



Media Kit

2024 Upcountry Visitors Guide

Overview

The *Upcountry Visitors Guide* is one of the primary tools used by our organization to attract visitors to this six-county region of South Carolina. Advertising in the guide will put your message in front of approximately 200,000 individuals! Our readers save their copies of the visitors guide and it becomes valuable reference material that is not discarded like general interest or advertising-heavy publications. And we always have more content than ads, so you will not get lost in the crowd. The guide is also online as an interactive guide, so your ad will be present there as well with a hyperlink to your website! The guide contains information on attractions, points of interest, recreation opportunities, shopping, entertainment, dining, accommodations, real estate & relocation, and more.

Distribution

A minimum of 60,000 copies of the guide will be produced and distributed via:

1. The SC Welcome Centers (38%)
2. Chambers of Commerce and Visitors Centers throughout the region (7%)
3. State, national, and local parks, campgrounds, and attractions (14%)
4. Regional, national, and international travel and trade shows (6%)
5. Fulfillment to individuals responding to our advertising and marketing campaigns (35%)

The top 6 states of inquiry are NC, SC, GA, FL, TN, and AL.

Added Value

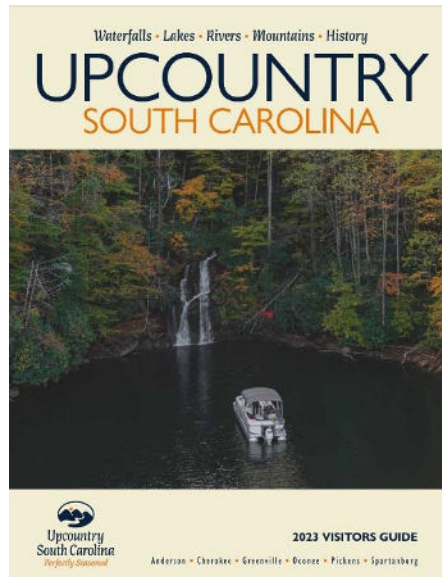
The *2024 Upcountry Visitors Guide* is a cost-effective avenue to market your business or organization to potential visitors. The rates are listed on the next page. We also include digital deliverables for Half and Full page advertisers at **no additional charge!**

Ad Size	Facebook Boosted Post	E-Newsletter Feature/Sponsor	Enhanced Website Listing	Website Banner	Value
Full	2	Sponsor & Feature	Yes	1 year	\$1825
Half	1	Feature	Yes	1 year	\$995

UpcountrySC.com has approximately **250,000** unique visitors each year. Our Facebook page has over **145,000** fans and boosted posts reach around 10 times the audience of a regular post. Our newsletter reaches over **62,000** subscribers who have expressed interest in the area.

Reach even more visitors with opportunities on UpcountrySC.com and our E-Newsletter!

Media Kit for the 2024 Upcountry Visitors Guide



Net Advertising Rates for 2024 Upcountry Visitors Guide

Inside Cover – Front or Back	\$2475
Page 1 (Opposite Inside Front Cover)	\$2475
Center Spread	\$5055
Back Cover	\$2825
Full-Page	\$2225
1/2-Page	\$1595
1/3-Page	\$1275
1/6-Page	\$ 725

Deadlines

Space: October 6, 2023 | **Materials:** October 27, 2023 | **Publish Date:** February 2024

Contact

For questions, more information, and to sign up for your advertisement in the *2024 Upcountry Visitors Guide*, please contact Joe Mullinax at 864-233-2690 or Joe@UpcountrySC.com.



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