

Check out these NEW SPECIAL ADVERTISING OPPORTUNITIES to help your business stand out! Help us help York County visitors to create their #myYCstory. The Rock Hill/York County Convention & Visitors Bureau is committed to promoting the long-term development and marketing of York County, SC. The CVB will

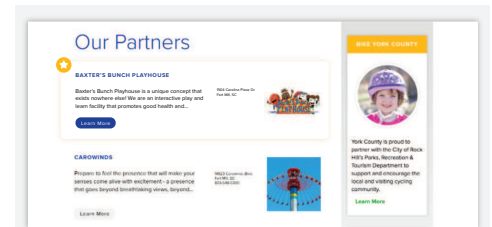
promote York County to visitors including group and meeting planners, sports planners and leisure travelers. We will also keep local residents up-to-date with what's happening in the area. We provide you the tools and resources to market your business to visitors in York County, as well as other industry partners.

## Website - VisitYorkCounty.com

### Things To-Do Featured Listing

**\$50 / month**

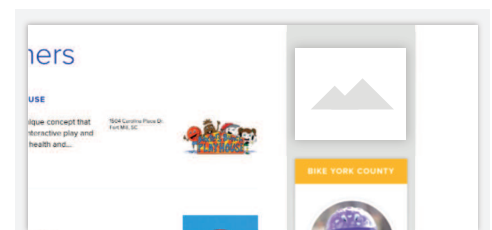
- Feature your business listing on our Things To-Do partner pages. Featured listings get priority placement at the top of the page, as well as additional information about the partner.



### Things To-Do Sidebar Banner Ad

**ROS placement: \$150 / month**

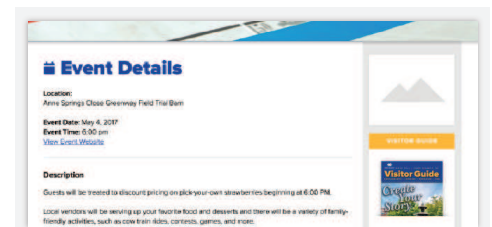
- Rotating 300x250 pixel banner ad shown on all Things-To-Do and Individual Partner pages.



### Featured Event Banner Ad

**ROS placement: \$150 / month**

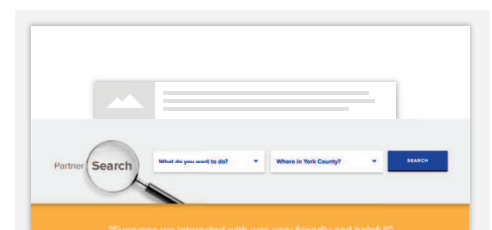
- Rotating 300x250 pixel banner ad shown on all Event pages and Individual Event Detail pages.



### Leaderboard Ad in Footer

**\$100 / month**

- Rotating 728x90 pixel banner ad shown at the bottom of all pages just above the Footer of the website.

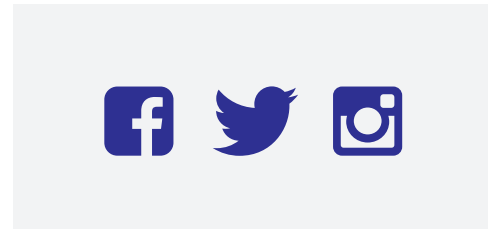


# Social Media

## Organic Facebook Post on Facebook, Instagram and Twitter

### Feature types:

Exclusive one-time partner feature of your business across our Facebook, Instagram and Twitter profiles



### Feature types:

- Image gallery
- Image slideshow
- Video post
- Linked post directing to your website
- Status update featuring contact information (no imagery)

### Partner must provide:

- Post copy/information to include
- Accompanying images, video content per the below specifications
- Preferred posting date and time
- Preferred website URL (if applicable)
- All materials must be received by YC CVB 5 business days prior to preferred posting date

### Details:

- York County CVB to provide comprehensive analytics report 10 business days following published post date
- Content, copy and imagery is subject to YC CVB approval

### Price:

- \$125 per feature (includes organic posts to Facebook, Instagram and Twitter)

### Specs:

- Facebook image size: 476 x 476 px
- Facebook link preview image size: 476 x 249 px
- Twitter image size: 1024 x 512 px
- Instagram image size: 476 x 476 px is ideal, nonsquare images can work as well

## Contact Info

### Visitor Center

375 S. Anderson Rd.  
Rock Hill, SC, 29730

### Phone Number

Local: 803.329.5200

### Email Address

E-mail: [sburris@visityorkcounty.com](mailto:sburris@visityorkcounty.com)

### WEBSITE

[visityorkcounty.com](http://visityorkcounty.com)

## Social Platform Takeover

For a 24-hour duration, your business can “takeover” the YC CVB Facebook, Instagram and/or Twitter profile

### Feature types:

- Image gallery
- Image slideshow
- Video post
- Linked post directing to your website
- Status update featuring contact information (no imagery)

### Partner must provide:

- Post copy/information to include
- Accompanying images, video content per the below specifications
- Preferred posting date and time
- Preferred website URLs (if applicable)
- All materials must be received by YC CVB 10 business days prior to preferred posting date

### Details:

- York County CVB to provide comprehensive analytics report 10 business days following published post date
- Content, copy and imagery is subject to YC CVB approval

### Price:

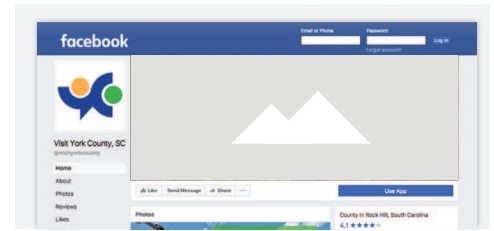
- \$500 base price

### Specs:

- Facebook Image Size: 476 x 476 px
- Facebook Link Preview Image Size: 476 x 249 px
- Facebook Cover Photo Image Size: 820 x 312 px
- Twitter Image Size: 1024 x 512 px
- Instagram Image Size: 476 x 476 px is ideal, nonsquare images can work as well

### Added Option:

- Boosted posts may be included at partner’s discretion
- Boosted post budget incurs additional cost — \$50 to \$100 recommended per boosted post
- Facebook boosted post imagery must contain less than 20% text



## Contact Info

### Visitor Center

375 S. Anderson Rd.  
Rock Hill, SC, 29730

### Phone Number

Local: 803.329.5200

### Email Address

E-mail: sburris@visityorkcounty.com

### WEBSITE

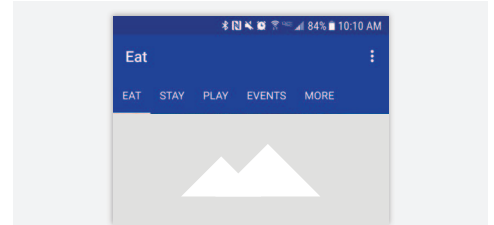
visityorkcounty.com

# Mobile App

## Mobile App Banner Ad

**\$150 per month**

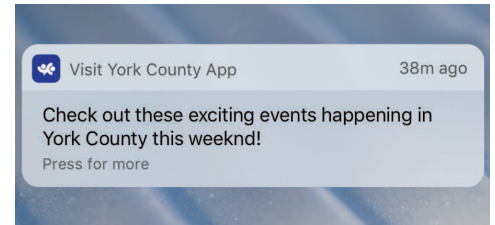
- 300x50 banner displayed on category pages specific to partner category



## Mobile App Sponsor Push Notifications

**\$150 per month**

- 2 sponsored push notifications per month (Maximum of four businesses)



Disclaimer: All content is subject to the approval of the Rock Hill/ York County CVB Staff.

### Contact Info

#### Visitor Center

375 S. Anderson Rd.  
Rock Hill, SC, 29730

#### Phone Number

Local: 803.329.5200

#### Email Address

E-mail: sburris@visityorkcounty.com

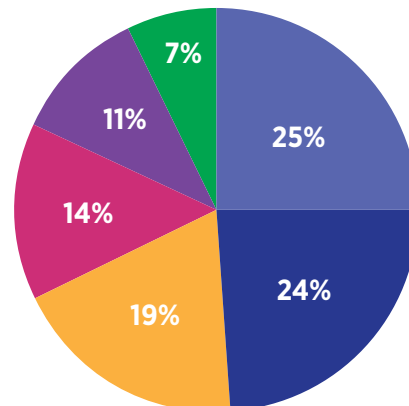
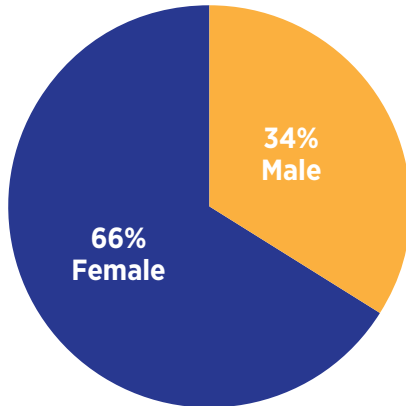
#### WEBSITE







visityorkcounty.com

# Website Stats 2016

**91,066**  
Unique Visitors

**325,122**  
Page views



35-44		55-64	
25-34		18-24	
45-54		65+	

## Mobile App Stats

1,700 + over the lifetime of the app

## Social Media Stats

Facebook Likes: **26,138**  
Facebook Followers: **25,656**  
Instagram Followers: **521**  
Twitter Followers: **2,600**

### Contact Info

**Visitor Center**  
375 S. Anderson Rd.  
Rock Hill, SC, 29730

**Phone Number**  
Local: 803.329.5200

**Email Address**  
E-mail: [sburris@visityorkcounty.com](mailto:sburris@visityorkcounty.com)

**WEBSITE**  
[visityorkcounty.com](http://visityorkcounty.com)