online BASIC Tier 4 Placement & Large Lead-In Image

PREFERRED POSITIONS

[All include one online Platinum upgrade listing]

☐ Back Cover $5,000
☐ Page One $4,500
☐ Accommodations Tab $4,500
☐ Inside Back Cover $4,500
☐ Tab Pages (8)* $3,500

* Indicate Tab: ____________________________

In which section do you wish to feature your ad(s)? Please check only one box unless you are purchasing multiple ads.

☐ Motorcoach Tours & Reunions ☐ Dining
☐ Things To See & Do ☐ Planner Services

Ad materials will be: ☐ New ☐ Pick-up (2016-17)

Above are a limited number of Preferred spaces. These spaces will be offered on a first-come first-serve basis. Contact your Account Representative for details.

DESCRIPTIVE LISTINGS**

1 advertising package = 1 free descriptive listing

Additional listings may be purchased for $350.

Total AD cost: ____________________________

Additional listing(s)** Qty.: _______ x $350 (each)

GRAND TOTAL: ____________________________

* CURRENT PARTICIPANTS: If we have your contract and have not received an updated 40 word descriptive listing(s) by June 23, we will use the current listing(s) printed in the 2016-17 edition. Listing edits should be submitted via your company Extranet account.

**Additional listings here reflect online package purchased.

INVOICING INFORMATION

☐ Check to have your invoice emailed to you

Email: ____________________________

100% of contract total will be billed upon contract signing. Terms are Net-30.
Or, to pay now, enter your credit card information below. Note: your credit card will be charged for the full amount due.

CREDIT CARD INFORMATION

Credit card: ☐ Visa ☐ MC ☐ AMEX ☐ Discover

Card #: ____________________________________________

Expiration date: __________________ Three-digit security code: __________

Print name: ____________________________________________

Signature: ____________________________________________

Billing address: ____________________________________________

Note: This contract serves as an agreement between your business and the Charleston Area Convention & Visitors Bureau. Publisher reserves the right to refuse any ad. Ads that resemble editorial will be marked “Advertisement”. Descriptive listings will be edited by the CACVB for content, consistency and length. Contract and ad materials must be received in their proper format by date specified by CACVB. Invoices remaining unpaid past 60 days may prevent advertiser from participating in other CACVB opportunities. Space orders may not be canceled.

Authorized Signature: ____________________________________________

Date: ____________________________________________

Please upload all advertising materials to: charlestoncvb.sendmyad.com
PRINT ADVERTISING SPECIFICATIONS

ADVERTISEMENT SIZE & ORIENTATION
Two-page spread, full-page, half-page vertical, half-page horizontal and quarter-page vertical ads are available. See illustrations to the right for specifics.

FORMAT & SUBMITTAL
Ads should be in PDF format, preferably PDFX1-a.

ADVERTISEMENT MATERIALS
All advertising materials should be uploaded to CACVB’s Advertising SendMyAd Portal: http://charlestoncvb.sendmyad.com.

MECHANICAL REQUIREMENTS: (Trim Size: 8.5” x 11”)

<table>
<thead>
<tr>
<th></th>
<th>Width</th>
<th>Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Non-Bleed/Live Area</td>
<td>7.625”</td>
<td>10.5”</td>
</tr>
<tr>
<td>Full Page Bleed (see Live Area above)</td>
<td>9”</td>
<td>11.5”</td>
</tr>
<tr>
<td>Half Page Horizontal</td>
<td>7.625”</td>
<td>5.125”</td>
</tr>
<tr>
<td>Half Page Vertical</td>
<td>3.625”</td>
<td>10.5”</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>3.625”</td>
<td>5.125”</td>
</tr>
<tr>
<td>Two Page Spread*</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(*Must be provided as two separate Full Page pdfs, labeled as left and right.)

PUBLICATION NOTES:
Binding: Spiral Bound
Safety Margin: .25” from top and bottom trim edge. .5” from left and right trim edge (to accommodate spiral binding).

QUESTIONS?
Regarding graphic requirements or warnings/rejections on SendMyAd.Com:
Contact Joy Halstead at 843.805.3021 or jhalstead@explorecharleston.com.

All other concerns regarding upload of materials:
Contact Jennifer Wilson at 843.805.3005 or jwilson@explorecharleston.com.

DEADLINE: June 30, 2016

IMPORTANT: When submitting a two-page spread ad, please PROVIDE A SEPARATE PDF FOR EACH PAGE in a spread, labeled left and right. Allow for a gutter of 1” in center of spread to accommodate spiral binding.