



visitRaleigh

6.3 Million
Page Views on
visitRaleigh.com



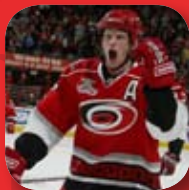
\$1.53 Billion
Visitor Spending

- Travel Industry Association of America



10.34 Million
Visitors

-DK Shifflet & Associates



2010 Media Kit

It's a brand new day!



225,000 copies of Visit Raleigh

The 2010 Official Visitors Guide to Raleigh & Wake County will be available everywhere.

- ★ State Welcome Centers
- RDU
- Major Shopping Centers & Destination Locations
- Key Attractions
- Wake County Area Chambers of Commerce
- Major Events
- Realtors & Relocation Experts
- Hotels
- Restaurants
- Everywhere!

Visit Raleigh

The 2010 Official Visitors Guide will be available
In print AND online.

- ★ 6.3 million page views this year on visitRaleigh.com
- 10.34 million visitors to Raleigh & Wake County in 2008*
- \$1.53 billion (with a B!) in revenue pumped into the local economy**
- 225,000 guides available across the city, county and statewide

* DK Shifflet & Associates ** Travel Industry Association of America



Advertising Rates

	Rate <i>Due when Magazine is printed</i>	Credit Card <i>Due the first of each month for 3 mos.</i>	Pre-Pay <i>5% discount & due when ad is placed</i>
Full Page	\$6,100	\$2,034	\$5,795
Half Page	\$3,250	\$1,084	\$3,087
One Third Page	\$2,150	\$717	\$2,042
One Sixth Page	\$1,450	\$484	\$1,377.50
Back Cover	\$8,525	\$2,842	\$3,098.75
Inside Front	\$7,600	\$2,534	\$7,220
Inside Back	\$7,300	\$2,434	\$6,935

**Must have a credit card account on file with S&A Cherokee. Card will be billed on the 1st of the month.*

Deadlines

Ad Space Reservation: April 15, 2010

Ad Materials: April 22, 2010

Contact

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kschultz@sacherokee.com

Bill Zadeits (919) 674-6020 ext. 117
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301 Cascade Pointe Lane | Cary, NC 27513 | www.sacherokee.com

The official Visitors Guide publisher for the Greater Raleigh
Convention & Visitors Bureau

The burgeoning cultural and entertainment center of the Southeast!



Ad dimensions

- Full Page: 8.375" x 10.875" + 0.125" bleed
- 1/3 Page Horizontal = 4.9375" x 4.8125"
- 2/3 Page = 4.9375" x 10"
- 1/3 Page Vertical = 2.375" x 10"
- Half Page Horizontal = 7.5" x 4.8125"
- 1/6 Page = 2.375" x 4.8125"

Art specifications

Only high-resolution (300 dpi), press quality PDFs in CMYK format will be accepted. If color is critical a certified color accurate proof can be submitted. We cannot be responsible for color variations and quality on files submitted not following these guidelines. No advertisements may be canceled after published deadline dates. Finished art is due on or before the materials deadline. All color artwork and photos must be saved as CMYK. RGB and PMS colors are not acceptable and must be converted for publication. Full-page ads must be submitted at bleed size. Keep live matter .375" from all sides that bleed and .25" from trim.

Transmitting Files

Files can be uploaded at www.sacherokee.com/adupload. In drop-down menu, select "Raleigh Visitor Guide." Fill in information, and upload ad into the site. If you have any problems, please contact ads@sacherokee.com or (919) 674-6020.



visitRaleigh

★ Online/digital edition

This digital edition of the magazine provides readers with an online view where they can “flip” the pages to read the magazine. All advertisers in the book will be in the digital edition.

You can link your ad from visitRaleigh.com to your Web site for an additional \$250.

Remember, there are 6.3 million page views on visitRaleigh.com annually!

What we will need: Please provide us with the correct URL to connect your Web site to visitRaleigh.com.

Coupons

We will have coupons available for purchase for display advertisers in Visit Raleigh. They will be designed 10 to a page and will be perforated to allow people to tear out their favorite coupons. Coupons will not be available online. They are available for an additional \$500.

What we will need: The offer (ex. \$10 off an appetizer), a high-resolution logo, location of the store and any expiration date, if needed.

Your guide to the best attractions, dining, shopping, accommodations,
sports and recreation in Greater Raleigh!

VISITRALEIGH.COM

2010 Official Visitors Guide