



VISITORS CENTER ADVERTISING PROGRAM

CAPTURE VISITORS LOOKING FOR THINGS TO DO IN THE GREENBRIER VALLEY.

The Greenbrier County CVB is offering a digital advertising opportunity within the Greenbrier Valley Visitors Center for tourism businesses and events in Greenbrier, Summers, Monroe and Pocahontas counties.

Digital ad space is available on a 52-inch screen behind the main desk at the Visitors Center. The ads will run as a slideshow of static images that will each display for 20 seconds at a time. Display frequency is dependent upon availability, but each ad is guaranteed to display at least once per hour.

The Visitors Center is open at least 53 hours per week, 362 days per year, welcoming more than 38,000 visitors annually. Also visible from the street, the ads will run on a constant loop, 24 hours per day.

RULES, REGULATIONS AND GUIDELINES

- No ads with political, religious or offensive content will be displayed.
- All ads must be family friendly.
- Ads may only be changed on a monthly basis and at the first of the month.
- Annual contracts will be given priority on space availability, followed by quarterly and monthly contracts.
- Multiple ads may be purchased if space is available.
- Event ads will be removed within a week of the event's conclusion.

SUBMISSION REQUIREMENTS AND INSTRUCTIONS

- Final artwork must be sized at 1920px x 1080px with a resolution of 72 dpi
- Must be submitted as a jpeg
- Final files may be submitted via email to Beth Gill: bgill@greenbrierwv.com

DESIGN OPTIONS

We encourage the use of a professional designer and are happy to provide a list of local recommendations upon request.

SPECS

- Size: 1920px x 1080px
- Resolution: 72 dpi
- File type: jpeg
- Static images only; no video or sound

AD RATES

Contracts are available on an annual, quarterly and monthly basis at the following prices:

- Annual Contract: \$450 per year
Provides the greatest exposure and value
- Quarterly Contract: \$150 per quarter
- Monthly Contract: \$75 per month

DEADLINE INFORMATION

Contract Deadline: One month prior to ad start date (i.e. Sept. 1 for October placement)

Payment Deadline: due with contract

Materials Deadline: One week prior to ad start date





VISITORS CENTER ADVERTISING PROGRAM ADVERTISING CONTRACT & ORDER FORM

Advertiser _____
Name _____
Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____
Email _____

- ☐ I will design my own ad
☐ Please send me information
on local designers

- ☐ Annual Placement - \$450/yr
☐ Quarterly Placement - \$150/qtr
Write in 3 consecutive months here:

Monthly Placement - \$75/mo

Indicate Month: _____

Accepted for the Advertiser

Accepted for Greenbrier County Convention & Visitors Bureau

Please return signed contract to:

Attn: Beth Gill
Greenbrier County CVB
905 Washington St. W
Lewisburg, WV 24901
Phone: 304-645-1000
Fax: 304-647-3001
Email: bgill@greenbrierwv.com

Total Due \$ _____



DEADLINE INFORMATION

Contract Deadline: One month prior to ad start date (i.e. Sept. 1 for October placement)

Payment Deadline: due with contract

Materials Deadline: One week prior to ad start date

Full payment is due with contract. The ad contracted for the above shall appear at the Greenbrier Valley Visitors Center. Fees quoted above are based on the quoted rates for television ad placement at the Visitors Center. All provisions on the named rate card apply to this contract. Cancellations cannot be accepted after contract has been submitted. The Greenbrier County Convention and Visitors Bureau accepts no responsibility for losses incurred from errors in advertisements. It is agreed here that no other liability shall arise between the advertiser and the publisher by reason of this advertising contract.

