ASHEVILLE
Discovery, inside and out

| 2016 - 2017 Media & Market | Q3 | | | Q4 | | | Q1 | | | Q2 | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | July | August | September | October | November | December | January | February | March | April | May | June |
| **Spot TV + Online Video** | | | | | | | | | | | | |
| Atlanta - SPOT TV | | | | | | | | | | | | |
| Atlanta - Online Television/Streaming | | | | | | | | | | | | |
| Raleigh - SPOT TV | | | | | | | | | | | | |
| Raleigh - Online Television/Streaming | | | | | | | | | | | | |
| Greensboro - SPOT TV | | | | | | | | | | | | |
| Greensboro - Online Television/Streaming | | | | | | | | | | | | |
| Charlotte - SPOT TV | | | | | | | | | | | | |
| Charlotte - Online Television/Streaming | | | | | | | | | | | | |
| Charleston - SPOT TV | | | | | | | | | | | | |
| Charleston - Online Television/Streaming | | | | | | | | | | | | |
| Columbia - SPOT TV | | | | | | | | | | | | |
| Columbia - Online Television/Streaming | | | | | | | | | | | | |
| Nashville - SPOT TV | | | | | | | | | | | | |
| Nashville - Online Television/Streaming | | | | | | | | | | | | |
| Knoxville - SPOT TV | | | | | | | | | | | | |
| Knoxville - Online Television/Streaming | | | | | | | | | | | | |
| Cincinnati - SPOT TV | | | | | | | | | | | | |
| Cincinnati - Online Television/Streaming | | | | | | | | | | | | |
| Jacksonville - SPOT TV | | | | | | | | | | | | |
| Jacksonville - Online Television/Streaming | | | | | | | | | | | | |
| Miami - Online Television/Streaming | | | | | | | | | | | | |
| Orlando - SPOT TV | | | | | | | | | | | | |
| Orlando - Online Television/Streaming | | | | | | | | | | | | |
| Tampa - SPOT TV | | | | | | | | | | | | |
| Tampa - Online Television/Streaming | | | | | | | | | | | | |
| Washington D.C. - SPOT TV | | | | | | | | | | | | |
| Washington D.C. - Online Television/Streaming | | | | | | | | | | | | |
| West Palm Beach - SPOT TV | | | | | | | | | | | | |
| West Palm Beach - Online Television/Streaming | | | | | | | | | | | | |
| **Out of Home** | | | | | | | | | | | | |
| OOH Billboards in Select Markets | | | | | | | | | | | | |
| In-Theater Advertising in Select Markets | | | | | | | | | | | | |
| Washington D.C. Bike Share | | | | | | | | | | | | |
| Washington D.C. Union Station (TBD) | | | | | | | | | | | | |
| **Print** | | | | | | | | | | | | |
| Garden & Gun | | Food Issue | | | | | | | | TBD, but in 2016 April/May focused on Music | | |
| Nat Geo Traveler | | Health and Wellness | | | | | | | | TBD | | |
| Saveur | | Dinner Party | | | | | | | Spring Travel | | | |
| Our State | | | Authenticity in N.C. | | | | | | N.C. Hotels | | | |
| Travel + Leisure | | | The Cities Issue | | | | | | TBD - Likely Hotels | | | |
| Atlanta Magazine | | | Travel in Every Issue | | | | | | Travel in Every Issue | | | |
| Conde Nast Traveler | | | | Food | | | | | | Experiences/Adventure | | |
| Bon Appetit | | | Best New Restaurants | | | | | | | | Travel | |
| Rolling Stone | | | Fall Music | | | | | | TBD | | | |
| Outside | | | The Best Towns | | | | | | Destinations Special | | | |
| Black Mountain | | | Atlanta Magazine: Travel in Every Issue | Our State: Mountain Issue | | | | | Atlanta Magazine: Travel In Every Issue | Our State: N.C., Naturally; N.C. State Co-Op Local Package #2 | | |
| NC Travel Guide | | | | | | | | | | | | |
| Blue Ridge Parkway Directory | | | | | | | | | | | | |
| Bridal Guide | | | Destination Weddings & Honeymoons | | | | | | Destination Weddings & Honeymoons | | | |
| **Digital** | | | | | | | | | | | | |
| Online Display | | | | | | | | | | | | |
| Retargeting | | | | | | | | | | | | |
| Online Pre-Roll | | | | | | | | | | | | |
| Native Advertising | | | | | | | | | | | | |
| Keyword Search (simpleview) | | | | | | | | | | | | |
| Google Display (simpleview) | | | | | | | | | | | | |
| Facebook Advertising (CVB) | | | | | | | | | | | | |
| TheKnot.com | | | | | | | | | | | | |
| Matador | | | | | | | | | | | | |
| Influencer Program | | | | | | | | | | | | |
| **Online Radio** | | | | | | | | | | | | |
| Pandora, Other Test Vendors TBD | | | | | | | | | | | | |