

# TOURISM PARTNER BUY-IN

## MARKETING OPPORTUNITIES - RATE SHEET

### **What does Visit Hickory / Hickory Metro Convention Center do exactly?**

- Marketing and public relations through various mediums and strategies to bring visitors to the Hickory area (including leisure, business and group travelers)
- Advocating with local, state and federal officials to make, retain and improve legislation that looks out for tourism's interests
- A resource for locals and visitors alike to plan/learn about things to do, see and experience in the Hickory area

### **Website**



#### **COMPLIMENTARY BUSINESS LISTING (Free per Visit Hickory)**

- 4-6 Photos (horizontal, high resolution)
- Description (up to 1200 characters)
- Link to business website
- Social media links
- Contact information
- Hours of operation
- Business amenities
- Member access to backend of site

#### **DEDICATED BLOG POST - \$250**

- Header photo (horizontal) and up to 3 additional high res. photos throughout the blog
- Up to 1500 word count
- **\*Bonus:** this includes one static social media post

#### **PAID PROMOTION WITH DTN**

Paid promotion opportunities are available on our website through our web partners DTN. Please contact them for rates at [dtn-advertising@granicus.com](mailto:dtn-advertising@granicus.com)

### **Destination Guide**



Showcase your business by buying an advertisement in our Destination Guide! Visitors and locals use this guide as a resource to learn about restaurants, attractions, hotels and more in Hickory, NC. With a print and online version, you are guaranteed a large reach! Advertising opportunities are available through our publishing partner, Accent Creative Group.

- 20,000 printed copies distributed to all 21 NC Welcome Centers and 16 Regional Visitors Centers across the state
- Over 8k views on the website
- Mailed to those who request a physical copy on our website
- Digital edition online with links

#### **AD SPACE**

- Media kit available to view rates
- For access to our media kit, please visit our website or contact [ads@accentcreativegroup.com](mailto:ads@accentcreativegroup.com)

## Social Media



### STATIC POST - \$100

One post available per partner per week

- Up to 10 photos/videos per post - 4:5 ratio or 1080x1350px, vertical orientation
- Custom caption - up to 2200 characters and business tag(s)
- Custom link

### STORIES - \$100

One post available per partner per week

Includes up to 6 slides (Visit Hickory will create)

- Partner will provide:
  - Image(s)/video(s) - 9:16 ratio or 1080x1920px, vertical orientation
  - Custom link
  - Custom caption

### (1) 60 SEC REEL - \$150

One Reel available per partner per week  
(Visit Hickory will create)

- Partner will provide:
  - Image(s)/video(s) - 9:16 ratio or 1080x1920px, vertical orientation
  - Custom link
  - Custom caption

## Digital Newsletter



Our visitor e-newsletter is sent to 8,200+ contacts every month.

### FEATURED PARTNER AD SPACE - \$100

Featured in the monthly newsletter and only offered once per month

- Partner will provide:
  - Header: up to 5 words
  - Description: up to 100 words
  - Custom link
  - 1 Photo: 528x440px., saved as .jpg

### PARTNER DEDICATED NEWSLETTER - \$200

- Offered once per month
- Your sole message on the entire newsletter sent to all our contacts

## Custom Packages



Buy more, save more! If you spend \$500, receive 10% off!

Custom packages are available upon request. Please contact us to discuss how we can help promote your business to gain the most exposure to visitors and locals alike!

There are also partnership opportunities with Visit NC and other media outlets.

For all other inquiries,  
please contact:  
[Maddy@VisitHickoryNC.com](mailto:Maddy@VisitHickoryNC.com)

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828.322.1335

visit **HICKORY**  
NORTH CAROLINA

The rates and opportunities outlined on this sheet are intended for tourism partners of Visit Hickory NC | Hickory Metro Convention Center.

By sharing photos or videos with Visit Hickory, partners grant us permission to use them for marketing purposes and release us from any liability.