



**Greater Raleigh  
Convention and Visitors Bureau**  
421 Fayetteville Street, Ste. 1505  
Raleigh, NC 27601-2995  
919.834.5900 | 800.849.8499  
919.831.2887 FAX  
[www.visitRaleigh.com](http://www.visitRaleigh.com)

## Advertising opportunities with the Greater Raleigh Convention and Visitors Bureau

### Pulse Newsletter

#### Option 1: Advertorial

Pulse is the Greater Raleigh Convention and Visitors Bureau's (GRCVB's) monthly newsletter designed especially for the local hospitality community. The newsletter is emailed around the middle of each month to a list of 3,000 subscribers, consisting mostly of local hospitality partners, civic and business leaders.

Pulse is an effective way to reach a very targeted Wake County audience with news of your event, product or service.

GRCVB offers only one advertising message per issue in the form of advertorial.

### Advertising Rates and Specifications

- Style: Advertorial (copy and one image)
- Copy Length: 125 words maximum, including headline of 10 words maximum
- Image Dimensions: 100w x 75h pixels (72 dpi)
- Image Format: gif, jpg
- Image Size: 20k maximum
- Price: \$299

### Space Reservation Deadline

- 15th of month preceding publication date

### Materials Deadline

- 1st of month of publication

### Publication Date

- On or about 15th of each month

For more information and to reserve space, contact Graham Rountree, Internet marketing coordinator, at [grountree@visitraleigh.com](mailto:grountree@visitraleigh.com) or 919.645.2671.

*Please note: Advertising space is reserved on a "first-come, first served" basis. GRCVB reserves the right to refuse ads that are judged to be inaccurate, deceptive, obscene, or contrary to the CVB's mission.*

**Pulse**  
WHAT'S HAPPENING IN GREATER RALEIGH

**Welcome...**to the October issue of *Pulse*, the official newsletter of the Greater Raleigh Convention and Visitors Bureau. If you have questions, or would like to be included in the October edition of PULSE, please contact Ryan Smith at [rsmith@visitRaleigh.com](mailto:rsmith@visitRaleigh.com)

*In this issue...*  
[Oh Canada!](#) | [South Africa](#) | [Rock and Roll Weekend](#) | [Take Time for a Great Time](#) | [Cary Named NCAA Championship City](#) | [National Soccer Series](#) | [SmartCard Discount Program](#) | [Quarterly Marketing Update](#) | [Holiday Packages](#) | [Communication Notes](#) | [Where They're Going](#) | [Dates to Know](#)

**Oh, Canada**  
 Tourism marketing manager Charissa Todd joined representatives from across the state during the N.C. Division of Tourism's Canadian Sales Mission to Toronto and Montreal, September 21-26. The group met with more than 60 travel professionals from newspapers and meeting magazines, as well as meeting planners, incentive travel providers, group tour operators and suppliers through a variety of sales calls, receptions, luncheons and dinners. In 2007 North Carolina was host to more than 946,000 visitors from Canada.

**Southwest Airlines: No Hidden Fees**  
 Southwest Airlines knows the importance of not nickel and diming our Customers each time they fly. That is why Southwest is committed to low fares with no hidden fees—what you see is what you pay. When you book a ticket on Southwest, be prepared not to pay a fee for your first or second bag. Additionally, you won't pay a fee to sit in the window or aisle seat, to check your bags curbside, to make your reservation over the phone, to change your reservation or even to pay a fuel surcharge fee. As always, snacks, sodas, and smiles are all complimentary.

The next time your travels take you to the skies, know that you can still count on Southwest Airlines to provide high quality air travel at a low fare, without a lot of extra fees. We look forward to seeing you (and your luggage!) onboard very soon. For more details, please visit [www.southwest.com/nohiddenfees](http://www.southwest.com/nohiddenfees).

**Cary Named NCAA Championship City**  
 The NCAA has selected six cities—Cary, N.C., Cleveland, Indianapolis, St. Louis, San Diego and San Antonio—to serve as inaugural members in its new "NCAA Championship City" pilot program. The Bureau, N.C. State University and the Capital Area Soccer League (CASL) are key partners with the Town of Cary in this new NCAA initiative.

Whereas most cities that have been selected to host an NCAA championship focus on a specific division or sport, the Championship City pilot will provide the six cities with the privilege to host specific NCAA championships in Division I, II and III; a wider range of sports to host, which opens the city to a broader and diverse range of fans; rights to use enhanced NCAA marks; and NCAA marketing initiatives that identify it as a city selected specifically by the NCAA for the Championship City pilot program. | [Click to see full news release](#)

**Now through Dec. 28...**  
 The Dead Sea Scrolls  
 Don't miss this one-of-a-kind exhibit now in Raleigh for a limited time only. Purchase your tickets online with prices starting at just \$3.

**Before the acorn drops...**  
 Buy your First Night...  
 Raleigh admission buttons at [Etix.com](http://Etix.com), now through Dec. 30. Only \$9 in advance but \$12 on site Dec. 31!

**The perfect Valentine treat!**  
 Two hearts, full of love, again prove that love does conquer all. The Opera Company of N.C. presents *La Cenerentola* Feb. 14-15... Buy tickets now!

ADVERTORIAL



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GRCVB offers only three sidebar advertising messages per issue.

### Advertising Rates and Specifications

- Style: Sidebar advertisement
- Copy Length: 160 characters, including title of 25 characters maximum
- Image Dimensions: 150w x 68h pixels (72 dpi)
- Image Format: gif, jpg
- Image Size: 20k maximum
- Price: \$99

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SIDEBAR AD