



Convention Center & Visitors Bureau

Destination Guide Advertising Rates 2023/2024 Issue



Be sure to secure your spot in the areas only destination visitors guide. Space is limited so reserve your space early. With each issue (every two years) readers, locals and visitors will learn new information about what the Hickory Metro has to offer. Things to do, places to eat, shop and more—don't miss your chance to showcase your epic experiences!

By the Numbers: 19,345 Copies have been printed of the 2nd Issue: Only 9,170 remain in inventory since publishing in March 2021.

Distribution Includes:

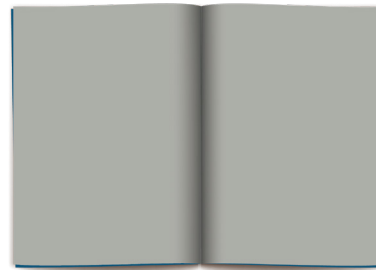
- NC Welcome Centers (21)
- NC Regional Visitor Centers (16)
- Daily mailings all across the US and abroad

*If desired, advertisement creation can be done by the Hickory Metro Convention Center and Visitors Bureau for an additional \$160.

Contact us today to reserve your spot!

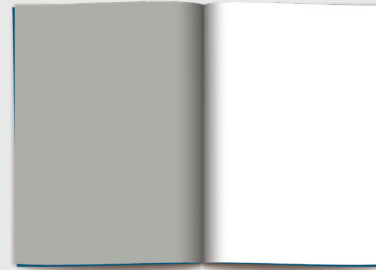
For more information: Call Sarah Jones, CMP, Director of Sales and Marketing at 828.322.1335 x202, or email Sarah@hickorymetro.com.

Advertisement Sizes & Deadlines



**2 Page Spread/
(Advertorial)**
Base Price: \$3,500
Active Tourism Partner Price:
(10% off) \$3,150
Occupancy Paying Partner:
(25% off) \$2,625

Dimensions: 17 x 22 Inch
+ .125 bleed on all sides



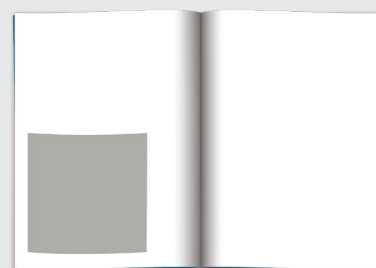
**1 Full Page/
(Advertorial)**
Base Price: \$1,800
Active Tourism Partner Price:
(10% off) \$1,620
Occupancy Paying Partner:
(25% off) \$1,325

Dimensions: 8.5 x 11 Inch
+ .125 bleed on all sides



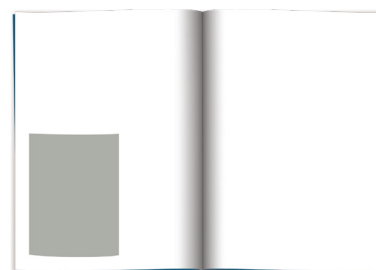
1/2 Page
Base Price: \$950
Active Tourism Partner Price:
(10% off) \$855
Occupancy Paying Partner:
(25% off) \$712.50

Dimensions:
7.5 x 4.8715 Inch



1/3 Page
Base Price: \$725
Active Tourism Partner Price:
(10% off) \$652.50
Occupancy Paying Partner:
(25% off) \$543.75

Dimensions:
4.8715 x 4.8715 Inch



1/4 Page
Base Price: \$500
Active Tourism Partner Price:
(10% off) \$450
Occupancy Paying Partner:
(25% off) \$375

Dimensions:
3.6215 x 4.8715 Inch

DEADLINES

Space Reservation: April 29, 2022

Design Materials: June 3, 2022

Furnished Ads: June 30, 2022

File Specifications on back of sheet.



☐ Paid: _____

For HMCC
Use Only ☐ Ad Materials: _____

☐ Furnished Ad: _____

Advertising Agreement

☐ YES, we will place an advertisement in the 2023/ 2024 Hickory Metro Destination Guide as a:

☐ 2 Page Spread - \$3,500

☐ One Full Page - \$1,800

☐ 1/2 Page - \$950

☐ 1/3 Page - \$725

☐ 1/4 Page - \$500

If applicable check one: ☐ Active Tourism Partner (10% off) ☐ Occupancy Paying Partner (25% off)

☐ YES, I want the Hickory Metro Convention Center to create our advertisement and I agree to the additional \$160 fee for ad creation.

☐ YES, I'm a previous advertiser and would like to use the same ad from the last issue!

Please return this form to the Hickory Metro Convention Center and Visitors Bureau:

Email: Sarah Jones, Sarah@hickorymetro.com

Mail: 1960 13th Avenue Drive SE Hickory, North Carolina 28602

File Specifications:

- Ads must be high-resolution, print-ready PDF (exported using the PDF/X-1a:2001 setting) or a high-resolution TIFF.
- All images must be CMYK at 300 dpi. No spot colors, RGB, LAB, or INDEX color elements.
- All fonts must be properly embedded or converted to outlines.
- We cannot assume responsibility for digital ads supplied without a color proof.

Digital Transmission: Please send your advertisement via email to Elizabeth Clark, Marketing Coordinator at Elizabeth@hickorymetro.com

Contact Information

Your Name: _____

Additional Contact Person: _____

Organization's Name (as it should be listed): _____

Mailing Address: _____

Phone: _____ Email: _____

Payment Method

Amount: \$ _____ Check Enclosed: _____ (CC) VISA _____ MC _____ AMEX _____

CC#: _____ - _____ - _____ - _____ EXP: _____ - _____ SEC#: _____ Billing Zip Code: _____

Please make check payable and mail to:

Hickory Metro Convention Center
and Visitors Bureau
1960 13th Avenue Drive SE
Hickory, North Carolina 28602



Example Ad from the
2021/2022 Destination Guide