

THE PREMIER DESTINATION RESOURCE™



TRAVELHOST®

THE TRIANGLE

(Raleigh, Durham, Cary and Chapel Hill)



MAGAZINE • WEB • MOBILE • SOCIAL
MEDIA GUIDE 2019



TRAVELHOST.COM/TRIANGLE





PREMIER Destination Resource

Travel is a Major Driver for the The Triangle Economy.

Clout for your advertising dollar because

- The visitor market is nearly **18 times greater** than the local market. 24.76 million people visit the greater Raleigh, Cary, Durham and Chapel Hill area each year.
- Annual visitors spend over **\$2.9 billion** - and regularly **40% more than locals**.
- It is predominantly **in-room** in Triangle hotels, **reaching the visitor first** when they are making their dining, shopping and activity choices.

TRAVELHOST REACHES THE TRAVELER 1ST IN THE TRIANGLE

Via PRINT

- **15,000 TRAVELHOST magazines** are distributed **predominantly in-room** in over 110 of the Triangle's finest hotels - and read by over 325,000 people quarterly.
- TRAVELHOST's quarterly **Triangle Map Guide** is distributed at front and concierge desks, visitor centers and targeted street distribution points.
- **Both products** are displayed prominently at the Raleigh Durham International Airport.

Via ONLINE – www.travelhost.com/triangle

- Travelers use www.travelhost.com **before and during their trip**.
- Your advertising message featured on our **national website**.
- Advertisers get their own full page on our **national website** with up to 9 photos.





Apex

Candlewood Suites
 Comfort Inn
 Holiday Inn Express

Cary

Comfort Suites
 Courtyard by Marriott Raleigh Cary
Doubletree Inn
 Embassy Suites
 Extended Stay America
 Fairfield Inn & Suites
 Hampton Inn
 Hampton Inn & Suites
Hilton Garden Inn
 Holiday Inn Express
 Holiday Inn & Suites
 Homewood Suites Hilton
Hyatt Place
 LaQuinta Inn
 Residential Inn
 Residence Inn by Marriott
 The Umstead Hotel & Spa
Windgate by Wyndham

Chapel Hill

AC Hotel
Aloft Hotel
 Carolina Inn
Chapel Hill University Inn
Courtyard by Marriott
 Days Inn
Hampton Inn & Suites
Hampton Inn & Suites Carrboro
Holiday Inn Express
Hyatt House at Southern Village
Quality Inn
 Residence by Marriott
Rizzo Conference Center
 Sheraton Hotel
 Siena Hotel
The Franklin Hotel
 Chapel Hill Welcome Center

Durham

Aloft Hotel DPAC In Durham
Comfort Inn Durham
Comfort Inn RTP
Comfort Suites RTP/RDU
Courtyard by Marriott Duke Univ.
 Courtyard by Durham RTP
 Doubletree Guest Suites

Downtown Welcome Center
 Extended Stay America
 Hampton Inn Downtown
 Hampton Inn I-85
Hilton Durham near Duke University
 Hilton RTP
 Hilton Garden Inn off Ninth St.
Holiday Inn Express RTP
Homewood Suites Hilton
Homewood Suites Hilton RTP
Hotel Indigo
 King's Daughters Inn
LaQuinta Inn Durham/Chapel Hill
 LaQuinta Inn RTP
Marriott Durham Civic Center
Marriott Hotel RTP
Millennium Hotel
Quality Inn & Suites
Residence Inn Downtown
 Residence Inn by Marriott RTP
Sheraton Imperial Hotel
Sleep Inn
 SpringHill Suites
 SpringHill Suites by Marriott RTP
Staybridge Suites
 Washington Duke Inn & Golf Club
Wingate by Wyndham

Morrisville

Days Inn
Cambria Suites
 Country Inn & Suites
Courtyard by Marriott RDU
 Extended Stay RTP
 Four Points by Sheraton
 Hampton Inn
Hilton Garden Inn
Holiday Inn
Holiday Inn Express RDU
 Hyatt House
 Hyatt Place RDU
LaQuinta Inn
LaQuinta Inn & Suites
 Residence Inn by Marriott RDU
Staybridge Suites

Raleigh

Aloft Raleigh Downtown
Aloft RTP
 America's Best Value Crabtree
 Comfort Inn & Suites
Comfort Suites Arena
Courtyard by Marriott Mall

Courtyard by Marriott Raleigh
 Courtyard Marriott Raleigh North
 Crabtree Hampton Inn & Suites
Doubletree Brownstone
 Embassy Suites Crabtree
Embassy Suites Briar Creek
Fairfield Inn & Suites Briar Creek
Fairfield Inn & Suites Crabtree
 Hampton Inn Crabtree
Hampton Inn & Suites RDU-Briar Creek
 Hilton Garden Inn Raleigh NE
Hilton North Raleigh
Holiday Inn Crabtree
Holiday Inn Express Gorman St.
Holiday Inn Raleigh North
Homewood Suites Hilton
 Hyatt House North Hills
 Hyatt Place
LaQuinta Inn & suites Crabtree
 Marriott City Center
Marriott Hotel & Resorts Crabtree
AC Marriott North Hills
Quality Inn North
Ramada Inn
Renaissance Hotel North Hills
 Residence Inn Downtown
 Residence Inn Crabtree
 Residence Inn Marriott
Sheraton Raleigh Hotel
Temporary Living Corp. Housing
The Clarion Downtown
Wingate by Wyndham

Lodging in **bold** provide in-room distribution of TravelHost. Remainder offer front desk, concierge or lobby distribution.



(Displayed prominently at the Raleigh Durham International Airport & targeted high traffic area street distribution points.)



AD RATES FOR 2019

Full Page

2/3 Page

\$3125 Per Issue - 4x
 \$3500 Per Issue - 2x
 \$3850 OPEN

\$2275 Per Issue - 4x
 \$2575 Per Issue - 2x
 \$2875 OPEN

1/2 Page

1/3 Page

\$1800 Per Issue - 4x
 \$2195 Per Issue - 2x
 \$2495 OPEN

\$1350 Per Issue - 4x
 \$1650 Per Issue - 2x
 \$1950 OPEN



1/2 Page Vertical billed at 15% premium

1/6 Page

Business Spotlight Listing Online

\$825 Per Issue - 4x
 \$1025 Per Issue - 2x
 \$1250 OPEN

\$300 Per Issue

Digital ONLY
Packages Starting at \$399!
  **ad purchases available**

Front Cover Package

Back Cover

\$7500 w/2 pages
 \$5500 w/1 page

\$3850 Per Issue - 4x
 \$4250 Per Issue - 2x

Inside Front & Inside Back Cover

Center Spread

\$3500 Per Issue - 4x
 \$3850 Per Issue - 2x

\$6250 Per Issue - 4x
 \$6500 Per Issue - 2x

Brochures, Over Runs & Private Map Guide custom quoted

Volume discounts available for combination ad buy into magazine & map guide.

PAYMENT TERMS - Due on receipt. All major credit cards accepted. ACH Direct Draft is preferred payment method. All rates are net.

PRODUCTION - Advertisers shall provide TRAVELHOST with appropriate digital-ready material within the stated guidelines. If advertiser is unable to provide ad digital-ready, TRAVELHOST will produce the ad for a fee based on ad size. All ads are subject to publisher approval.

Dining - Shopping - Attractions Map Guide

Full Page \$2195
 Double Map Spot \$1495

Back Cover \$2500
 Single Map Spot \$1095





2019 DEADLINES

Premium Ad Sizes

PRINT




| | Ad Deadline | Materials | Hotel & Street Delivery |
|---------------------|-------------|-----------|-------------------------|
| Spring Issue | Jan 31 | Feb 7 | Mar 11-14 |
| Summer Issue | Apr 30 | May 6 | June 10-14 |
| Fall Issue | July 31 | Aug 6 | Sept 10-13 |
| Winter Issue | Oct 31 | Nov 4 | Dec 9-13 |

For the **Triangle Map Guide** follow Magazine deadlines.

PREMIUM MAP SPEC SHEET

AD SIZES

Paperweight: Paper Stock 50#

| | | | |
|--|--|---|--|
| FULL PAGE & BACK COVER 5.39"W x 8.123"H |  DOUBLE MAP SPOT HORIZONTAL 7.19"W x 2.5"H | DOUBLE MAP SPOT VERTICAL 3.5"W x 5.308"H  |  SINGLE MAP SPOT 3.5"W x 2.5"H |
|--|--|---|--|

TRAVELHOST of The Triangle

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www.travelhost.com/triangle





SPEC SHEET PRINT

FULL PAGE Non-Bleed:
7.083" x 10.006"
Bleed:
8.5" x 11.25"
Trim Size:
8" x 10.75"
 Keep all live matter at least .25" within trim on all sides

2/3 PAGE VERTICAL
4.666" x 10.006"

1/2 PAGE HORIZONTAL
7.083" x 4.92"

1/2 PAGE VERTICAL
4.666" x 7.463"

1/3 PAGE BLOCK
4.666" x 4.92"

1/3 PAGE VERTICAL
2.25" x 10.006"

1/6 PAGE HORIZONTAL
4.666" x 2.376"
1/4 PAGE
3.375" x 4.75"

1/6 PAGE VERTICAL
2.25" x 4.92"



SOCIAL MEDIA



Single Image Campaign*

- Image specs: 1200x628
- No more than 20% text in image
- Copy:
 - Headline - 25 characters
 - Body - 90 characters
 - NewsFeed Link Description - 30 characters
 - Call To Action - Choose 1
 - Book Now, Contact Us, Download, Learn More, Shop Now, Sign Up, Watch More, Apply Now
- Click-through URL



Single Image Campaign*

- Image specs: 1080x1080
 - No more than 20% text in image
 - Copy:
 - Caption: Text only, 125 characters recommended, max 2,200 characters
 - Call To Action - Choose 1
 - Book Now, Contact Us, Download, Learn More, Shop Now, Sign Up, Watch More, Apply Now
 - Click-through URL
- *All creative services included.

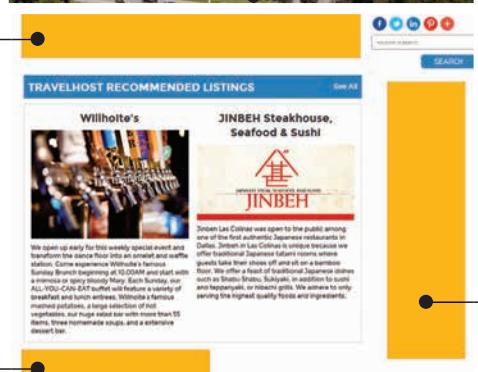
DIGITAL

Listing Features

- FIRST CLASS**
- Images (10)**
(620px X 430px, < 1.5 mb size; jpg, gif or png)
- Address**
- Phone**
- Reviews**
- E-mail**
- URL**
- Summary Description**
(350-500 characters)
- Deals**
- Fax**
- Hours of work**
- Spotlight Page**
- Videos** (YouTube, Vimeo, etc.)
- Additional Uploads**
(<1.5mb size; pdf, doc, txt, jpg, gif, png)
- Long Description**
- Location**
- Facebook Page**
- Features**

Events Features

- FIRST CLASS**
- Images (4)**
(620px X 430px, < 1.5 mb size; jpg, gif or png)
- Address**
- Phone**
- Event Time**
- E-mail**
- URL**
- Summary Description**
(150-250 characters)
- Spotlight Page**
- Videos** (YouTube, Vimeo, etc.)
- Long Description**
- Contact Name**



Online Banner Ads

- **Hero Image:** 990 x 480 pixels
- **Top:** 728 x 90 pixels (10.111 x 1.25 in.)
- **Skyscraper:** 160 x 600 pixels (2.222 x 8.333 in.)
- **Bottom:** 468 x 60 pixels (6.5 x .833 in.)





New Study Confirms: Printed Publications Are the #1 Influencer of Tourists & Visitors While In-Market

January 22, 2019 Newswire

It's safe to say, in this day and age, most travelers begin their pre-trip destination planning online. But once they arrive in-destination, how will they figure out what to do for fun? Where to eat? Where to shop? What local attractions there are to visit and explore? Chances are they'll reach for a printed publication/travel magazine in the hotel room or lobby, according to the findings from a recent survey conducted by Bentley University's Center for Marketing Technology (CMT) and commissioned by Visitor International, the International Association of Visitor Information Providers.

The decline of print advertising predicted by marketers was overhyped," says CMT Director Ian Cross. "Even in this digital age, people still value tangible 'in-the-moment' printed materials like brochures, maps and travel guides. They are still very relevant to tourists and visitors."

The findings below were the result of the 2018 Brochure Distribution survey, conducted by graduate students and faculty advisors at Bentley University's CMT, which included 2,020 respondents from 17 cities in North America and Western Europe.

- **On average, 79% of visitors picked up a printed publication (up from 67% in 2016)**
- **After searching the web, printed magazines are the next most popular source of information for trip planners with a usage rate of 52%**
- **85% of visitors became aware of an attraction or business as a result of picking up a print publication**
- **61% of visitors planned to purchase tickets or merchandise they learned about from a print publication**
- **73% of visitors would consider altering their plans because of a printed publication**

Cross is quick to point out the connection between print and digital options, particularly based on survey findings that the internet is still the most popular resource used to help plan a visit and that the mobile web and apps are often used to book activities.

"This suggests that trip planners are influenced by omni-channel marketing approaches combining print, web and mobile content more than traditional media," Cross says.

"It also suggests that travel publications drive awareness and action is taken because of integration with the mobile web and apps. Attractions should strongly consider an integrated print, app and digital (web, social and search) marketing strategy to drive awareness and customer interaction, particularly with the under-35 audience."

CTM Media Group, one of the largest distributors of visitor and tourism information in North America, couldn't agree more with the latest survey results from Bentley University. "The survey results fully support what we know to be true based on the overwhelmingly positive results our clients see on a daily basis through our in-market visitor information services," says Peter Magaro, president at CTM. "publications, maps and guides are so valuable to visitors and tourists. **Of course, you can look up attractions, places to eat or shop on your phone or mobile device. But how would you know to search for a certain attractions, places to eat, or to shop if you don't even know they exist? Printed visitor information provides attractions and restaurants the ability to get in front of the visitor at the exact moment they are deciding what to do next.**"