



Hardy County Convention & Visitors Bureau TOURISM ADVERTISING PROGRAM

Event Advertising, Rack Card Grants & Logo Usage Guidelines

Grant applications will be reviewed three times a year.

Applications must be postmarked no later than the deadline:

July 1 (for September 1 – December 31), **November 1** (for January 1 – April 30) and
March 1 (for May 1 – August 31)

- The HCCVB Tourism Advertising Program grants have changed significantly. Please read the grant application and eligibility requirements carefully.
- Incomplete and/or late applications will not be reviewed.
- Notification of award will be ***emailed*** to applicants within 30 days of the deadline.
- Reimbursements for eligible expenses will be mailed within 30 days of receipt by HCCVB of all required documentation (see specific grant application)
- ***Granted advertising with incorrect logo usage will not be reimbursed.*** *See HCCVB Logo Requirements for directions. Contact HCCVB if you have any questions about logo standards.
- Expenses incurred prior to the grant deadline are not eligible for reimbursement

All print advertising, printed literature and eligible marketing materials (i.e. magazines, newspapers, flyers, rack cards, brochures and direct mail): The logo standards clearly identify the minimum sizes and orientations for logo reproduction and the appropriate text to accompany the logo. The alternative is to use the following template in its entirety. Do not stretch or compress the image.



The following logos represent the **Vertical and Horizontal options available**. The logo may also be reproduced in grayscale if needed for a non-color ad. When placing the logo in an ad, it may be adjusted to scale to meet the standards required; do not stretch or compress to fit.



Television Commercials and Radio Ads, Digital & Social Media Advertising (banner ads, e-newsletters, boosted posts, newsfeed ads, right column ads) require very specific sizing and production standards. Your graphic designer should be able to interpret the logo standards for you as they have to work with them regularly. Exceptions are provided for very small ads.

Billboard Advertising: the Hardy County CVB logo and web address (www.VisitHardyWV.com) must be displayed on the bottom right or left of the billboard at no less than 20% of the width of the billboard.

For any questions, please call HCCVB at 304-897-8700 or send email to info@visithardy.com.