

'CHARLOTTE'S GOT A LOT'

Social Media Channels Menu

'Charlotte's got a lot' connects with more than 145,000 fans and followers on a daily basis via Facebook, Instagram and Twitter.



Use our channels to broaden your business's social media reach through targeted posts and takeover opportunities.

Please note our Social Media inventory is only available as part of our Digital/Social Media package buys and not as an a la carte option.

INSTAGRAM

Have You Tried? Post

Engage more than 43,900 followers on the 'Charlotte's got a lot' account to drive awareness to a key product offering or event utilizing a visual image that makes your business one-of-a-kind. Include hashtags relevant to your business and a tag to your Instagram channel.

INSTAGRAM

Stories Live Coverage

Showcase events, interactive experiences and "behind the scenes" looks at your product offerings on the 'Charlotte's got a lot' Instagram account. CRVA coverage includes three (3) Instagram Stories shared with the channel's 43,900 followers.

TWITTER

Live Event Coverage

Gain additional exposure for your event with coverage on @charlottgotalot Twitter channel. CRVA coverage includes one (1) pre-event tweet promoting attendance to 63,200 followers and two (2) "live" tweets showcasing photo highlights during the event.

FACEBOOK

Giveaway

Rely on the CRVA team to craft a customized Facebook giveaway that highlights a key product offering, gift voucher or experience from your business to more than 37,900 Charlotte's got a lot fans. Giveaway post will be pinned to the top of the Facebook wall throughout the duration of the promotion, driving additional traffic and awareness for your business.

CRVA will lead in the development and implementation of sweepstakes, including drawing a winner and coordinating prize delivery with your business and the winner(s).

Branded Content

FIVE TO TRY SPONSORED CONTENT

Our blog's Five to Try Plus One Holiday series spotlights the must-do events happening in Charlotte during top nationally recognized holiday weekends. The Plus One option offers a dynamic sales opportunity to promote your event, including a link directly back to your webpage. The Five to Try Plus One Holiday series Sponsor Plus One includes link in blog and promotion of blog post on Charlottes' got a lot Twitter and Facebook channels.

Holidays featured include: *New Year's Eve, Martin Luther King Jr. Day, Valentine's Day, St. Patrick's Day, Easter, Mother's Day, Memorial Day, Father's Day, Independence Day, Labor Day, Halloween, Thanksgiving and the Winter Holiday Season.*

DIGITAL ADVERTORIAL

The Charlotte's got a lot editorial team will work with you to develop an advertorial blog post highlighting your business. The post will be featured on our website and a link to the article will be shared on our Charlotte's got a lot Facebook (37,900 followers) and Twitter (63,200 followers) channels.

CHARLOTTE'S GOT A LOT

Digital Advertising

ALL-OUT INFLUENCER PACKAGE / \$5,000 MONTHLY

Connect with visitors on charlottesgotalot.com which boasts 450K+ pageviews per month. Our All-out Influencer Package includes a bundle of Website, Social & eNews: Website Offerings (includes Native Custom Content article on home page, which receives 30K+ pageviews per month; 300x250 banner ad on the homepage and a 300x250 or 300x600 ad on prominent section fronts; and native custom content articles in blog section of site) along with two (2) selections from our Social Media Channels menu and eNews inclusion.

Featured Partner Listings

PRICES VARY BY SECTION/AVAILABLE ANNUALLY

Position your business at the top of any charlottesgotalot.com relevant searches with our Featured Partner Listings and connect with both visitors and residents using the site to explore all things to see and do in Charlotte. Limited to eight advertisers per section, these listings guarantee prominent section front placement.

SECTIONS INCLUDE:

Places to Stay	\$6,000	Shopping	\$1,500
Attractions & Tours	\$3,000	Meetings	\$1,500
Eat & Drink	\$2,000	Group Tours	\$1,500
Family Friendly	\$1,500	Sports	\$1,500
Arts & Culture	\$1,500	Outdoors, Sports & Recreation	\$600
Nightlife & Entertainment	\$1,500	Golf	\$600
		LGBTQ	\$600

Seasonal Suite Campaigns

\$1,250 PER PACKAGE + \$100 GIFT CARD FOR INSTAGRAM GIVEAWAY

Our Campaigns offer the opportunity to reach visitors and locals alike at key points throughout the year. Each campaign includes a bundle of an Instagram giveaway (only available during seasonal campaigns), 'Charlotte's got a lot' advertorial blog post included in homepage featured story, a section-specific digital ad on charlottesgotalot.com and participation in a seasonal newsletter. The campaigns will run for one week for a total of seven (7) participants (one giveaway each day).

SEASONAL SUITE CAMPAIGNS:

Spring - Arts & Culture	Fall - Culinary
Summer - Adventure/Outdoors	Winter/Holiday - Shopping/Retail

Category Callout Package

\$2,500 MONTHLY

Reach visitors on charlottesgotalot.com with targeted advertising via our Category Callout Package. The Category Callout Package includes display units on section fronts and on the homepage, 300x250 inclusion in eNews and two (2) selections from our Social Media "Pick Two" menu.

Welcome to Charlotte's got a lot Package

\$1,500 MONTHLY

Introduce visitors on charlottesgotalot.com to your business with our curated selection of 'Charlotte's got a lot' advertising. The Welcome to Charlotte's got a lot Package includes a 300x250 display unit on section fronts and homepage, a sponsored content blog and one (1) Instagram post.

Primary Dropdown Navigation Advertising

\$7,500 ANNUALLY

Elevate your business with our most visible ad space on charlottesgotalot.com. Our Primary Dropdown Navigation Advertising ensures your business is top of mind and ever-present as visitors explore the site in search of all to do and see in Charlotte. Only available for the 'Things to Do' and 'Eat & Drink' primary navigation dropdown menus.

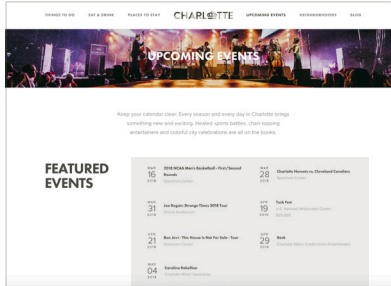
Featured Event Listings

\$500 FOR TWO-WEEK RUN

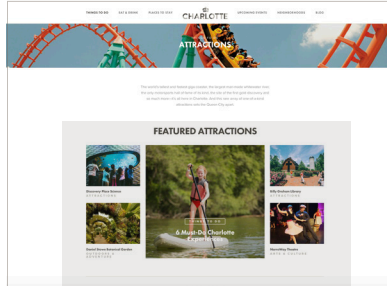
Generate additional exposure for your business by promoting it in the most visited section of our site with 65K+ pageviews per month. Running for two weeks at a time, the highly visible Featured Event listing includes placement in the upcoming event section on our homepage, premium placement on the events landing page, and inclusion our weekly Five to Try email (15K+ subscribers). This is perfect for events looking for an exposure push to generate awareness and is limited to six (6) advertisers at a time.

Digital Advertising Opportunities

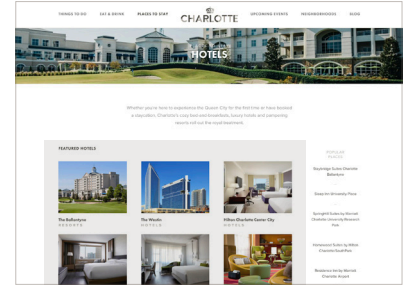
FEATURED EVENT LISTINGS



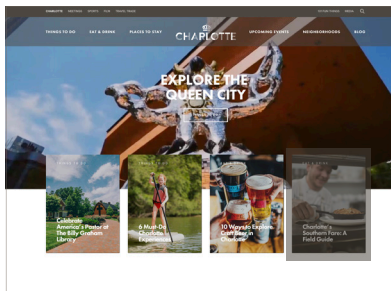
FEATURED PARTNER LISTINGS



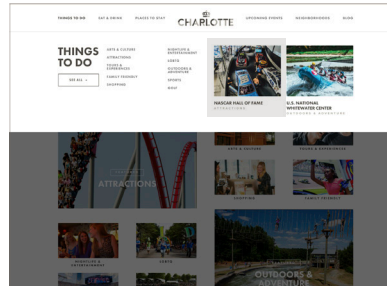
FEATURED HOTEL PARTNERS



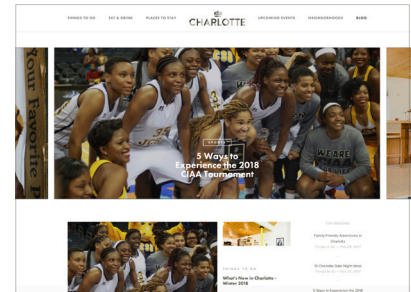
HOMEPAGE FEATURED NATIVE CONTENT



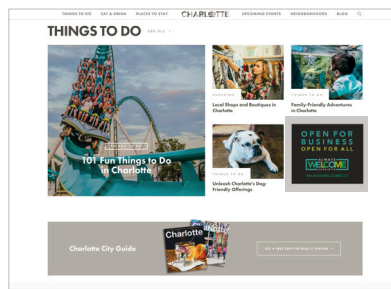
PRIMARY NAVIGATION DROPDOWN FEATURED LISTING



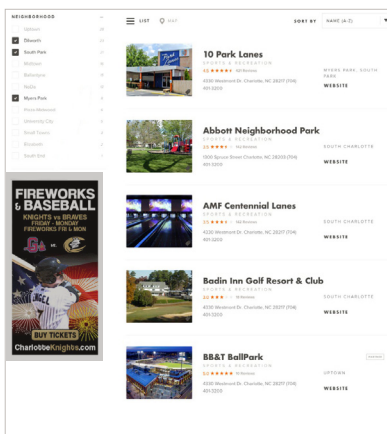
BLOG HOMEPAGE



HOMEPAGE AD / 300X250



SECTION FRONT LEFT-HAND VERTICAL AD



Happenings Advertising



ABOUT THE MAGAZINE

Get an insider's look into everything you need to know about Charlotte with this monthly magazine that showcases what to do, see and experience in the city. More than half of city's annual visitors are visiting friends and relatives. Happenings is designed to engage the locals who host this critical tourism driver, ensuring they're advocates for all things Charlotte and supporting local businesses just like yours.

FREE PUBLICATION

With a circulation of 25,000, Happenings is a free publication distributed at local grocery stores, Uptown news racks, Visit Charlotte partner locations and at all four Visitor Info Center locations.

DIGITAL EDITION

Beyond the print edition, readers can find a digital edition of Happenings on charlottesgotalot.com and content highlighted in Charlotte eNews, which has more than 65,000 opt-in subscribers.

DISPLAY ADS

Full Page \$3,000
Half Page \$1,500

PREMIUM POSITIONS

Inside Front \$3,500 Inside Back \$3,500
Island \$2,000 Back Cover \$4,000
(adjacent to masthead)

Sponsored Editorial Opportunities

In every issue, the CRVA team highlights the best of what Charlotte has to offer. Advertisers can take advantage of these sponsored content concepts to tell the story of their businesses through professional writing, photography and design.

Five To Try Plus One / \$500

Five To Try spotlights the must-see events happening in the Charlotte region every month. The Plus One option running along the bottom of the page is a dynamic sales opportunity to promote your event with high visibility.

Play Date / \$1,500

Play Date arms parents with family-friendly ideas by featuring fun-filled ways to play around town.

Locally Made / \$1,500

Locally Made features hyper local artisans without brick and mortar locations and includes product details from the creators.

Chef's Table / \$1,500

Chef's Table showcases a detailed recipe of a signature dish at area restaurants, "pro tips" to execute the recipe and a description of the restaurant.

Behind the Bar / \$1,500

Craft cocktails have never been hotter and Behind the Bar gives readers the ingredients to concoct some of the city's most well-known libations.

Shop Small / \$1,500

Shop Small highlights local brick and mortar storefronts, what they offer and anything unique visitors can only find here. Includes details about how the owner started the business and any accolades.

Your Feature, Your Way / \$2,500

Utilize the expertise of our editorial team to craft a custom two-page spread to connect with your desired audience with tailored content that effectively communicates how your business is looking to connect with Happenings' readers.

Digital Edition / \$1,500

A fully interactive flipbook version of Happenings is available on charlottesgotalot.com. An ideal resource for mobile phones and tablets, the digital edition generates 1,500 unique downloads and 20,000 page views. Digital Guide Sponsorship of Happenings requires a one-year contract.