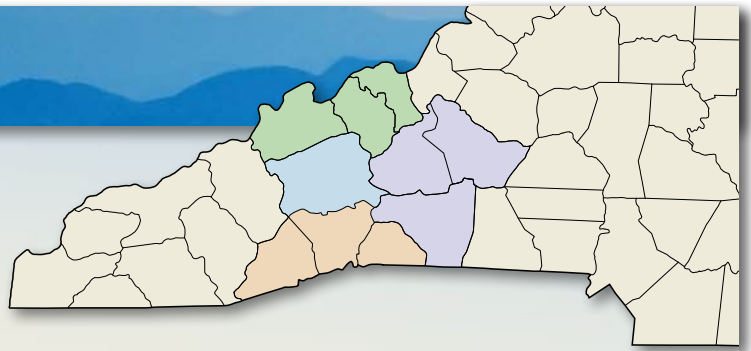


North Carolina's
BLUE RIDGE MOUNTAINS

**BLUE RIDGE
MOUNTAIN** HOST



2012 Blue Ridge Mountain Host *Visitor Guide*

The Blue Ridge Mountain Host *Visitor Guide* reaches thousands of potential visitors planning a trip to the Blue Ridge region. 85,000 copies are published annually, highlighting member businesses to visitors planning their next visit.

The 2012 *Visitor Guide* will feature intriguing editorial about our 10-county region. New stories will focus on what makes our area such a wonderful place to visit. The guide will also include advertisers and points of interest for the region. Member listings will be easily referenced and grouped by category.

The *Visitor Guide* will be mailed to individual inquiries and distributed to state welcome centers, area chambers of commerce, TDAs and Blue Ridge Mountain Host members.

All Members Receive

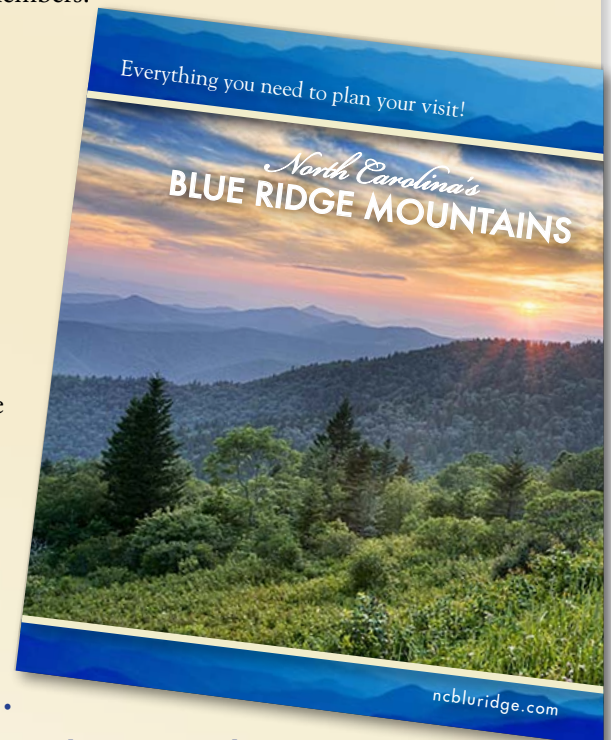
- *Visitor Guide* listing allowing potential visitors to reach you directly
- Comprehensive listing on ncluridge.com with 75 words of copy, two images and link
- Option to include your listing in additional categories and "Special Offers" section
- Hot link to website from online *Visitor Guide*
- Complimentary copies of the *Visitor Guide* for you to distribute at your business

Advertise in the *Visitor Guide*

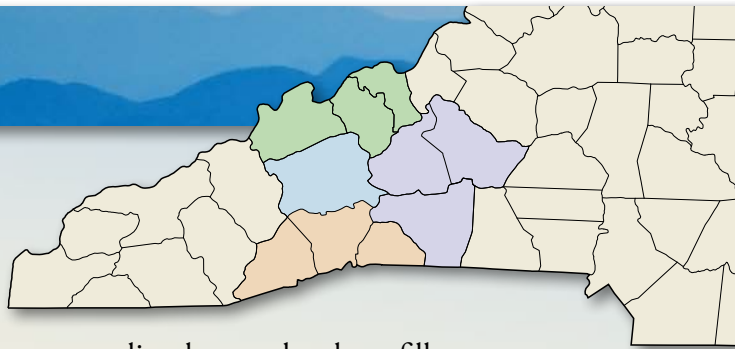
Increase your visibility in the 2012 *Visitor Guide* with advertising. Buy a display ad and receive a variety of additional benefits and added value.

RECEIVE LEADS from potential visitors.

FREE AD PRODUCTION. You provide a photo and text; we create your ad and send a proof for approval.



Reserve your space today. Commitment deadline is February 1, with materials due no later than February 10, 2012.



Free Member Listing

To be certain you receive your free listing and that you are listed properly, please fill out both pages of this form and return them no later than **January 31, 2012**.

Contact Information:

This part of the form must be completed by ALL members.

Business Name _____

Contact Name _____

Contact Email _____

Contact Phone _____ Fax _____

Authorized Signature _____

Title _____ Date _____

I want to repeat last year's listing I want to change my listing (see below)

New Listing Information:

As you want it to appear in the 2012 Visitor Guide.

Must be your physical location; please, no PO boxes.

Business Name _____

County _____

City _____ State _____ Zip _____

Toll Free # _____ Local Phone # _____

Website _____

Descriptive Copy:

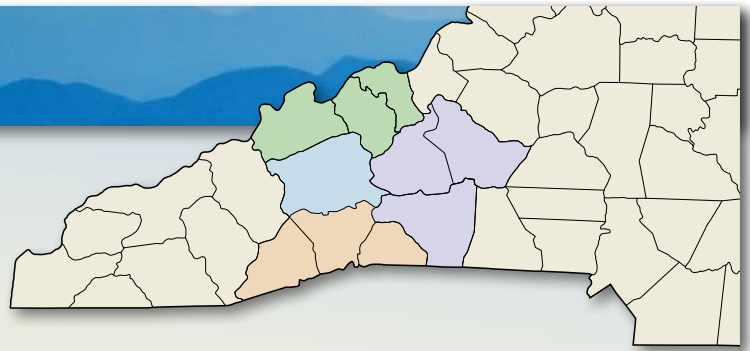
15 words ONLY

Continued on next page

Email or fax this form by January 31, 2012 to: Brian Yates
The Brite Agency/BRMH, 29 Montford Ave., Ste. 200, Asheville, North Carolina 28801
828.350.9500 x. 101 • Fax 828.350.9501 • BRMH@briteagency.com

Free Member Listing

Continued from previous page



Check ONE category only.

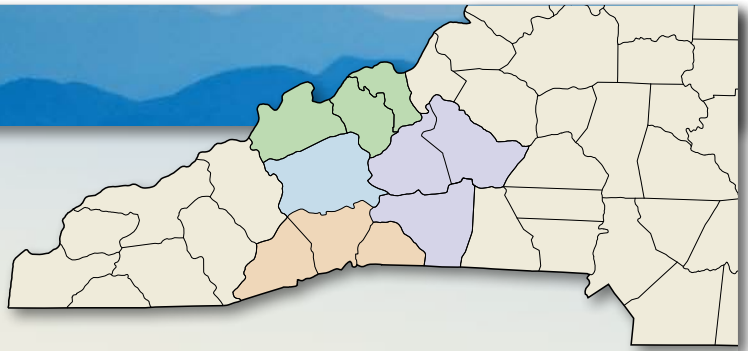
Please Note: If you would like to be listed in more than one category, check the additional categories. Additional listings are \$150 each.

- | | |
|---|--|
| <input type="checkbox"/> Arts/Theatre | <input type="checkbox"/> Outdoor Camps |
| <input type="checkbox"/> Attractions | <input type="checkbox"/> Outdoor Recreation |
| <input type="checkbox"/> B&B / Inns | <input type="checkbox"/> Rafting / Kayaking |
| <input type="checkbox"/> Cabins / Cottages | <input type="checkbox"/> Real Estate |
| <input type="checkbox"/> Campgrounds | <input type="checkbox"/> Relocation |
| <input type="checkbox"/> Catering | <input type="checkbox"/> Residential Communities |
| <input type="checkbox"/> Conferences & Retreats | <input type="checkbox"/> Resorts |
| <input type="checkbox"/> Dining | <input type="checkbox"/> Restaurants |
| <input type="checkbox"/> Festivals | <input type="checkbox"/> Shopping |
| <input type="checkbox"/> Fly Fishing Lodges | <input type="checkbox"/> Snow Skiing |
| <input type="checkbox"/> Galleries & Shops | <input type="checkbox"/> Spas |
| <input type="checkbox"/> Golf | <input type="checkbox"/> Summer Camps |
| <input type="checkbox"/> Golf Packages | <input type="checkbox"/> Tours |
| <input type="checkbox"/> Great Small Towns | <input type="checkbox"/> Transportation |
| <input type="checkbox"/> Groups / Retreats | <input type="checkbox"/> Travel & Tourism Partners |
| <input type="checkbox"/> Horseback Riding | <input type="checkbox"/> Vacation Rental Homes |
| <input type="checkbox"/> Hotels / Motels | <input type="checkbox"/> Vineyards / Wineries |
| <input type="checkbox"/> Museums | <input type="checkbox"/> Working Studios |

Email or fax this form by January 31, 2012 to: Brian Yates

The Brite Agency/BRMH, 29 Montford Ave., Ste. 200, Asheville, North Carolina 28801
828.350.9500 x. 101 • Fax 828.350.9501 • BRMH@briteagency.com

Visitor Guide Advertising



Business Name _____

County (where business is located) _____

Contact Name _____

Email Address _____

Mailing Address _____

City _____ State _____ Zip _____

Phone Number _____ Fax Number _____

Signature _____

Amount paid \$ _____ Date _____

Inside Front or Inside Back Cover\$3,400

Two or three images & 115 words of copy

Full Page\$2,950

Two or three images & 115 words of copy

1/2 Page\$1,600

One or two images & 80 words of copy

1/4 Page\$1,000

One image & 40 words of copy

1/6 Page\$700

One image & 25 words of copy

Images may be photos and/or logos.

Submit ad materials by February 10, 2012 to BRMH@briteagency.com. Please include your business name in the email.

Deadlines

To be included in the 2012 *Visitor Guide*, your ad materials and 50% deposit are due no later than February 10, 2012. Your balance is due by March 1, 2012. **Please make checks payable to The Brite Agency.**

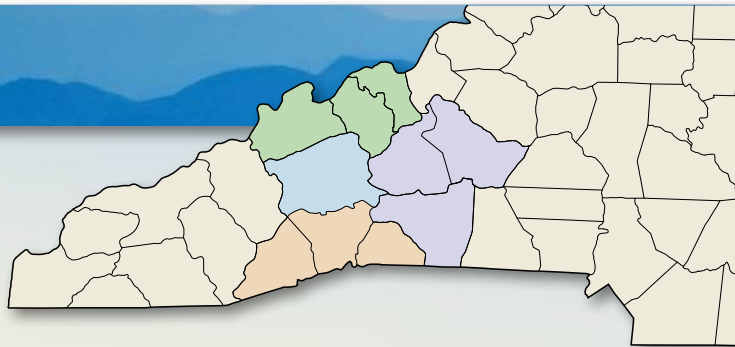
Ad Materials

All ads are preformatted. Simply send us your image(s) and copy; we do the rest. Please see production notes for more information.

For advertising information contact Brian Yates at BRMH@briteagency.com • Phone 828.350.9500 x. 101 • Fax 828.350.9501

Send this form and 50% deposit by February 10, 2012 to:
The Brite Agency/BRMH, 29 Montford Ave., Ste. 200, Asheville, North Carolina 28801

Production Notes



Sending Materials

Email materials to:

BRMH@briteagency.com

Please include your business name in the subject line or within the email so we are able to identify the materials we have received.

Mail materials to:

The Brite Agency/BRMH

Attn: Brian Yates

29 Montford Ave., Ste. 200

Asheville, NC 28801

Please include an email address where we may send a proof of your ad for approval.

For more information about advertising in the 2012 Blue Ridge Mountain Host Visitor Guide, please contact Brian Yates at BRMH@briteagency.com or 828.350.9500 x.101.

Photography

Please provide digital images (photos or logos) at 300dpi. We do not accept poor-quality scans or photos/logos from websites or word processing documents (such as Word or WordPerfect). Photos may be cropped as needed to fit guidebook layout. You will receive up to two proofs for approval.

Copy & Word Count

Your ad copy will be edited to fit the layout. We will not underline, bold or italicize words. Also, we use a flowing text format; bullet-point copy is not permissible. Since your copy is subject to formatting, some edits may be required. You will receive up to two proofs for approval.

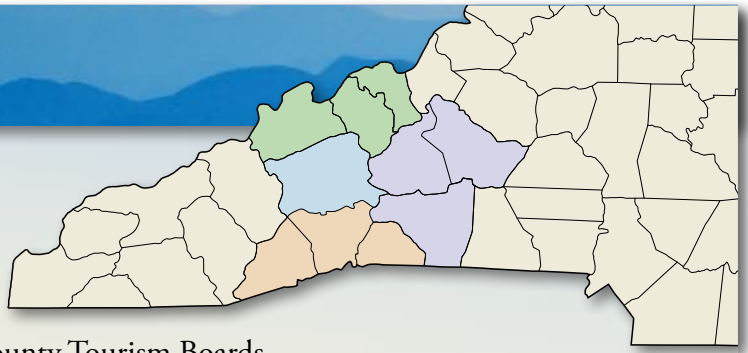
Website & Phone Number

Your Web address is included in your ad but is not part of your word count. For layout purposes we do not use the “www” prefix or initial caps in Web addresses. Any phone numbers or additional Web addresses will be included in your copy as part of the word count.

Deadlines & Ad Materials

All materials and deposits (50%) are due no later than February 10, 2012. Balance is due March 1, 2012.

Blue Ridge Mountain Host is a not-for-profit, public-private partnership promoting the Blue Ridge Mountains as a visitor destination. BRMH is 180+ members strong representing Buncombe, Burke, Henderson, Madison, McDowell, Mitchell, Polk, Rutherford, Transylvania and Yancey counties.



County Listing Form

Listing information for TDAs, Chambers and County Tourism Boards

As you want it to appear in the 2012 Visitor Guide

Business Name _____

Toll Free # _____ Local Phone # _____

Website* _____
For layout purposes, we do not use the "www" prefix or initial caps on Web addresses.

Contact Information

This part of the form must be completed by ALL members.

Business Name _____

Contact Name _____

Contact Email _____

Contact Phone _____ Fax _____

Authorized Signature _____

Title _____ Date _____

I want to repeat last year's listing I want to change my listing

Descriptive Copy

Please provide a maximum combination of 16 Points of Interest and/or Festivals & Events (include month/s and location for events.) If new copy is provided, we will email a proof for your approval.

We are preparing your festivals/events information for the 2012 Visitor Guide. To be certain you are listed properly, please fill out this form and return it no later than January 31, 2012. If you have any questions, please contact Brian Yates at 828.350.9500 x. 101 or BRMH@briteagency.com.

1 _____	9 _____
2 _____	10 _____
3 _____	11 _____
4 _____	12 _____
5 _____	13 _____
6 _____	14 _____
7 _____	15 _____
8 _____	16 _____

Email or fax this form by January 31, 2012 to: Brian Yates
The Brite Agency/BRMH, 29 Montford Ave., Ste. 200, Asheville, North Carolina 28801
828.350.9500 x. 101 • Fax 828.350.9501 • BRMH@briteagency.com