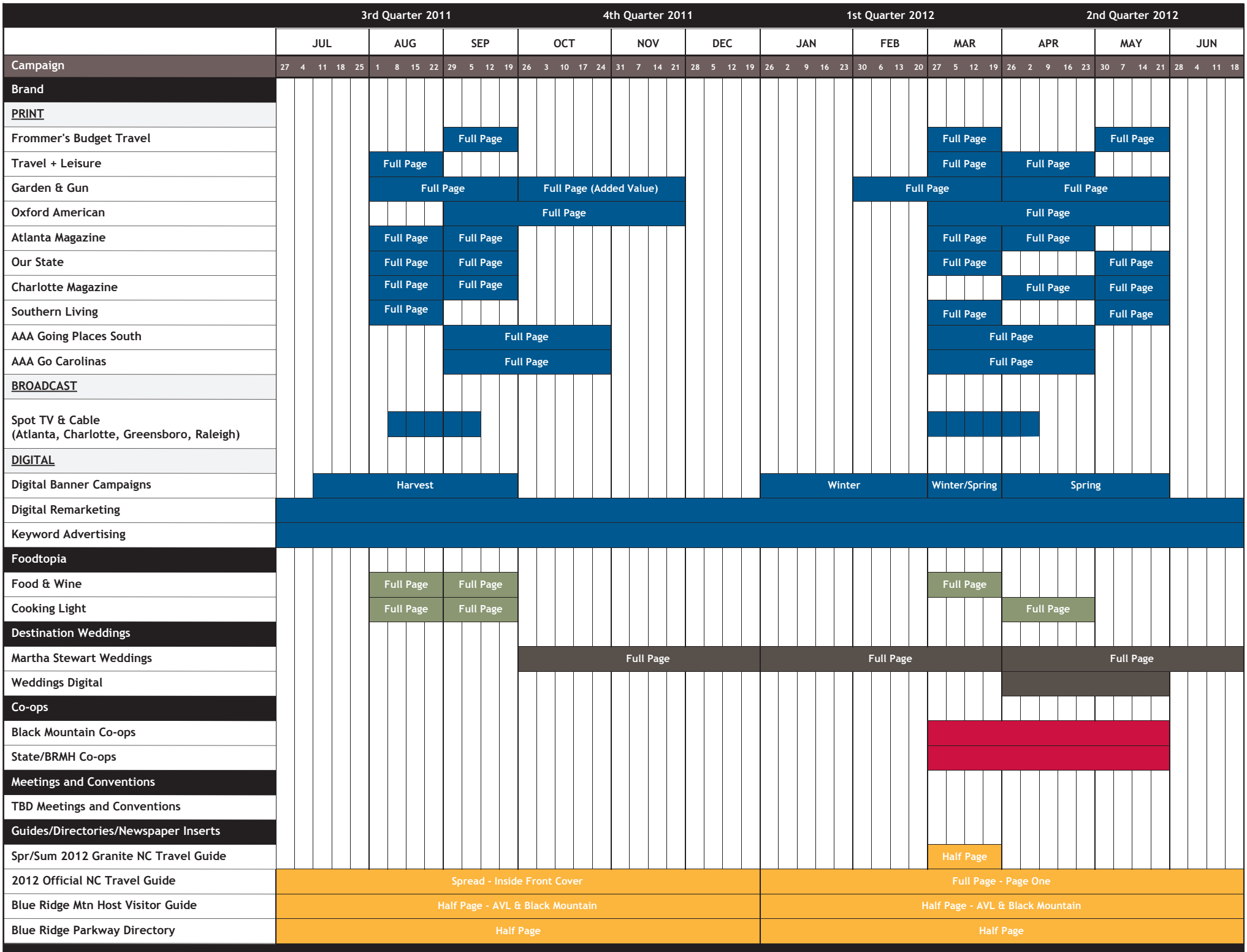
3rd Quarter 2011
4th Quarter 2011
1st Quarter 2012
2nd Quarter 2012
JUL
AUG
SEP
OCT
NOV
DEC
JAN
FEB
MAR
APR
MAY
JUN
Campaign
27 4 11 18 25 1 8 15 22 29 5 12 19 26 3 10 17 24 31 7 14 21 28 5 12 19 26 2 9 16 23 30 6 13 20 27 5 12 19 26 2 9 16 23 30 7 14 21 28 4 11 18
Brand
PRINT
Frommer's Budget Travel
Full Page
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Full Page
Travel + Leisure
Full Page
Full Page
Full Page
Garden & Gun
Full Page
Full Page (Added Value)
Full Page
Full Page
Oxford American
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Atlanta Magazine
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Our State
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Full Page
Charlotte Magazine
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Full Page
Southern Living
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Full Page
AAA Going Places South
Full Page
Full Page
Full Page
AAA Go Carolinas
Full Page
Full Page
Full Page
BROADCAST
Spot TV & Cable
(Atlanta, Charlotte, Greensboro, Raleigh)
DIGITAL
Digital Banner Campaigns
Harvest
Winter
Winter/Spring
Spring
Digital Remarketing
Keyword Advertising
Foodtopia
Food & Wine
Full Page
Full Page
Full Page
Cooking Light
Full Page
Full Page
Full Page
Destination Weddings
Martha Stewart Weddings
Full Page
Full Page
Full Page
Weddings Digital
Co-ops
Black Mountain Co-ops
State/BRMH Co-ops
Meetings and Conventions
TBD Meetings and Conventions
Guides/Directories/Newspaper Inserts
Spr/Sum 2012 Granite NC Travel Guide
Half Page
2012 Official NC Travel Guide
Spread - Inside Front Cover
Full Page - Page One
Blue Ridge Mtn Host Visitor Guide
Half Page - AVL & Black Mountain
Half Page - AVL & Black Mountain
Blue Ridge Parkway Directory
Half Page
Half Page