



Official Visitors Guide to Raleigh, Cary and Wake County

*visit*Raleigh[®]

media kit **2012**★





230,000+ copies

180,000 copies of Visit Raleigh are available across the city, county and statewide. 51,000 copies will be delivered via email.

- ▶ 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!

10.72 million

visitors to Raleigh & Wake County in 2010
— DK Shifflet & Associates

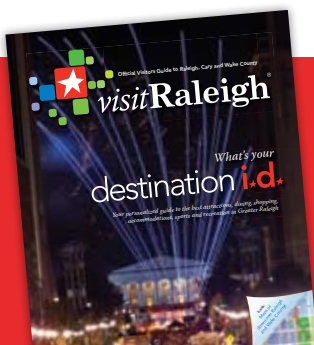
7.2 million

page views during 2010-2011 on
visitRaleigh.com

\$1.54 billion (with a B!)

in revenue pumped into the local economy
—Travel Industry Association of America

The 2012 Official Visitors Guide will be available in print and online. ▼



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.

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

Advertising

	Rate Due when magazine is printed	Credit Card Due the first of each month for 3 mos.	Pre-Pay 5% discount & due when ad is placed
Full Page	\$6,100	\$2,034	\$5,795
Half Page	\$3,250	\$1,084	\$3,087
Two-Thirds Page	\$4,500	\$1,500	\$4,275
One Third Page	\$2,150	\$717	\$2,042
One Sixth Page	\$1,450	\$484	\$1,377.50
Back Cover	\$8,525	\$2,842	\$8,098.75
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 11, 2012

Ad Materials: April 18, 2012

Contact

Kris Schultz

919.674.6020 ext. 135

or kschultz@sacherokee.com

Jennifer Grady

919.674.6020 ext. 131

or jgrady@sacherokee.com



AD Dimensions

Full Page: 8.5" x 10.5" + 0.125" bleed

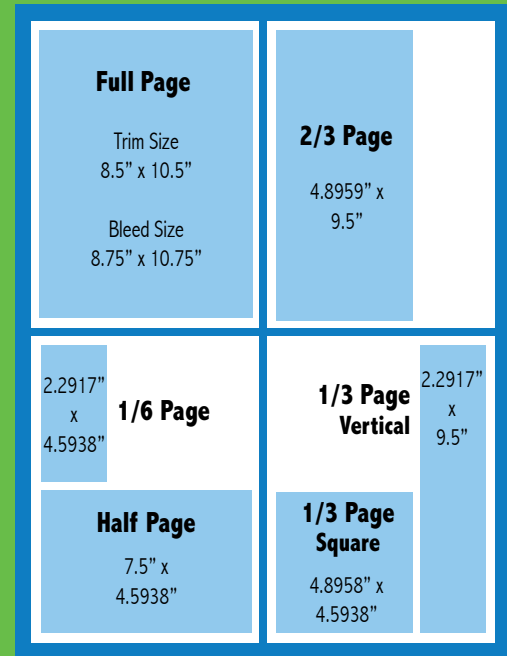
2/3 Page: 4.8959" x 9.5"

Half Page Horizontal: 7.5" x 4.5938"

1/3 Page Square: 4.8958" x 4.5938"

1/3 Page Vertical: 2.2917" x 9.5"

1/6 Page: 2.2917" x 4.5938"



Artwork must be received as a high-resolution (300 dpi) Adobe PDF in CMYK format.

All full-page ads must be submitted at bleed size (8.75" x 10.75"). Keep live matter 0.5" from all sides that bleed, 0.25" from trim.

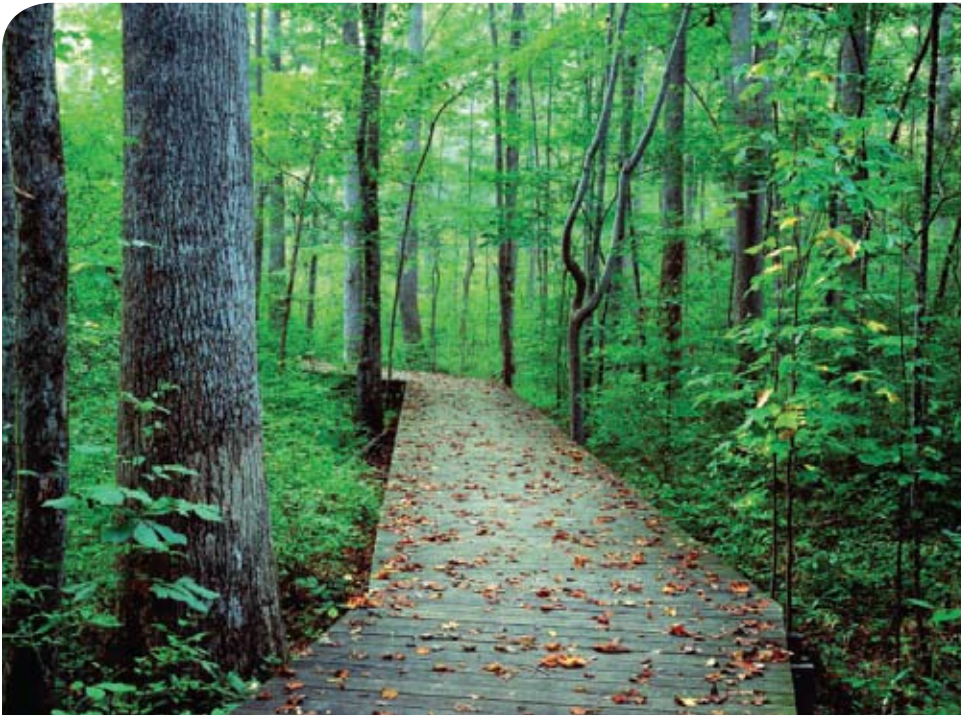
All color artwork and photos must be saved as CMYK. RGB and PMS colors are not acceptable and must be converted for publication. If color is critical, a certified color accurate proof can be submitted. We cannot be responsible for color variations and quality on files submitted not following these guidelines.

No advertisements may be canceled after published deadline dates. All finished art is due on or before the material deadline.

Sending Files

Files can be uploaded at upload.sacherokee.com. 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.

Upload all artwork to
upload.sacherokee.com



**Greater Raleigh Convention
and Visitors Bureau**
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**The official Visitors Guide publisher
for the Greater Raleigh Convention
and Visitors Bureau**
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**Achievement Award 2011
GOLD
Best Visitors Guide**



**North American Travel
Journalists Association
Best Visitors' Guide
GOLD**