



2017 - 2018 Media & Market	Q3												Q4												Q1												Q2																			
	July				August				September				October				November				December				January				February				March				April				May				June											
	6/26	7/3	7/10	7/17	7/24	7/31	8/7	8/14	8/21	8/28	9/4	9/11	9/18	9/25	10/2	10/9	10/16	10/23	10/30	11/6	11/13	11/20	11/27	12/4	12/11	12/18	12/25	1/1	1/8	1/15	1/22	1/29	2/5	2/12	2/19	2/26	3/5	3/12	3/19	3/26	4/2	4/9	4/16	4/23	4/30	5/7	5/14	5/21	5/28	6/4	6/11	6/18	6/25			
Broadcast + Online Streaming Video																																																								
Atlanta - SPOT TV					200	200	200					200	200																	200	200					200	200					200	200													
Atlanta - Online Television/Streaming									200	200																					200	200					200	200																		
Raleigh - SPOT TV					150	150	150																									150	150					150	150					150	125	125										
Raleigh - Online Television/Streaming																																					150	150					150	150					150	150						
Charlotte - SPOT TV																																	150	150					150	150					150	150										
Charlotte - Online Television/Streaming																																																								
Charleston - Online Television/Streaming																																																								
Columbia - Online Television/Streaming																																																								
Nashville - SPOT TV					200	200	200					200	200																					200	200					200	200					200	200									
Nashville - Online Television/Streaming																																																								
Knoxville - Online Television/Streaming																																																								
Cincinnati - SPOT TV					200	200	200					200	200																									200	200					200	200					200	200					
Cincinnati - Online Television/Streaming																																																								
Jacksonville - SPOT TV					200	200	200					200																					200	200					200	200					200	200										
Jacksonville - Online Television/Streaming																																																								
Miami - SPOT TV																																	200	200					200	200					200	200										
Orlando - SPOT TV					200	200	200					200																					200	200					200	200					200	200										
Orlando - Online Television/Streaming																																																								
Tampa - SPOT TV					200	200	200					200																					200	200					200	200					200	200										
Washington D.C. - SPOT TV					200	200	200					200	200																									200	200					200	200					200	200					
Washington D.C. - Online Television/Streaming																																																								
West Palm Beach - SPOT TV					200	200	200					200																									200	200					200	200					200	200						
West Palm Beach - Online Television/Streaming																																																								
Addressable TV																																																								
Integrated Partnerships																																																								
Nat Geo																																																								
Travel Channel																																																								
Broadcast Sponsorships																																																								
The Local Palate/The Southern Weekend																																																								
Print																																																								
Nat Geo Traveler																																																								
Travel + Leisure																																																								
Our State																																																								
Atlanta Magazine																																																								
Better Homes & Gardens																																																								
New York Times Sunday Magazine																																																								
AARP																																																								
Black Mountain																																																								
NC Travel Guide																																																								
Blue Ridge Parkway Directory																																																								
Digital																																																								
Online Display																																																								
Retargeting																																																								
Native Advertising																																																								
Keyword Search (simpleview)																																																								
Google Display (simpleview)																																																								
Facebook Advertising (CVB)																																																								
TheKnot.com																																																								
Gannett Digital Partnership																																																								
Bridal Guide																																																								
Matador																																																								
Influencer Program																																																								
Radio																																																								
Atlanta - Broadcast Radio	100	100			100	100																			99	99			98	98																										
Charlotte - Broadcast Radio					75	75					75	75																																												
Charleston - Broadcast Radio																																	75	75			75	75			75	75			75	75										
Greensboro - Broadcast Radio	100	100			100	100																																																		
Knoxville - Broadcast Radio																																																								
Raleigh - Broadcast Radio					75	75					75	75					75	75																																						
Washington D.C. - NPR Underwriting	9	9	9	9					9	9	9	9																					6	6	6	6					6	6	6	6					6	6	6	6				
M&C Media																																																								
Print/Digital																																																								