



# GO EXPLORE RALEIGH 2024 MEDIA KIT DINING - SHOPPING - ATTRACTIONS

**Go Explore Raleigh** attractions map is your #1 resource to reach visitors and travelers to the greater Raleigh area. Our annual product is delivered to over 125 of the finest Raleigh hotels, the RDU International Airport, as well as local and regional welcome centers. You can be assured your message is in the hands of visitors who **spend on average 40% more** on dining, shopping and fun places to visit than locals while here in the Capitol City.

Our popular personalized attractions map identifies your location with our easy to read format so visitors can quickly find your location while identifying known landmarks in the area. **Go Explore Raleigh** is currently the only tourist and attractions map available at area hotels.

Visitors and travelers to the Raleigh area want to know where to eat, where to shop, and where to have fun. Advertising your business with **Go Explore Raleigh**, the only tourist map catering to this desirable demographic, places **your message in front of potential customers** in a full color, glossy format that folks carry with them all around town.



Call or email us to  
**RESERVE YOUR SPACE  
IN THE 2024 EDITION**  
Deadline for space reservation is  
**December 15, 2023**

## INFORMATION

CIRCULATION  
**85,000 copies**

DISTRIBUTION  
**Area hotels, RDU International Airport, local and regional welcome centers around the state, high traffic tourist areas and selected area grocery stores**

PRINTED ANNUALLY  
**Delivered in January 2024**

ONLINE & SOCIAL MEDIA COVERAGE  
**Your business will receive a link back to your company's website as well as year round blogging on our social media pages at no additional cost**

**GoExploreRaleigh.com**



# GO EXPLORE RALEIGH 2024 MEDIA KIT DINING - SHOPPING - ATTRACTIONS

**FULL PAGE  
AND COVERS**  
8.1875" W x 10.625" H

**HALF PAGE**  
8.1875" W x 5.2" H

**QUARTER  
PAGE**  
3.9722" W  
5.2" H

**SIXTH PAGE**  
3.9722" W  
2.375" H  
**RESTAURANT  
LISTING**  
Your Location  
Marked on the Map

- Please make sure all supplied artwork, including photos, logos and camera-ready ads, are at 300 DPI.
- Only high resolution, press-quality PDFs in CMYK format will be accepted.
- We cannot be responsible for color variations and quality of files submitted not following these guidelines.
- No advertisements may be cancelled after December 11, 2023.
- All finished art is due on or before the material deadline.
- Any ads created for *Go Explore Raleigh*, become our property and may not be used in any other publications without consent from the publisher and an additional design fee.

For front cover add  
 • .375" for TOP BLEED  
 • .125 for all other sides  
 • Please contact publisher for additional details on the front cover.

**2024 Edition** AD DEADLINE: **Dec. 15, 2023**  
*Go Explore Raleigh* CAMERA READY: **Dec. 27, 2023**  
 DELIVERY DATE: **January 2024**

## ADDITIONAL INFORMATION

• FRONT COVER .....	\$6500	• HALF PAGE .....	\$2895
includes an additional 1/2 page ad		• QUARTER PAGE .....	\$1995
• BACK COVER .....	\$6000	• SIXTH PAGE .....	\$1595
includes an additional 1/2 page ad		• RESTAURANT LISTING .....	\$595
• INTERIOR FULL PAGE .....	\$5000		
left or right position includes an additional 1/4 ad			
• FULL PAGE .....	\$4500		

**SEND ALL MATERIALS TO**  
 dhughes@hughespublishing.com

*Ad Design is complimentary with your advertising buy.*  
 Contact **DAVID HUGHES** at 919-594-6600 for more information

**GoExploreRaleigh.com**