



# GO EXPLORE CHARLOTTE 2020 MEDIA KIT

DINING • SHOPPING • ATTRACTIONS

**Go Explore Charlotte** attractions map is your #1 resource to reach visitors and travelers to the greater Charlotte area. Our annual product is delivered to over 145 area hotels, the Charlotte Douglas International Airport and several state welcome centers including the I-77 Welcome Center. You can be assured your message is in the hands of visitors who spend on average 40% more on dining, shopping and fun places to visit than locals while here in the Queen City. Our popular personalized attractions map identifies your location on our easy to read and carry map so visitors can quickly find your location while identifying known landmarks in the area. **Go Explore Charlotte** is currently the only tourist and attractions map available at area hotels.

Visitors and travelers to the Charlotte area want to know where to eat, where to shop, and where to have fun. Advertising your business with **Go Explore Charlotte**, the only tourist map catering to this desirable demographic, places your message in front of potential customers in a full color, glossy format that folks carry with them all around town.

**Call or email us to reserve space in the 2020 edition, arriving in early Spring. Deadline for space reservation is December 20th.**

## INFORMATION:

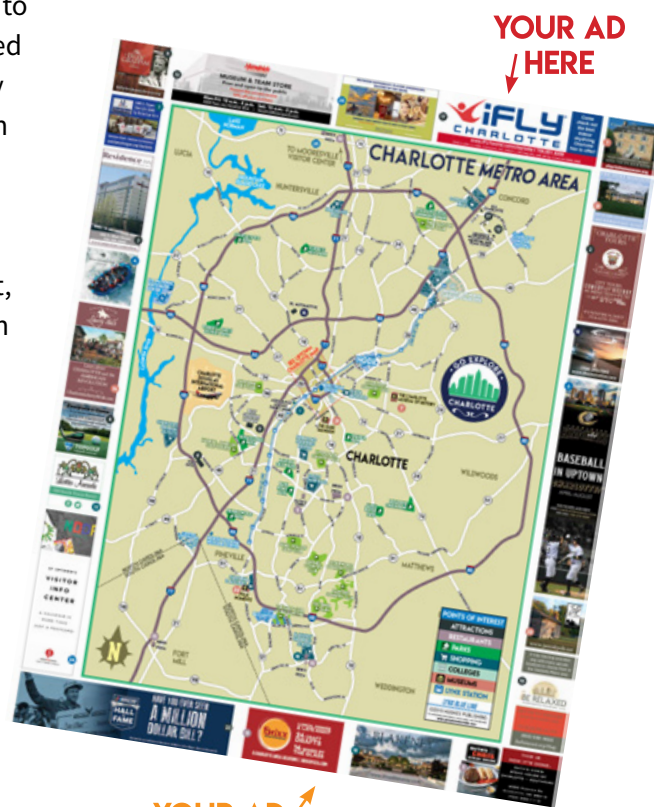
**CIRCULATION:** 150,000 copies

**PRINTED ANNUALLY:** Delivered in early 2020

**DISTRIBUTION:** Area hotels, Charlotte Douglas Airport, I-77 State Welcome Center & select welcome centers around the state, high traffic tourist areas and selected area grocery stores

**ONLINE & SOCIAL MEDIA COVERAGE:** Your business will receive a link back to your company's website as well as year round blogging on our Facebook & Instagram social media pages at no additional cost

[dhughes@hughespublishing.com](mailto:dhughes@hughespublishing.com) • 704-499-4601



**GoExploreCharlotte.com**



# GO EXPLORE CHARLOTTE 2020 MEDIA KIT

DINING • SHOPPING • ATTRACTIONS  
AD SPECS & DEADLINE

1 SPOT  
1.6" X 1.6"

3 SPOT  
1.6" X 5"

4 SPOT  
1.6" X 6.75"

2 SPOT  
1.6" X 3"

1 spot

\$895

2 spots

\$1495

3 spots

\$2095

4 spots

\$2695

**DOWNLOAD SPECS AT:** [GoExploreCharlotte.com](http://GoExploreCharlotte.com) • **SEND ALL MATERIALS TO:** [dhughes@hughespublishing.com](mailto:dhughes@hughespublishing.com)

## **DEADLINE INFORMATION: 2020 ISSUE**

**AD DEADLINES:** 12/20/19 • **CAMERA READY:** 12/30/19 • **DELIVERY DATE:** Early 2020

Ad Design is complimentary with your advertising buy. Contact **DAVID HUGHES** at **704-499-4601** for more information.

We cannot be responsible for color variations and quality of files submitted not following these guidelines. No advertisements may be cancelled after December 13, 2020. All finished art is due on or before the material deadline. Please make sure all supplied artwork, including photos, logos and camera-ready ads, are at 300 DPI. Only high resolution, press-quality PDFs in CMYK format will be accepted.

\* Any ads created for Go Explore Charlotte, become our property and may not be used in any other publications without consent from the publisher and an additional design fee.

**GoExploreCharlotte.com**