

# The 2023 Official Myrtle Beach Area Visitors Guide

## Extend your reach in the area's only official source for visitor info

Reach visitors where they go to find the latest information on restaurants, attractions, shows, shopping and things to do at The Beach with the 2023 **The Official Myrtle Beach Area Visitors Guide**.

Get your business info in front of more than 600,000 potential customers this year as part of The Beach's best resource for visitor information. By purchasing an ad, you'll receive exposure in the digest and hardcover guides, plus coupons in the printed guide and on our website at VisitMyrtleBeach.com.

For questions, contact Johanna Hodge at [johanna.hodge@visitmyrtlebeach.com](mailto:johanna.hodge@visitmyrtlebeach.com) or scan below for more information at [MyrtleBeachAreaCVB.com](http://MyrtleBeachAreaCVB.com)



### DISTRIBUTION DETAILS

**400,000**

#### Standard Digest Guides

Distributed in-market at CVB lodging partners and for visiting groups.

**200,000**

#### Guides with Lodging Info

Distributed at Visitors Centers, AAA offices, State Welcome Centers & more!

**40,000**

#### Hardcover Guides

Distributed at CVB lodging partners as in-room guide

**20,000**

#### Digital Guides

Downloaded and viewed digitally at VisitMyrtleBeach.com

## Ad Pricing Options

Getting your ad in front of visitors seeking area information is as easy as choosing one of three convenient options:

**\$12,000**

**FULL-PAGE AD**  
Full-bleed layout

**\$7,000**

**1/2-PAGE AD**  
Horizontal layout

**\$4,000**

**1/4-PAGE AD**  
Vertical Layout



# Submitting your Ad

To submit your ad for the 2023 edition of The Official Myrtle Beach Visitors Guide, you will need to submit the following:

- 1 ad sized for **Hardcover Guide**
- 1 ad sized for **Digest Guide**
- 1 print coupon for **Digest Guide**
- 1 digital coupon for **VisitMyrtleBeach.com website**

## SUBMISSION DEADLINE

The deadline for submitting ad materials is **Sept. 14, 2022** by 2 p.m. and if ads are not submitted by **Sept. 28, 2022** the advertiser will forfeit the ad space.

All materials for advertisements and coupons should be sent to [AdMaterials@VisitMyrtleBeach.com](mailto:AdMaterials@VisitMyrtleBeach.com).

## Layout Requirements

All advertising for the 2023 visitors guide must adhere to the following:

- Use of discounts in ad must adhere to the following: Place discount in bottom 1/4 of ad, discount message must be secondary, and font size same as body copy.
- Pricing is allowed in Visitors Guide ads.
- Coupons must be value add.
- Investors cannot mention other destinations or Non-MBACC/CVB Investors within their ad (i.e., other properties, etc.).

## PDF Creation Checklist

Before submitting your ad to the Visit Myrtle Beach team, please review your file to ensure the following have been considered:

- Confirm page trim size and bleed allowance.** The ad should be created at the listed trim size. If the ad has “bleeds” you must extend images/background 1/8” past the trim size.
- Full-page ads must be designed to maintain a 3/16” safe zone from the trims.** This means do not place important type or graphics closer than 3/16” from the trim of the page as there is a chance it may be trimmed off.
- All fonts must be embedded.** Verify that all used fonts are installed on the computer the PDF is created on.
- Review Colors.** All images and swatches must be converted to CMYK. RGB images and Pantone spot colors are not allowed.
- Review Blacks.** Black backgrounds and text over 19 pt. should be colored “rich black” (60% cyan, 40% magenta, 40% yellow, 100% black). This will assure a pure black look.
- Images must be high resolution.** 300 dpi after scaling is recommended. Images under 200 dpi may appear pixelated.
- Review PDF export settings.** If using InDesign start with the Press Quality PDF export preset. Turn on crop marks and change the marks offset to at least .125. Be sure to enter .125 for the bleeds allowance.
- Check File Naming Structure.** Be sure the file name starts with your Investor name and contains the name of the guide it is built for. (MemberName\_digestguide2023.pdf)

## Ad Sizing Specs

### Digest Guide

- **Full Page:** 5.375” x 8” trim size, 5.625” x 8.25” bleed size
- **1/2 Page (Horizontal):** 4.875” x 3.5”
- **1/4 Page (Vertical):** 2.375” x 3.5”
- **Coupon:** 2.375” (width) x 1.75” (height), submit as print-quality PDF

### Hardcover Guide

- **Full Page:** 8.375” x 10.875” trim size, 8.625” x 11.125” bleed size
- **1/2 Page (Horizontal):** 7.625” x 4.5”
- **1/4 Page (Vertical):** 3.6875” x 4.5”

### Website

- **Digital Coupon:** 300px wide x 260 pixels tall, submit as JPEG at 72 DPI