

## Lake Norman's Official Visitors' Guide (the only visitors' guide endorsed and approved by Visit Lake Norman!)



Sally Ashworth

"Visit Lake Norman is excited to be working with Lake Norman *CURRENTS* magazine to once again publish our comprehensive Visitors' Guide for the Lake Norman area. This exclusive 5"x8" full color, glossy publication will include listings of area hotels, restaurants and attractions, in addition to locator maps, annual events, and group services offered to those visiting Cornelius, Davidson and Huntersville. Fifteen-thousand copies of this official Lake Norman Visitors' Guide will be distributed inside our Visitor Center, at nine N.C. Welcome Centers and at 19 local hotel properties. It will also be available at our information booth during events and will be used as a sales piece at tradeshow we attend to recruit sporting events, motor coach tours and other groups considering the Lake Norman area.

Our mission at Visit Lake Norman is to positively impact our local and regional economies through tourism. This new marketing endeavor with *CURRENTS* will strengthen our area's resources to maximize visitor spending and further enhance positive visitor experiences. Advertising your business in our first annual VLN Visitors' Guide is a great way for all the hospitality partners to come together and showcase how Lake Norman has become such a desirable vacation and event destination."

Sally Ashworth, CDME

Executive Director, Visit Lake Norman



To reserve your space in Lake Norman's Official Visitors' Guide contact Sharon Simpson, 704-677-9159, Sharon@LNCURRENTS.com

**This is Lake Norman's ONLY official Visitor's Guide endorsed and supported by Visit Lake Norman.**

**Don't be fooled by others!**

Only *CURRENTS* Magazine can bring you this comprehensive guide that will encourage visitors to choose Lake Norman as their vacation destination, as well as encourage event organizers to choose our area for major sporting events/tournaments, business conferences, festivals, banquets or celebrations.

The Official Lake Norman Visitors' Guide will also be available online. One click on your ad and readers will automatically be linked to your web site.



**Advertising Rates:**

Centerfold (2 pages) . . . . .	\$1750
Back Cover . . . . .	\$1000
Inside Front Cover . . . . .	\$875
Page 1 (first right hand page) . .	\$875
Full page . . . . .	\$750
1/2 page (horizontal only) . . .	\$450
1/4 page . . . . .	\$300
1/8 page . . . . .	\$175

**Ad Sizes:**

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Full Page (bleed) . . . . .	5.25" x 8.25"
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1/4 Page . . . . .	2.19" x 3.6"
1/8 Page . . . . .	2.19" x 1.7"
Publication trim size is 5" x 8"	

*CURRENTS* Magazine contract advertisers receive an additional 10 percent off the above rates.

Ask how to increase your ads' visibility by enhancing your directory listing!

**Publishing Date:** August 1, 2016  
**Advertising Deadline:** July 10, 2016

Contact Sharon Simpson to reserve your ad space today  
 704-677-9159 Sharon@LNCurrents.com



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