

HARDY COUNTY CONVENTION & VISITORS BUREAU LOGO REQUIREMENTS

The following insert may be used (without change in size) on any print ad up to 8.5" x 11":



"Print Ad" refers to and print media ad including magazine, newspapers, newsletters, brochures, rack cards and flyers

For questions, please call the Hardy County CVB at 304-897-8700 or email info@visithardy.com

Print Media Format	Size	Logos Allowed	Minimum Size/Position
Print Ad	Full Page	Horizontal Vertical <i>+ Funded in part by Hardy County CVB TAP Grant www.VisitHardyWV.com</i>	2.5"W 1.25"W 11pt Bottom center or right
Print Ad	1/2 Page	Horizontal Vertical <i>+ Funded in part by Hardy County CVB TAP Grant www.VisitHardyWV.com</i>	1.5"W 1"W 9pt Bottom center or right
Print Ad	1/4 Page	Vertical <i>+ Funded in part by Hardy County CVB TAP Grant www.VisitHardyWV.com</i>	1"W 8pt Bottom center or right
Print Ad	1/6 Page	Vertical <i>+ Funded in part by Hardy County CVB TAP Grant www.VisitHardyWV.com</i>	.75"W 8pt Any Position
Print Ad	1/8 Page	<i>Funded in part by Hardy County CVB TAP Grant</i>	8pt Last text of ad
Print Ad	Under 2.25" wide	<i>www.VisitHardyWV.com</i>	6pt Last text of ad
Print Ad	Classified	<i>www.VisitHardyWV.com</i>	6pt Last text of ad

Broadcast & Radio	Size	Logos Allowed	Minimum Size/Position
Television & Web Video Ads	Variable	Horizontal or Vertical <i>+Funded in part by Hardy County CVB TAP Grant</i> <i>www.VisitHardyWV.com</i> <i>*If announced, say "TAP" to rhyme with "cap"</i>	20% of total screen width Must appear at least 4 Seconds at beginning or end Must be placed in 4 x 3 title safe area. No announce required*.
Radio & Web Radio Ads	Variable	<i>Funded in part by Hardy County CVB TAP Grant</i> <i>www.VisitHardyWV.com</i> Say "TAP" to rhyme with "cap"	3 to 5 Seconds Must be voiced for at least 3 seconds at beginning or end. May not be tied to other copy.

All Internet advertising requires that the Hardy County logo appear in the initial ad and on the ad's click-through page/landing page, defined as the page reached by clicking on that initial communication. In addition, the logo must also link to VisitHardyWV.com. *See exceptions below*

Digital Format	Size	Logos Allowed	Minimum Size/Position
Internet – Banner	728 x 90	Vertical	120 Pixels
Internet – Banner	300 x 250	Horizontal	130 Pixels
Internet – Banner	160 x 600	Vertical	120 Pixels
Internet – Banner	300 x 600	Horizontal	140 Pixels
Internet – Banner	300 x 50 (mobile)	Vertical (or) #HardyCounty	100 Pixels 50 Pixels
Internet – Banner	970 x 250	Horizontal	140 Pixels
Mobile & Social	Variable	Horizontal	50 – 100 Pixels

All ads with dimensions not explicitly listed above will use the following rules.

- Ads with a smallest dimension of less than or equal to **130** pixels will use the icon or “#Hardy County”
- Ads with a smallest dimension between **130** and **300** pixels will use the Vertical logo at a width of 120 pixels
- Ads with a smallest dimension of **300** pixels or higher will use the Horizontal or Vertical logo at a width of 140 pixels

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It is preferable to have the Hardy County CVB logo and “*Funded in part by Hardy County CVB TAP Grant*”, appear on the ad itself, but if you encounter space constraints when working with mobile and social media advertising, the brand does not have to be represented in the initial point of advertising (e.g., mobile ad, Facebook ad, etc.). The Hardy County CVB logo and “*Funded in part by Hardy County CVB TAP Grant*”, however, must appear on the ad’s click-through page, defined as the page reached by clicking on that initial communication. In addition, the logo must also link to VisitHardyWV.com. For example, if you are promoting a Facebook contest with a mobile text, then our logo must appear on the click-through page on Facebook and the logo must be linked to VisitHardyWV.com. All mobile advertising must use landing pages that are optimized for the mobile devices that they target.

Billboard Format	Size	Logos Allowed	Minimum Size/Position
Billboards	Variable	Vertical or Horizontal + www.VisitHardyWV.com	20% of billboard width Any position
Print Literature Format	Size	Logos Allowed	Minimum Size/Position
Brochures, Rack Cards Guides, Inserts, 8.5”x11” Flyers	Variable	Vertical Horizontal + <i>Funded in part by Hardy County CVB TAP Grant</i> www.VisitHardyWV.com	1”W 2”W Front or Back Outside Cover
Post Cards (Must be 100% Direct Mail to qualify)	Variable	Vertical + <i>Funded in part by Hardy County CVB TAP Grant</i> www.VisitHardyWV.com	.75”W 8pt Back - bottom left side