

THE OFFICIAL *Vacation Planner* 2021

2021 GENERAL MEDIA KIT



HILTON HEAD ISLAND
South Carolina

THE OFFICIAL Vacation Planner 2021

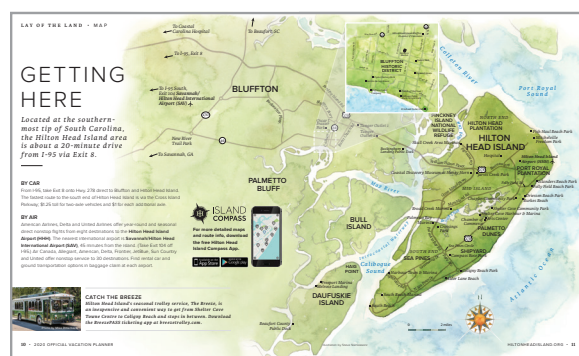
Hilton Head Island, Bluffton and Daufuskie Island, South Carolina

ADVERTISE THROUGH CUSTOM CONTENT IN THE OFFICIAL VACATION PLANNER 2021

The **Official Vacation Planner 2021** is the best opportunity to reach the 2.68 million annual visitors to Hilton Head Island, Bluffton and Daufuskie Island. The Hilton Head Island-Bluffton Chamber of Commerce is working with DCG to offer partners the opportunity to secure customized editorial content in the Planner. We feel strongly that the customized editorial format better showcases all that your business and our destination have to offer. You will have the opportunity to work with the esteemed group of writers and designers at DCG on your messaging and on the development of your editorial space. Descriptive content and engaging imagery will work together to entice the Lowcountry's key demographic, and invite them to come and experience the beauty, energy and history of the place we call home.

Advertising opportunities are available within all of the Planner's primary editorial departments:

- | | | |
|------------------|-------------------|---------------|
| • Accommodations | • Family Friendly | • Pet |
| • Activities | • Golf | • Real Estate |
| • Arts | • Gullah | • Shopping |
| • Bluffton | • Marinas | • Spas |
| • Culinary | • Nature | • Tennis |
| • Daufuskie | • Nightlife | • Weddings |



DISTRIBUTION

75,000 Total Distribution

**** For 2021, the Official Vacation Planner will continue to be distributed in all member hotel rooms and select vacation rental and timeshare properties.**

- SC Welcome Centers
- Savannah-Hilton Head International Airport and Hilton Head Island Airport
- Fulfillment of Visitor Inquiries directly to the Chamber via hiltonheadisland.org, 800 numbers, mail, Online Concierge
- Travel Agent requests
- Groups, Weddings, Reunions, Meeting Planner inquiries
- International inquiries
- Trade Shows

• Hotels – Hilton Head Island:

- Marriott Hilton Head Resort & Spa
- Omni Hilton Head Oceanfront Resort
- Sonesta Resort Hilton Head Island
- The Inn & Club at Harbour Town
- Beach House Hilton Head Island
- The Westin Hilton Head Island Resort & Spa
- Best Western Ocean Breeze Inn
- Hampton Inn Hilton Head
- Holiday Inn Express Hilton Head Island
- Palmera Inn and Suites
- Red Roof Inn
- Home2 Suites by Hilton, Hilton Head
- Courtyard by Marriott Hilton Head Island
- Springhill Suites by Marriott Hilton Head
- Hilton Head Island Motorcoach Resort

• Hotels – Bluffton:

- Hilton Garden Inn Hilton Head
- Holiday Inn Express Hotel & Suites
- Old Town Bluffton Inn

• Homes & Villas – Hilton Head Island:

- The Sea Pines Resort
- Palmetto Dunes Oceanfront Resort
- Island Time of Hilton Head

ONLINE PRESENCE

The **Official Vacation Planner 2021** will be available online for viewing and download at the official website of the Hilton Head Island-Bluffton Chamber of Commerce, HiltonHeadIsland.org. With links to participating advertisers' websites for added visibility, the user-friendly online Planner maximizes exposure for your business. In 2019, HHI.org generated over 2.4 million internet user sessions.

ADDED VALUE

The **Official Vacation Planner 2021**, including ads, will be available online at **HiltonHeadIsland.org**, in a virtual Magazine format with web links. All advertisers receive a link from their ad in the online Vacation Planner to their website.

GENERAL CUSTOM CONTENT RATES

Two-Page Spread (250 words + photo(s) + URL + telephone)	\$9,550
Full Page (125 words + photo + URL + telephone)	\$7,315
½ Page (50 words + photo + URL + telephone)	\$4,390
¼ Page (35 words + photo + URL + telephone)	\$2,340

PREMIUM POSITION RATES

Inside Front Cover	\$12,450
Inside Back Cover	\$10,985
Page #1	\$12,450
Opposite TOC	\$10,495
Opposite Welcome	\$9,475

† All rates are net, full color

ISSUE DATE:

January 1, 2021, one full year of targeted exposure

SPACE DEADLINE:

September 18, 2020

CONTENT APPROVAL DEADLINE:

October 1, 2020

CUSTOM CONTENT POLICY

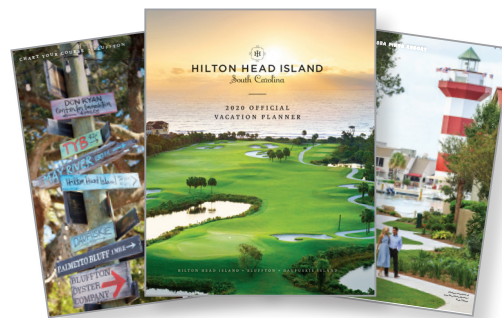
All custom content is formatted by the publisher, and must be approved by both the publisher and the Hilton Head Island-Bluffton Chamber of Commerce. All premium content placements are on a first-come basis. No logos or superlative claims allowed in advertising.

PAYMENT TERMS

Half (50%) of space cost is due at insertion, no later than **October 20**. Balance is due **November 3**. All rates are net. All payments are non-refundable except when proposed advertising is rejected by the Chamber.

THE PUBLICATION

The **Official Vacation Planner 2021** is a 9" x 10.8125", full-color, perfect-bound magazine published annually, with distribution beginning in January. In the interest of being environmentally friendly, we are proud to print the Planner on premium quality, glossy paper.



WHY CUSTOM CONTENT?

We are increasing the value of your investment in the magazine by maximizing the impact of your real estate on our impressionable readers. Simply put, custom content resonates more deeply with the reader. Unlike a traditional display ad, custom content allows you to forge a stronger, more meaningful relationship with the reader, and to better establish an emotional connection between the Lowcountry visitor and your brand or product. It's this emotional connection that makes the reader more likely to react to and act on your message, which translates to more money in your pocket.

Confirming Participation Is Simple

1. You decide how much editorial space you would like to reserve. Fee to participate includes writing, editing, design and production costs.
2. An editor assigned to your organization will contact you to discuss the direction of your editorial feature. You will supply the editor with talking points for content.
3. You supply high-resolution (300 dpi) images for inclusion (photo credits will be given where applicable).
4. You will receive drafts of the professionally prepared copy and design and will have 3 opportunities to make edits. You will have the right of final approval on your feature.

TO RESERVE CUSTOM CONTENT, CONTACT:

Zack Shedd

Multimedia Sales Manager, Visitor & Convention Bureau
Hilton Head Island-Bluffton Chamber of Commerce
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