

# THE FALL TOURS

HOMES, HISTORY & ARCHITECTURE

OCTOBER 5-29, 2017

## The 41st Annual Fall Tours Advertising Opportunities

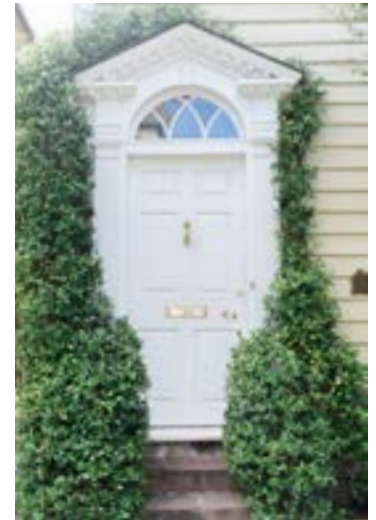
This fall, more than 4,000 guests will visit Charleston to attend the 41st Annual Fall Tours of Homes, History & Architecture. They will stay, shop, eat and be entertained locally.

So how will these visitors decide where to spend their money? They visit The Fall Tours website, ask ticket office staff, and use the Fall Tours robust social media platforms to learn about places to eat, stay and shop, as well as the best way to get there.

By advertising with The Fall Tours, we are offering the opportunity to connect *your* business to *our* guests. Advertising with The Fall Tours is good business.

In addition to your content listing in The Fall Tours Program, your business will be featured on the Fall Tours website.

**The deadline to reserve your spot in our 2017 Fall Tours Program is September 1, 2017.**



### \$150 ADVERTISER

- Listing in The Fall Tours program
- Mention on The Fall Tours website

### \$250 ADVERTISER

- Quarter-page ad
- Link to your website on The Fall Tours website
- Listing in The Fall Tours program

### \$500 ADVERTISER

- Half-page ad
- Link to your website on The Fall Tours website
- Listing in The Fall Tours Program

### PROGRAM LISTINGS

Your business name plus a 50-word description, including your address, phone number, website. Submit your program listing at [thefalltours.org/listing](http://thefalltours.org/listing).

### ADS IN THE FALL TOURS PROGRAM GUIDE

Camera-ready ad needs to be CMYK color space and submitted in a PDF, JPG, TIFF or EPS format. All images should be 300dpi.



## PRESERVATION ESTD SOCIETY 1920 of CHARLESTON

For information on other sponsorship opportunities or to advertise with The Fall Tours, please contact Gina Wurst Yeager at 843.722.4630 or [gwyeager@preservationsociety.org](mailto:gwyeager@preservationsociety.org)

[WWW.THEFALLTOURS.ORG](http://WWW.THEFALLTOURS.ORG)

*The Preservation Society of Charleston is able to offer design assistance to Fall Tours advertisers Please inquire for more information.*

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## PRESERVATION ESTD SOCIETY 1920 of CHARLESTON

The Preservation Society of Charleston is dedicated to recognizing, protecting and advocating for the Lowcountry's historic places.

As the oldest community-based historic preservation organization in America, we are the sum total of our members and friends, a dedicated group of residents and supporters of preservation from across the country who believe that some things are worth saving. Community partnerships enable us to preserve the exquisite fabric of the Lowcountry for generations to come.



### DEMOGRAPHICS

Through Membership and Fall Tours patrons, The Preservation Society delivers an audience that is:

- **AFFLUENT:** 60% reported incomes > \$100,000
- **EDUCATED:** 94% hold Bachelor's degree or higher
- **FREE to EXPLORE:** 72% are approaching or at retirement
- **LOCAL:** 62% of our members reside south of Calhoun Street; 31% of tour patrons are from South Carolina; 23% are within a day's drive
- **FEMALE:** 62% are educated and affluent decision-makers

### EXPOSURE 2015 TO PRESENT

- Website ..... 335,000 + Page views
- Facebook ..... 6,250+ Likes  
post reach up to 15,000
- Twitter ..... 1,900+ Followers
- Instagram ..... 4,700+ Followers
- Progress Mag ..... 2,000+ distribution
- Membership ..... 1,200+ Members
- Email Database ..... 1,500+ Recipients
- Tours Database ..... 15,000+ Recipients

### PROGRAMS & INITIATIVES

- The Carolopolis Awards
- The Fall Tours of Homes, History & Architecture
- The Charleston Heritage Symposium
- The Halsey Map
- The Thomas Mayhem Pinckney Alliance
- Easements
- Lunch Lecture Series
- Historic Markers & Sites
- Seven to Save
- Susan Pringle Frost Circle
- Keep Charleston REAL
- Advocacy

### CONTACT

Preservation Society of Charleston  
c/o Gina Wurst Yeager  
PO Box 521, Charleston, South Carolina 29402  
843.722.4630 x.23  
gina@preservationsociety.org  
www.preservationsociety.org

### FOLLOW US



The Preservation Society of Charleston is a South Carolina registered 501(c)(3) non-profit organization.

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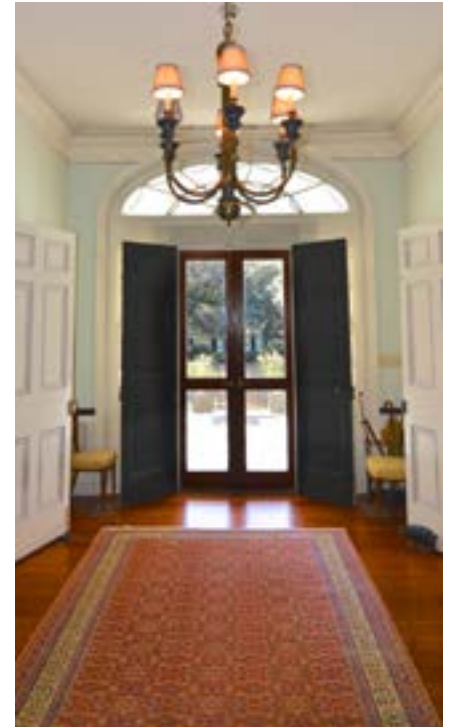
Yes, please include me as a 2017 Fall Tours Advertiser!

DEADLINE: This contract and materials must be submitted by September 1, 2017.

RETURN FORM AND PAYMENT TO: Gina Wurst Yeager  
Preservation Society of Charleston  
P.O. Box 521 Charleston, SC 29402  
[gweager@preservationsociety.org](mailto:gweager@preservationsociety.org)  
843-722-4630 x.23  
or submit a form and pay online at: [thefalltours.org/listing](http://thefalltours.org/listing)

I WOULD LIKE: I would like to advertise at the following level:

- Half Page .....\$500
- Quarter Page ..... \$250
- Program Listing ..... \$150



Program Listing: *(please submit your listing in approximately 50 words)*

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Your Business's Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_