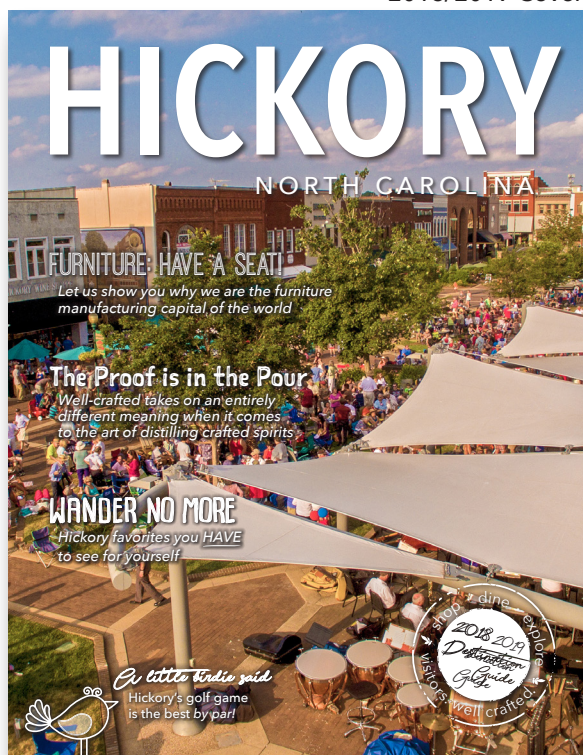




Convention Center & Visitors Bureau

2018/2019 Cover



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!

Contact us today to reserve your spot!  
**Deadline: November 27, 2019**

## Destination Guide Advertising Rates 2020/2021 Issue

### BY THE NUMBERS

**25,000** Copies have been printed of the 1st Issue: Only **8,280** remain in inventory since publishing in October 2018.

Distribution Includes:

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

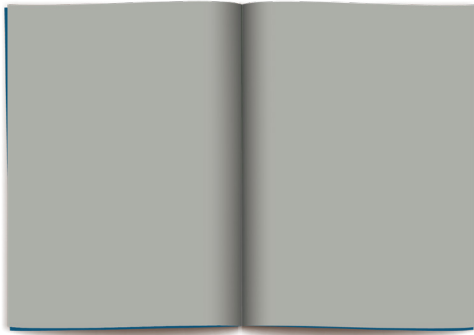


2018/2019 Spread

\*If desired, advertisement creation can be done by the Hickory Metro Convention Center and Visitors Bureau for an additional \$100.

For more information: Call Sarah Davis, CMP, Director of Sales and Marketing at 828.322.1335 x202, or email [sarah@hickorymetro.com](mailto:sarah@hickorymetro.com)

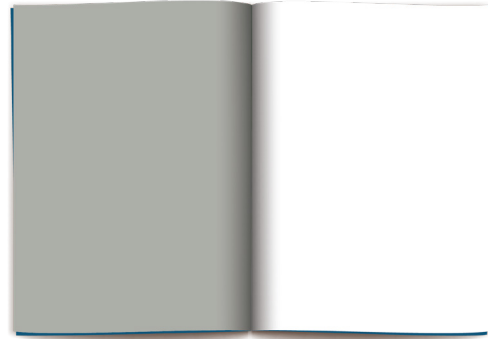
# Advertisement Sizes & Deadlines



## 2 Page Spread/(Advertorial)

Price: \$3,500

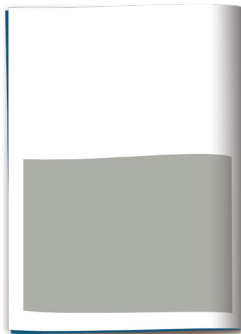
Dimensions: 17 x 22 Inch  
+ .125 bleed on all sides



## 1 Full Page/(Advertorial)

Price: \$1,750

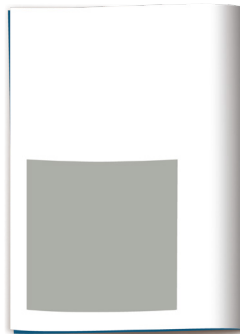
Dimensions: 8.5 x 11 Inch  
+ .125 bleed on all sides



## 1/2 Page

Price: \$875

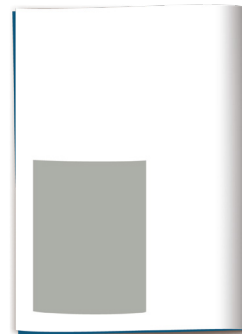
Dimensions: 7.5  
x 4.8715 Inch



## 1/3 Page

Price: \$500

Dimensions: 4.8715 x  
4.8715 Inch



## 1/4 Page

Price: \$250

Dimensions: 3.6215 x  
4.8715 Inch

## DEADLINES

### Space Reservation

November 27th

### Design Materials

December 6th

### Furnished Ads

December 30th

## 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.

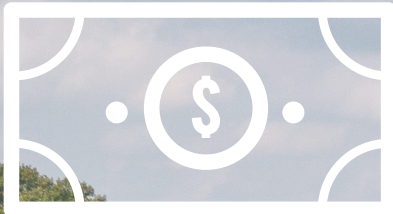
**Digital Transmission:** Please send your advertisement via email to Elizabeth Clark, Marketing Assistant at [elizabeth@hickorymetro.com](mailto:elizabeth@hickorymetro.com).

For more information: Call Sarah Davis, CMP, Director of Sales and Marketing  
at 828.322.1335 x202, or email [sarah@hickorymetro.com](mailto:sarah@hickorymetro.com)



# Catawba County By The Numbers

Advertising in the 2020/2021 Hickory Metro Guide guarantees your business is front and center when visitors are making their travel plans while they are in the Hickory area.



## \$293.05 Million

Visitor Spending in Catawba County



## 5.69%

Increase in  
Visitor Spending



## 2,490

people  
directly employed in  
travel & tourism industry

## \$8.75 Million

tax collections generated by  
visitor spending in Catawba  
County. That is \$156.35  
tax savings per resident.



On average the  
Destination Guide  
is downloaded

## 700

times  
per month from  
the Visit Hickory  
Metro Website

\*2018 Tourism Economic Impact Numbers

For more information: Call Sarah Davis, CMP, Director of Sales and Marketing  
at 828.322.1335 x202, or email [sarah@hickorymetro.com](mailto:sarah@hickorymetro.com)





Convention Center & Visitors Bureau

## Advertising Agreement

For HMCC  
Use Only

- ☐ Paid  
☐ Ad Materials  
☐ Furnished Ad

☐ YES, we will place an advertisement in the 2020/ 2021 Hickory Metro Destination Guide as a:

- ☐ 2 Page Spread - \$3,500      ☐ One Full Page - \$1,750      ☐ 1/2 Page - \$875  
☐ 1/3 Page - \$500      ☐ 1/4 Page - \$250

☐ YES, I want the Hickory Metro Convention Center to create our advertisement and I agree to the additional \$100 fee for ad creation.

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

Fax: 828.345.0700

Email: Sarah Davis, 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 Assistant at elizabeth@hickorymetro.com

### Contact Information

Your Name: \_\_\_\_\_

Additional Contact Person: \_\_\_\_\_

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

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

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

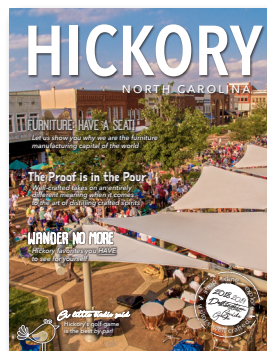
### Payment Method

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**



2018/2019 Cover