

Follow Me To... Your Place?

Queen City Tours® and Travel invites you to share in its success by advertising and promoting your company during our very popular **Charlotte Daily City Tours™** and **Shuttle services**. Tours are scheduled Monday thru Saturday at 9:30a, 10a, 1:30p, 2p, Sunday at 1:30p, 2p, 4:30p, and 5p daily (Subj. to Avail.) year round. Our typical customer is female, middle-aged, and has a college degree. They are mostly from a small town or city, spend three to five days in **Charlotte** or are newcomers or looking to move here. They like to shop and will dine at a different restaurant each day.

Since **1993**, we have given a tour for at least one person from every **State in North America**, and over **40 foreign countries**. Two of the questions asked mostly are “*What’s a good place to shop,*” and “*What’s a good place to eat?*”

Your ad, website and/or phone number will be visible on our tour route as well as in all other areas of **Charlotte**. **In addition, you will get a special mention during our tours along with menu and/or coupon/flyer/brochure distribution.** Your ad, website or phone number will be mounted on both sides of our



Charlotte Skyline

tour vehicle, and we will take it to your customers’ neighborhoods, and city-wide to area hotels and tourist attractions. **This is an excellent opportunity for your company’s ad to travel all over town.**

Demographics :

Actual Custs: %					
Male	33				
Female	67				
Total	100				
Adult (Avg. Age 35-54)	77				
Senior (55+)	21				
Child (12 & Under)	2				
Total	100				
Avg. Tours per Week/Year Round	8	Avg. Custs/ Tour	8	Weeks	52
<small>Source: Primary Data/ Queen City Tours® 2012</small>					
Zip Codes Of Areas On Tour Route					
	28202 Up-town	28203 Dilworth/ Wilmore	28204 Elizabeth/ Plaza/ Midwood	28207 Myer's Park	Total/ Avg.
Total Pop.	11,195	11,315	4,796	9,280	36,586
Male	57.1%	48.3%	47.2%	46.2%	49.7%
Female	42.9%	51.7%	52.8%	53.8%	50.3%
25-34	35.0%	26.9%	29.2%	11.6%	25.7%
35-44	13.5%	15.5%	14.9%	14.0%	14.5%
45-54	7.4%	13.5%	12.0%	14.3%	11.8%
55-59	3.3%	5.4%	4.8%	5.9%	4.9%
Median Age	28.5	32.9	32.0	39.1	33.1
White	60.6%	65.9%	67.9%	94.5%	72.2%
Black	32.9%	29.4%	27.3%	2.9%	23.1%
Asian	3.8%	2.1%	1.6%	1.2%	2.2%
Native Am.	0.2%	0.2%	0.1%	0.1%	0.3%
Latino	4.0%	2.7%	2.9%	1.8%	2.9%
Families	21.5%	38.4%	31.0%	58.3%	37.3%
Live Alone	60.7%	48.0%	53.1%	34.8%	49.2%
Occupied Housing Units	86.8%	78.8%	84.3%	89.8%	84.9%
Un-Occupied Housing Units	13.2%	21.2%	15.7%	10.2%	15.1%
<small>*Source: U.S. Census Bureau, Census 2010</small>					

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Rates:

2012 Charlotte-Mecklenburg Market Rates:
The rates below are based on a total population of *919, 628

Option	Tot. Pop.	Reach	Freq. (Days)	Tot. Viewers
Three Quarters	919,628	4%	270	9,931,982
Two Quarters	919,628	4%	180	6,621,322
One Quarter	919,628	4%	90	3,310,661

Option	Large Ad & Phone or Web	Small Ad	Promo Only
Three Quarters	\$630.00	N/A	\$315.00
Two Quarters	\$420.00	N/A	\$210.00
One Quarter	\$210.00	N/A	\$105.00

Notes: Above rates are per sign. Two and Three quarter options may be paid quarterly. Quarterly option must be paid in full at the time order is made. Pay in full for Three Quarter option and receive a **10% discount**. Ad options include menu and/or coupon/flyer/brochure distribution, and a mention during each tour. Promo Only includes menu and/or coupon/flyer/brochure distribution and mention during each tour. Add **10%** for special positioning.

Production Charge: Typically **\$100**, however, could be more or less depending on size and complexity of ad. This is a one time charge unless changes are made.

Digital Guideline for Supplied Artwork: All artwork must be supplied via files in **.JPEG** or **.PDF** format. An extra charge may apply if file is in a different format or if artwork has to be scanned.

Deadlines: Typically **30 days** before quarterly cycles: Feb. 1, May 1, & Aug. 1. Cycles: Mar.—May, June—Aug., Sept.—Nov.

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