

+



=



6.3 million visitors.....Make it Durham.....Where great things happen!

The 2012 Official Durham Visitor & Relocation Guide is coming...

This will be by far the best and most cost-effective way to reach Visitors and Newcomers to Durham—Period. More Than 6.3 Million Visitors, Including Newcomers and Relocating Executives, Came to Durham Last Year...How Many Were Your Customers – How Many Even Knew You Existed?

The 2012 Guide will incorporate three publications that were published in 2011 (the *Official Durham Visitors Guide*, the *Greater Durham Chamber of Commerce (GDCC) Relocation Guide*, and the *GDCC Membership Directory*) into one publication.

- ★ **Increases Spending** - Visitor spending tops \$628 million annually on dining, shopping, entertainment, lodging, and other services and activities. 80% of newcomers and 75% of relocating executives experience Durham first as a visitor.
- ★ **Business to Business** - This is GDCC's primary vehicle for sharing economic data and community information, and is their most effective business to business marketing tool.
- ★ **Encourages Circulation** - The *Official Durham Visitor & Relocation Guide* helps hundreds of thousands of these visitors, including newcomers, make decisions about what to do and see, where to go, where to live, and how to spend their money.
- ★ **Showcases You** - Get your share of local spending by showcasing your business or service in the only Official and Sanctioned guide of its kind.
- ★ **Comprehensive** - Information about things to see and do, places to stay, eat, and shop, transportation, relocation, and more.
- ★ **Widely-Distributed** -100,000+ copies distributed to all visitor and relocation inquiries and via State Welcome Centers and 120 key locations throughout Durham, including RDU International Airport.
- ★ **Makes Every Dollar Count** – All advertising and sponsorship revenue goes directly into producing and printing the guide as a comprehensive, self-supporting public/private community partnership to tell the Durham story. The guide is not a fundraiser and no profits are made from its production.

How it Works:

1. DCVB and GDCC market Durham to draw interest from visitors and those relocating.
2. *The Official Durham Visitor & Relocation Guide* is used to fulfill all visitor and newcomer inquiries. It will also be used by the GDCC in its "Make it Durham" relocation program.

As Durham's marketing agency, DCVB's role is to **tell the Durham story** and to **educate visitors** so Durham **gets on the list of consideration** for upcoming visits, conventions or meetings, sports events, film productions, etc.

3. Individual businesses harvest their fair share of visitor and newcomer spending.

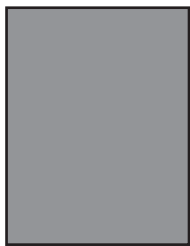


Display Advertising Rates All rates are net.

Ad Size	Advertisement Print and Online Editions
Premium: Inside Front Cover	\$5,195
Premium: Inside Back Cover	\$5,095
Premium: Back Cover	\$5,495
Full Page	\$4,195
2/3 Page	\$3,395
1/2 Page	\$2,795
1/3 Page "Square"	\$2,095
1/6 Page	\$1,095
Banner Ads – Home Page (limited availability)	\$300 each quarter plus 25 cents per click
Section Main Pages	\$100 each quarter plus 25 cents per click

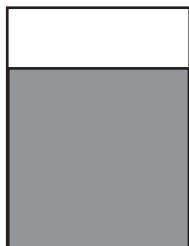
For guaranteed ad placement for non premium ads, add 10% to rate.

Ad Layout and Dimensions



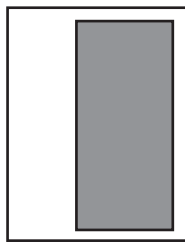
Full Page

Bleed size: 8 7/8" x 11 3/8"
trimmed to 8 3/8" x 10 7/8"
(allow 1/4" bleed on all sides)



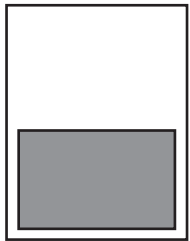
Back Cover

Bleed size: 8 7/8" x 8"
trimmed to 8 3/8" x 7 3/4"
(1/4" bleed allowance on
sides and bottom only)



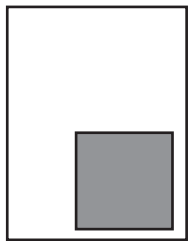
2/3 Page

4 3/4" w x 9 7/8" h



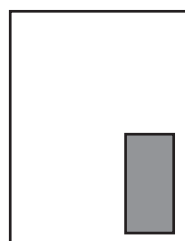
1/2 Page

7 3/8" w x 4 3/4" h



1/3 Page Square

4 3/4" w x 4 3/4" h



1/6 Page

2 1/4" w x 4 3/4" h

Ad Submission Guidelines:

Ads should be submitted as PDF files with fonts embedded. Images, graphics, and logos should be 300 dpi. PC format is preferred. Film cannot be accepted.

DCVB Design Services:

\$200 per ad from supplied headlines, text, and high resolution (300+ dpi) images and logos.

Proofs:

For DCVB-designed ads, advertisers will receive two rounds of proofs in which to make any changes needed to the ad design.

Proofs will be sent via email to the ad design contact listed on the contract. Any changes must be submitted by the deadline given in the email, or the ad will be assumed to be approved "as is."

Early Bird Discounts:

Wednesday, June 1, 2011

Space Reservation Deadline:

Thursday, September 1, 2011

Materials Deadline:

Thursday, September 1, 2011

To reserve your space, contact:

Gregory F. Craft
ads@durham-cvb.com
(919) 612-6382