

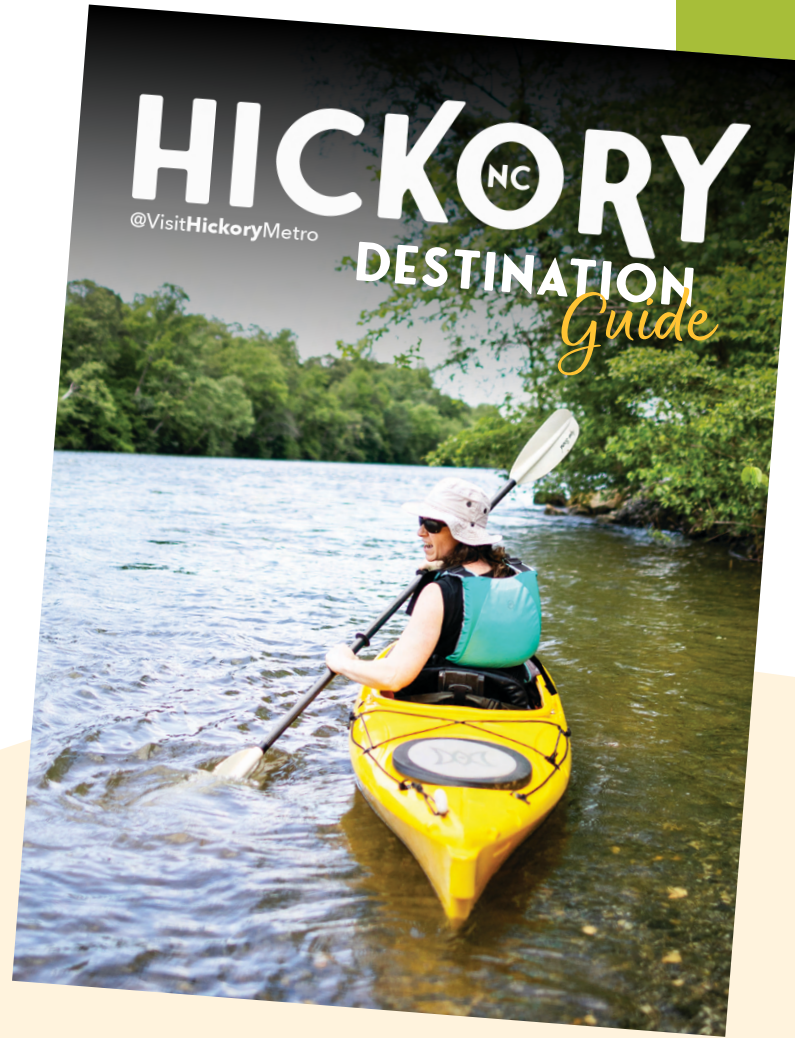
# HICKORY NC MEDIA KIT

@VisitHickoryMetro

Be sure to secure your spot in the area's only destination visitors guide. Space is limited so reserve your space early. With each issue (every year) 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!

Distribution By the Numbers:

- 20,000 printed
- 21 NC Welcome Centers
- 16 NC Regional Visitor Centers
- Daily Mailings Across the US & Abroad
- Interactive Digital Edition on Website



## TOURISM PARTNER

### 2025 RATES AND SPECS\*

2 Page Spread.....	\$3,500
Full page.....	\$1,995
1/2.....	\$995
1/4.....	\$795
Inside Front Cover.....	\$2,995
Inside Back Cover.....	\$2,995
Back Cover.....	\$3,595

**Ad Space Closes**  
September 5, 2024

**Art Due**  
October 4, 2024

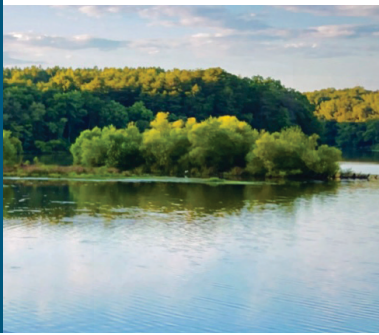
**Publishes**  
January 2025

{ ADVERTISING CONTACT } **JANET McCRAY** | janet@accentcreativegroup.com

# HICKORY <sup>NC</sup>

@VisitHickoryMetro

## DESTINATION Guide



### Ad design services are complimentary.

**Digital Specs** | Hickory's Destination Guide requires that advertising materials be sent in digital format as a high resolution (press optimized) PDF. All fonts and images must be embedded in the file. All images must be converted to CMYK. RGB images are not acceptable. Please call Accent Creative Group at 678.407.8820 with any questions regarding the creation of a high-resolution PDF. Native Quark Xpress or Adobe InDesign files are not acceptable. Fractional ads need to be set to their EXACT specs. Do not add bleed or crop marks to fractional ads.

**File Submission** | An upload link will be provided.

\* If there are any questions regarding the specs or the submission process, please contact our design department at 678.407.8820.

PLEASE NOTE:  
PMS/SPOT  
COLORS ARE  
NOT ACCEPTED.

## ADVERTISING SPECS

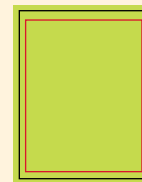
**Full-page** .... TRIM..... 8.375" x 10.875"  
BLEED .....8.5" x 11.125"  
\*LIVE AREA ...7.375" x 9.875"

**Back Cover** TRIM..... 8.375" x 8.625"  
BLEED .....8.625" x 8.75"  
\*LIVE AREA.....7.375" x 8"

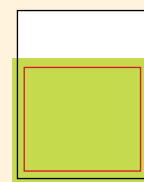
**1/2**..... HORIZONTAL ...7.375" x 4.7434"

**1/4**..... VERTICAL .....3.58" x 4.78"

**\*NOTE:** For full-page and back cover ads, please keep text and logos within the live area specified for each size.



Full-page



Back Cover



1/2 Horizontal



1/4 Vertical

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