



TRANSYLVANIA COUNTY
TOURISM
DEVELOPMENT AUTHORITY



Squirrel Shoppe

2026

PARTNER MARKETING

Program Booklet

TCTDA PARTNER MARKETING Program Overview

Dear Tourism Partners,

We are grateful for all the attractions, businesses, nonprofits, and individuals who make Transylvania County such a special place to visit. Your dedication to welcoming visitors and showcasing our community gives our destination its unique character and lasting appeal.

To help us represent you accurately and connect visitors with the best our county offers, please sign up for the [Partner Portal](#) on our website. This easy-to-use hub gives you quick access to resources and important links, and it lets you update your business and event listings so travelers always see the most current information about what you provide.

When exciting things happen like unique opportunities, major updates, awards, or media recognition, please let us know directly. Sharing your news allows us to spotlight your achievements and amplify your story across our marketing channels.

In addition to these free opportunities, we provide an array of advertising options designed to deliver value and maximize exposure for your organization. Over the years, we’ve developed highly effective campaigns that have strengthened our brand and fueled tourism growth in the county. These programs leverage our extensive visitor reach and special advertising partnerships, and they’re offered at affordable rates to ensure the best possible return on your investment. You’ll find details and a request form following this letter, and we’re happy to answer any questions. [Contact Jody McNiel for more information at jody.mcniel@transylvaniacounty.org.](#)

Beyond marketing, destination management remains a cornerstone of our mission. To date, we have contributed over \$1.5 million to local stewardship and infrastructure projects and provide \$70,000 per year to local event and program sponsorships. This is all made possible through occupancy tax dollars from overnight visitors. To learn more or explore serving on one of our committees or Board of Directors, please contact Clark Lovelace at clark.lovelace@transylvaniacounty.org.

Thank you for everything you do to make Transylvania County a remarkable destination. We look forward to another year of partnership—starting with your Partner Portal sign-up and continuing through the many opportunities ahead.

Best regards,

Jessica Whitmire
Chair

Clark Lovelace
Executive Director

Jody McNiel
Operations & Outreach

Mollie Gordon
Marketing & Communications

Caiti Klassovity
Special Projects

Market Connections
Marketing Partner Agency

ABOUT THE Transylvania County Tourism Development Authority

The Transylvania County Tourism Development Authority (TCTDA), through its Explore Brevard brand, supports a sustainable and thriving tourism economy in Transylvania County, NC. The organization contributes to the broader elements of tourism in the county through investment in the community’s natural resources and tourism infrastructure. Funding for the TCTDA is provided by a 5% occupancy tax on overnight visitors to Transylvania County accommodations. The TCTDA office is located in downtown Brevard at 175 East Main Street on the second floor. To learn more, go to our website ExploreBrevard.com or contact Executive Director Clark Lovelace at clark.lovelace@transylvaniacounty.org.

2026 BOARD OF DIRECTORS

Jessica Whitmire, Chair
Madeline Magin, Vice Chair
Dana Antonuccio
Emrie Carlton-Jackson
Larry Chapman

Dionne Hodgson
Nory LeBrun
Catherine Lemel
Lauren Wise



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ADVENTURE GUIDE Advertising

The annual Adventure Guide is published in February, with 75,000 copies printed for distribution throughout the year to travelers regionally, nationally and internationally. This high-quality, multi-page, full-color booklet is printed in a traditional rack size and provides a comprehensive overview of Transylvania County’s natural assets, communities, outdoor adventures, shopping, dining and accommodations.

Designed as a helpful planning resource for visitors, the Adventure Guide also gives tourism partners an opportunity to reach travelers through a limited number of advertising placements. Ads are available in two sizes and various locations throughout the guide. As our most popular advertising offering, it now receives more requests than there are available placements.

The Adventure Guide is distributed in the following ways:

- Delivered to locations with high visitor traffic in Transylvania County and neighboring counties.
- Shipped to welcome centers and visitor centers throughout NC and neighboring states.
- Mailed directly to leads requesting it on our website and through several major publications.
- Available digitally and for download on our website, as well as VisitNC.com and Southern Living’s slvacations.com.

CONTENT SPECIFICATIONS:

Full Page Ad:

- Trim Size: 4"x 9"
- Bleed Size: 4.125" x 9.125"
- Live Area: 3.75"x 8.75"
- Full color; must be provided in CMYK color space.
- Preferred file format is high resolution (300 dpi) pdf, tiff, or jpeg.
- 1/8" Bleed required.



1/3-Page Ad:

- One high-resolution photo
- 40 words or 270 characters
- Contact information (phone/URL/address)



SUBMISSION DEADLINES:

Deadline to submit your ad design/content: **November 17, 2026. Early submissions encouraged.** Please submit content [here](#).

ADVENTURE GUIDE *Pricing*



OPTIONS AND PRICING:

Back Cover	\$2,800
Inside Front Cover	\$2,300
Inside Back Cover	\$1,900
Welcome Letter (adjacent)	\$1,400
Full Page Inside	\$1,000
1/3-Page Inside	\$500
Starred Accommodation Listing	\$110

WATERFALLS & POINTS OF INTEREST MAP *Advertising*

We produce a two-sided, stand-alone map. One side showcases Transylvania County, highlighting major points of interest and waterfalls throughout the area. The other features a map of the greater Downtown Brevard area and a waterfall guide. We print 90,000 copies of this special-edition, 12-panel, full-color map, which is folded to rack size and distributed throughout Transylvania County and surrounding areas. A limited number of individual advertising spots are available on both sides of the map.



Pricing: **\$850**

CONTENT SPECIFICATIONS:

- Size: 3.75" W x 2.75" H
- All ads are full color; must be provided in CMYK color space.
- Preferred file format is high resolution (300 dpi) pdf, tiff, or jpeg
- No bleeds

Note: All ads submitted must match sizes specified. Failure to comply may result in an additional design fee and/or the inability for us to place your advertisement. Advertisers will be notified of additional charges incurred if ads are not submitted according to the above outlined specifications.

SUBMISSION DEADLINES:

Deadline to submit your ad design/content: **November 17, 2026. Early submissions encouraged.** Please submit content [here](#).

WATERFALLS & POINTS OF INTEREST MAP *Example*



PRINT CO-OP *Advertising*

We are offering special print advertising placements to interested co-op participants. There are three 1/6-page placements available to partners in three publications at varying times of the year. A sample of a co-op ad is featured on page 11.



Blue Ridge Outdoors

Blue Ridge Outdoors is the definitive guide to outdoor sports, health, and adventure travel with a readership of over 300,000 in 11 states and areas, including NC, SC, VA, KY, GA, AL, WV, PA, TN, MD, and DC. Co-op ads will run in the spring (outdoor family-themed issue). Three 1/6-page co-op partner ads are available in each the spring issue, although if partner demand is high, we reserve the right to run a two-page ad featuring six partners with the same ad size. 1/6-page ads are only made available as an exclusive opportunity through our special co-op program.

Pricing: 1/6-page, full color co-op ad cost - **\$800 per ad (40% Discount).**

SUBMISSION DEADLINES:

Spring (March/April Issue) by **January 15, 2027.**

WNC Magazine

The highest quality lifestyle magazine in Western North Carolina covering 24 counties, WNC Magazine celebrates the culture, history, arts, retail, food and small-town charm of the NC mountains. With a readership of 70,000, it is distributed to hotels, medical offices, restaurants, and tourism destinations. Three 1/6-page co-op partner ads are available in the spring issue and fall issue, editorial content to be determined. However, if partner demand is high, we reserve the right to run a two-page ad featuring 6 partners with the same ad size. 1/6-page ads are only made available as an exclusive opportunity through our special co-op program.

Pricing: 1/6-page, full color co-op ad cost - **\$350 per ad (50% Discount).**

SUBMISSION DEADLINES:

Spring (March/April Issue) by **January 8, 2027.**

Fall (September/November Issue) by **June 25, 2027.**

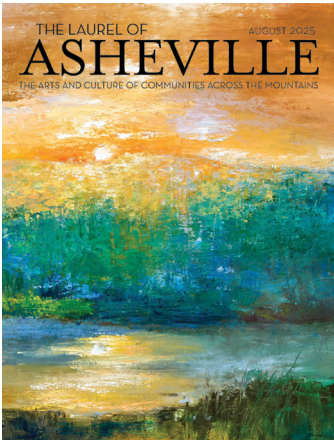
CONTENT SPECIFICATIONS FOR ALL CO-OP ADS:

25 words, logo, URL, phone number, and 1 high-resolution photo/image (2.375" x 1.8").

Please submit content [here](#).



PRINT CO-OP Advertising



The Laurel of Asheville

This monthly publication is free on racks to visitors in 11 western NC counties and 300+ locations. With a readership of 60,000, The Laurel is a go-to magazine highlighting arts, culture, lifestyle, events, outdoor adventure, and attractions in the area. Three 1/6-page co-op partner ads will be included in a full-page Explore Brevard ad in the spring issue. 1/6-page ads are only made available as an exclusive opportunity through our special co-op program.

Pricing: 1/6-page, full color co-op ad cost - **\$300 per ad (45% Discount).**

SUBMISSION DEADLINES:
Spring (April) by **February 19, 2027.**

CONTENT SPECIFICATIONS FOR ALL CO-OP ADS:
25 words, logo, URL, phone number, and 1 high-resolution photo/image (2.375" x 1.8").
Please submit content [here](#).

PRINT CO-OP Example

**FIND YOUR
Escape**

BREVARD
NORTH CAROLINA'S LAND OF WATERFALLS

Gorges State Park
35.1087, -82.8837

D.D. Bullwinkel's
D.D. Bullwinkel's Outdoors and MooseTracks Footwear is WNC's premiere outdoor retailer for gear, apparel and footwear. Outfitting people for adventures for 32 years.
828.862.4700
DDBULLWINKELS.COM

Deerwoode Reserve
Discover Deerwoode Reserve: a serene escape into nature! Enjoy hiking trails, wildlife sightings, and cozy cabins. Perfect for family gatherings, weddings, and outdoor enthusiasts.
828.201.2615
DEERWOODE.COM

Valley Bear Farms
A luxury mountain resort offering thoughtfully designed cabins, peaceful nature, modern amenities, and unforgettable escapes in the heart of Western North Carolina.
TEXT OR CALL **828.637.8090**
VALLEYBEARFARMS.COM

EXPLOREBREVARD.COM

WEBSITE Advertising

Website ads offer a special opportunity to reach a large audience of people planning trips to the area. Every month two ad sponsors are featured on each of our three popular website pages: “Happening This Week,” “Eat & Drink,” and “Stay.” Each of these pages receives over 2,500 monthly visitors. These ads are crafted to blend seamlessly with the page content, while encouraging engagement with viewers.

Online ads with enticing offers are proven to be among the most effective strategies for attracting and converting customers. Therefore, we encourage you to leverage this powerful marketing platform to offer discounts or incentives that drive traffic to your website and through your doors.

Pricing:
May – October: **\$125 per month**
November – April: **\$75 per month**

Sponsored



Emerald Lake
Emerald Lake offers unique stays on 41 private acres with lakefront views, private trails, and DuPont Forest access—perfect for family gatherings, retreats, group getaways, or peaceful escapes!
[Book Now](#)

Sponsored



Valley Bear Farms
Trade stress for stillness. Yurts, cabins, and A-Frames in nature. Book 3 nights, save \$100 with code 100off.
[Book Now](#)

CONTENT SPECIFICATIONS:

- One horizontal, high-resolution photo
- Up to 30 words or 200 characters introducing your business/promotion
- Website URL

SUBMISSION DEADLINES:

Deadline to submit your ad design/content: **15 days prior to the start of the month your ad will run.** Please submit content [here](#).

If not submitted by the deadline, we reserve the right to fill the ad space as we see fit, including, but not limited to, pulling needed content from the partner’s online images and copy. The partner is responsible for the cost regardless.

SPOTLIGHT E-NEWSLETTER Advertising

Single Partner Spotlight

We have an opt-in audience and subscriber base of over 45,000 interested travelers. This sponsored content E-newsletter will focus on a single tourism partner’s business or attraction, providing a unique opportunity to tell your story and inspire visitors to come to your event or destination. These special Spotlights are available to partners (one per year) for **Spring, Early Summer, Mid-Summer, Fall, and the Holidays (December).**

Pricing: \$500

CONTENT SPECIFICATIONS:

- Headline
- 400-word description of your business
- Logo
- 3 high-resolution photos
- Captions for Photos (1 sentence)

Lodging Spotlight

This sponsored content E-newsletter encourages visitors to plan overnight trips to Transylvania County by specifically featuring four lodging partners to 45,000 interested travelers in our opt-in subscriber base. This Spotlight is available to accommodations partners. Participants offer an incentive, package or discount for booking. Season of delivery will be determined by responses.

Pricing: \$250

CONTENT SPECIFICATIONS:

- Business Name
- Descriptive Title- (65 character max)
- Main Copy- Compelling description about what makes your place unique (450 character max)
- Call to Action- Incentive, package, discount or code (100 character max)
- Link to your website or landing page
- 1 portrait style image (Accepted file types: jpg, jpeg, png, gif, 400px X 500px. File size smaller than 1MB.)

SUBMISSION DEADLINES:

Deadline to submit your ad design/content: **30 days prior to the month your Spotlight will run.** Please submit content [here](#).

PAID OPPORTUNITIES *Pricing Guide*

ADVENTURE GUIDE:

Back Cover	\$2,800
Inside Front Cover	\$2,300
Inside Back Cover	\$1,900
Welcome Letter (adjacent)	\$1,400
Full Page Inside	\$1,000
1/3-Page Inside	\$500



Starred Accommodation Listing	\$110
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WATERFALLS & POINTS OF INTEREST
MAP:

Map Ad	\$850
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PRINT CO-OP:

Blue Ridge Outdoors	\$800
WNC Magazine	\$350
The Laurel of Asheville	\$300



WEBSITE:

May - October	\$125
November - April	\$75

SPOTLIGHT E-NEWSLETTERS:

Single Partner Spotlight	\$500
Lodging Spotlight	\$250

PMO QUALIFICATIONS & *Procedures*

- All partner marketing and promotional opportunities are limited to tourism-related businesses and nonprofits (hereafter referred to as partners) operating in Transylvania County.
- **Partners with an unpaid balance with the TCTDA may not request or book new opportunities until the balance is paid in full.**
- Partners should request only those opportunities they are prepared to purchase if selected. Submitting a request indicates an intent to move forward with any opportunities awarded.

Requests are to be submitted via the online [PMO Request Form](#) with a **deadline of October 14, 2026**. At that time:

- If only one partner has requested a specific opportunity, they will be booked in that spot.
- If more than one partner has requested a specific opportunity, a lottery will be held. If the opportunity receives multiple requests, the partner selected in the previous year will be ineligible, allowing other interested partners an opportunity to participate.
- If no partners are interested in a specific opportunity, that opportunity will become available on a first-come, first-served basis.
- Partners will be notified by email of the opportunities they have received approximately two weeks after the **October 14 deadline**. Detailed Payment instructions will be provided at that time.
- All ad content must be submitted by the deadlines noted. If not submitted by the deadline, the TCTDA reserves the right to fill the ad space as it sees fit. The partner is responsible for the cost regardless. Please submit content [here](#).
- In some cases, once ample time for tourism partners has passed, a limited number of certain opportunities may be made available to non-tourism-related businesses.

IN KIND Offerings

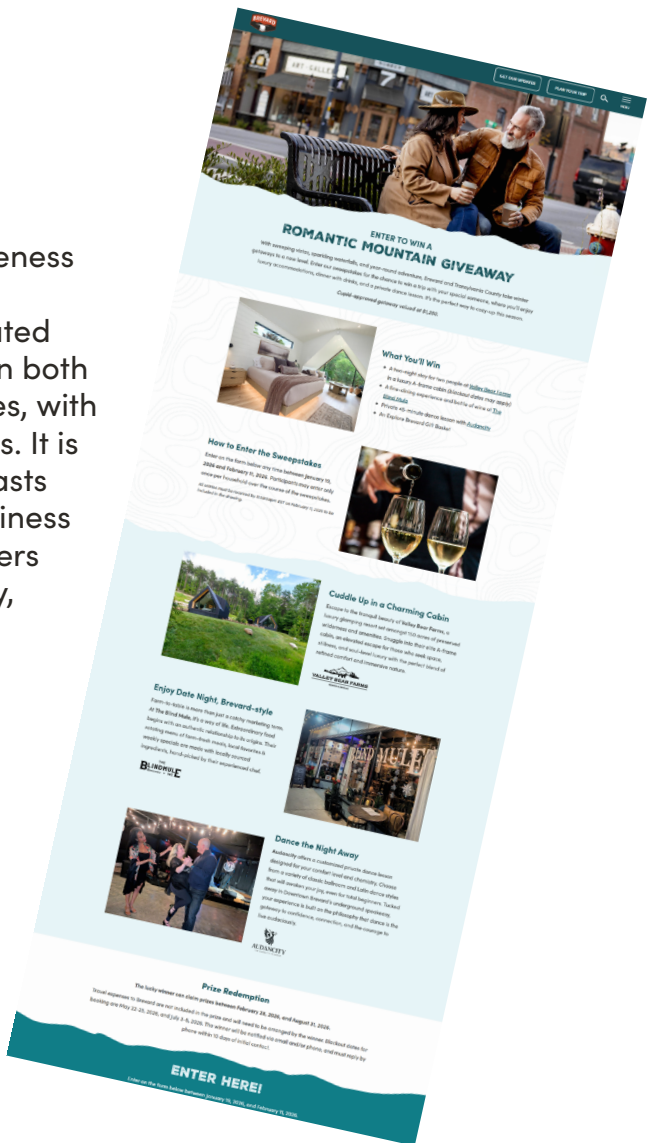


Familiarization (FAM) & Media Tours

When media visit our area to explore what makes us unique, we customize their itineraries to create an unforgettable experience. These visits often lead to national broadcasts, major articles, or high exposure on digital platforms. We invite you to help make these media visits possible by contributing accommodations, meals, experiences, or items for gift baskets. In return, your business gets the chance to be featured in the resulting media coverage, showcasing your offerings to a broad audience.

Sweepstakes

Our annual sweepstakes is designed to boost awareness and visitation during the winter season, generating thousands of entries. The sweepstakes has a dedicated landing page showcasing your business and logo on both the Explore Brevard and Romantic Asheville websites, with links directed to the entry form and partner websites. It is primarily marketed digitally through 3rd party e-blasts and digital ads, blogs, and social media. If your business would like to be considered, we're looking for partners who can provide one of the following: a 2-night stay, an experience or service valued at \$150+, or an evening of fine dining.



MORE IN KIND Offerings

Other Special Opportunities

There are sometimes opportunities outside of those mentioned above where partners can receive promotion of their brand by donating goods and services. These can range from a gift basket giveaway with various local goods and services to a unique combination of our needs and partner's offerings, like Farmhouse Foliage providing plants for our booth at the Outdoor Economy Conference.



COMPLIMENTARY Offerings

To make the most of our free opportunities, start by signing up for the [Partner Portal](#) on our website. The portal gives you quick access to helpful resources, key links, and lets you manage your directory and event listings so your information stays current.

Outside of the portal, we'd still love to hear from you directly about unique opportunities, big changes, awards, or media coverage. This helps us amplify and promote your success.

Get Our E-Newsletter For Tourism Partners Stay informed with the monthly "Tourism News" email, featuring TCTDA updates, local community and industry news, upcoming events, and timely content you can share on your social media channels. To subscribe, create an account through the Partner Portal and opt in to receive our emails.

Directories on Our Website Our website features a variety of directories that may be a fit for your business. Each listing includes your business information and a direct link to help visitors connect with you.

Your Events on Our Calendar Explorebrevard.com has a free local event calendar intended to promote special events that you can submit to on our [Calendar page](#). We use these special events when pulling for other marketing collateral. Please do not submit daily or regular services, classes, or tours, as they will not be approved to appear on the calendar. To qualify, your event must also take place within Transylvania County and be relevant to visitors.

Special Lodging Deals With a focus on the shoulder seasons and winter months, we invest in driving visitors looking for deals to our [Lodging Specials website page](#). To ensure your offer reaches a highly-engaged audience actively planning their stay, fill out [this form](#).

Follow Us, Like Us, & Subscribe Get more from your social media with help from ours! Follow [@explorebrevardnc](#) on Instagram, Facebook, Threads, Pinterest, and YouTube. Tag us in your posts and use #ExploreBrevard for a chance to be featured. [#ExploreBrevard](#).

Join Our Facebook Group Stay connected with us and fellow tourism partners by joining our Facebook Group. It's a great way to keep up with updates, share insights, and connect with the community. You can join the group [here](#).

Help Us See Your Social Content Connecting your social media accounts to our CrowdRiff platform is a simple process that allows us to track the content you share and what others tag you in. This can help us stay up-to-date and better promote your business. If your business account is linked to your personal Facebook, we can only access content on the business accounts you grant permission for. It's a straightforward way to ensure your content is on our radar. Connect [here](#).

Back Link to Our Website We can provide you with our logo to back link on your website, providing your users easy access to all that [explorebrevard.com](#) has to offer.

MORE COMPLIMENTARY Offerings

Let Our Tools Be Your Tools Our collateral marketing materials are resources that you can provide your customers. Adventure Guides, Waterfalls & Points of Interest Maps, and posters of our Be Waterfall Wise and Leave It Better messaging are great tools to assist your visitors. Contact jody.mcniel@transylvaniacounty.org to discuss your request.

Use Our Public-Use Photos Available to tourism partners for limited non-commercial purposes, these photos can be found on our website. For more details and to view the photos, go [here](#).

Summer Camp Season To help you anticipate the traffic flow that the season brings, we compile a [Camp & Big Events Calendar](#) to aid in logistics preparations like ordering and staffing. We also support our camps with a [Summer Camps](#) landing page on our website, additional pages for parents and counselors, Camp Staff Discount Cards with the Chamber of Commerce, and complimentary posters of our Be Waterfall Wise and Leave It Better campaigns to display onsite.

Sell Explore Brevard Swag We have Explore Brevard hats, shirts, postcards, water bottles, and other swag available for purchase at the Brevard/Transylvania Visitor Center. If you would like to sell our branded products at your tourism business, please contact caiti.klassovity@transylvaniacounty.org to acquire them at a reduced rate.

Sit In on Our Meetings If you want to get the inside scoop on what we're working on, our Board of Directors meetings and various committee meetings are open to the public and you're welcome to join us. Here are the [meeting schedules](#).

Don't forget to submit the online [PMO Request Form](#) by October 14th.

Contact Jody McNiel at jody.mcniel@transylvaniacounty.org if you have any questions or need assistance.



TRANSYLVANIA COUNTY
TOURISM
DEVELOPMENT AUTHORITY

Contact Us

(828) 884-8900

Clark Lovelace - clark.lovelace@transylvaniacounty.org
Jody McNeil - jody.mcniel@transylvaniacounty.org
Mollie Gordon - mollie.gordon@transylvaniacounty.org
Caiti Klassovity - caiti.klassovity@transylvaniacounty.org