

# DAVIDSON

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## COUNTY

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### *Who are we?*

DAVIDSON COUNTY MAGAZINE is produced and published by GeoCore Creative, a local multi-media company that lives, works, and champions all that is Davidson County. We have carefully recruited a team of storytellers, artists, and marketing strategists to produce Davidson County Magazine. We believe that Davidson County offers a wealth of outdoor recreation, arts, historical and cultural sites, and activities for residents and visitors alike to celebrate and explore. It's time we share that!

Publisher • GeoCore Creative  
Creative Director • Grace Kanoy  
Editor-in-Chief • Kim H. Kanoy  
Director of Photography • Cary Kanoy  
Graphic Design • Kim H. Kanoy

Partner • Tourism Recreation Investment  
Partnership for Davidson County Foundation

### *Who are our Readers?*

DAVIDSON COUNTY, the magazine is published for native residents, new residents, visitors, tourists, and prospective business investors who are looking for interesting things to do, a place to live, a place to visit, and/or a place to establish a business.

### *Where will you find us?*

We have a circulation of 10,000 copies distributed throughout Davidson County and surrounding areas (Triad & Charlotte), hotels (welcome packets), boutiques, restaurants, grocery stores, retail outlets, medical offices, banks, community colleges, career fairs, relocation packets, community centers and YMCAs in Davidson County and the Piedmont, and tourism visitor centers statewide.

For an updated list of our distribution, visit [davidsoncountymag.com/find-us](http://davidsoncountymag.com/find-us)

FREQUENCY: TWICE A YEAR

## *Editorial Calendar*

### SPRING/SUMMER 2017: VINTAGE TRAIL

- Threshers Reunion
- 11-Acre Flea Market - How to Shopping Guide
- Art Business: Antiques, Upcycle, Recycle boutique and discount circuit
- DISTINCTLY DAVIDSON: Vintage Wines

#### VINTAGE ART

- H. Lee Waters Photography
- Uptown Lexington: H. Lee Waters Walking Trail
- Artist: Tattoo Artist, Justin Sams

#### MUSIC

- In Search of Blue Grass

#### FOOD

- Farms: Sandy Creek (Blue Berries)
- Bees & Honey—Art of Beekeeping
- Traditional Herbs: Gentle Harmony Farms
- Art of Vintage Food & Drink: Jimmy's Bar/The Parlour

Extras: Greenway/Blueway updates

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Ad Space Reservation: JANUARY 20, 2017 | Ad Submission Deadline: FEBRUARY 3, 2017 | Issue releases April/May 2017

Editorial Content is subject to change.

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### FALL 2017

MOTION:  
Planes, Trains and Automobiles

### SPRING 2018

THE HISTORY ISSUE:  
To Preserve and Trust  
Farmland Preservation

### FALL 2018

GOT GAME:  
Hunting & Fishing  
Wildlife Issue

# Advertise with us

When you advertise with Davidson County Magazine, it is about brand building and community building. These two goals coincide. We seek advertisers who recognize the attractiveness of and the commodities within our county and desire to share our resources to build a stronger economy. Your advertisement receives a 6-month exposure period throughout Davidson, Forsyth, Guilford, Mecklenburg Counties and is distributed in N.C. Visitor Centers across the state. Your advertisement makes a difference! TOGETHER WE MAKE AN IMPACT and increase business awareness!

When advertising with us, PLEASE be sure we have your ad reservation before sending artwork. Thank you!  
(Contact information is below.)

**ALL ADVERTISING IS FIRST-COME, FIRST-SERVED.**

Distribution sites: [davidsoncountymag.com/find-us](http://davidsoncountymag.com/find-us)

## Ad Rates

### PREMIUM POSITIONS

BACK COVER	\$3695
INSIDE FRONT	\$3395
INSIDE FACING COVER	\$3095
INSIDE BACK COVER	\$3095
TWO PAGE CENTER	\$4295

\*10% discounts per ad on 2x runs for above rates, premium and standard rates.

### STANDARD POSITIONS

FULL PAGE	\$2695
HALF PAGE vertical	\$1695
HALF PAGE horizontal	\$1495
THIRD PAGE	\$1295
QUARTER PAGE	\$1095

\***DIRECTORY SIXTH PAGE** \$350.00

\*Directories are grouped together: Advertiser supplies ONE PHOTO and 15 to 20 words business description (MUST include either a website address/an email address/ or a business phone number—see directory page layout example in this tool kit.

### **AD SPACE RESERVATION Deadline:**

Spring/Summer 2017: JANUARY 20, 2017  
Issue releases April/May 2017

### **AD ART SUBMISSION Deadline:**

Spring/Summer 2017: FEBRUARY 3, 2017

## Contact Us:

To reserve ad space contact

Grace Kanoy: [grace@davidsoncountymagazine.com](mailto:grace@davidsoncountymagazine.com) | Kim H. Kanoy: [kim@davidsoncountymagazine.com](mailto:kim@davidsoncountymagazine.com)

If needed, we offer ad design at \$75/hour and professional photography—\$185 for location fee that includes one “photo location and photo image.” Additional photos \$40/each.

# Advertising Specifications

## **Please be certain we have the ad reservation BEFORE sending ad artwork!**

(For ad reservations, contact: [grace@davidsoncountymagazine.com](mailto:grace@davidsoncountymagazine.com) | [kim@davidsoncountymagazine.com](mailto:kim@davidsoncountymagazine.com))

Please have your ad designer review the following guidelines prior to sending your ad in order to provide the best print reproduction possible. Any materials submitted must be clearly labeled with your company's name, issue identification date (i.e. Spring 2017), and ad size (i.e. QtrPage). \*We offer design services—see below for information.

### **AD SIZES:**

Two-Page Spread

Bleed: 17.25" w x 11.25" h

Live area: 16.5" w x 10.5" h

DO NOT PUT IMPORTANT INFO  
(Text, etc.) IN SPREAD GUTTER!

Half Page (Horizontal)

7.5" w x 4.5" h

Third Page 7.5" w x 3.5" h

Quarter Page 3.5" w x 4.5" h

Full Page

Bleed: 8.75" w x 11.25" h

Live area: 8" w x 10.5" h

Directory Ad 2.125" w x 2.5" h

(Market & Restaurant Directories Only)

Half Page (Vertical)

3.5" w x 9.75" h

### **FILE REQUIREMENTS:**

We only accept **HIGH RESOLUTION CMYK PDFs** with fonts embedded.

**Images:** High-res images (including logos) must be a minimum of 300 DPI AT FINAL SIZE (PLACED IN LAYOUT). Do not resample a file larger than its original size. Make sure all images are linked before creating PDF files.

**Color:** All files must use CMYK process colors. This includes all images, fonts and graphics. We do not accept RGB files or SPOT colors.

**Fonts:** All fonts must be fully embedded (no subsets) in the PDF file or outlined as paths.

**Spreads:** For two-page spread ads, please create your PDF as SPREADS, not single pages.

Email your advertisement (if under 10 MB) to: [ads@davidsoncountymagazine.com](mailto:ads@davidsoncountymagazine.com)

If file is larger than 10 MB, please use WeTransfer or High Tail to transfer ad artwork.

Additional charges (\$20 minimum) will be incurred by the advertiser if files are not submitted per specs; advertiser will be notified and is then responsible for resubmitting corrected specification file(s).

### **\*ADDITIONAL SERVICES AVAILABLE:**

Professional Photography: \$185 location fee includes one "photo location and photo image."  
Additional photos \$40/each.

Custom ad design \$75/hour. Copywriting service available—pricing upon request.

### **AD ART SUBMISSION DEADLINE:**

Spring/Summer 2017: **February 3, 2107**

# DAVIDSON COUNTY MAGAZINE Ad Size Options

half page  
Vertical  
3.5" w x 9.75" h

quarter page  
3.5" w x 4.5" h

third page  
7.5" w x 3.5" h

Sizes shown here are reduced scale for reference.  
The measurements given are the correct size.

directory ad  
2.125" w x 2.5" h  
Photo size: 2.125" w x 1.5" h  
(shown by dotted line)

**ACTUAL SPACE SIZE shown here!**

directory ad text position here

half page  
Horizontal  
7.5" w x 4.5" h

full page 8.5" w x 11" h  
with bleed 8.75" w x 11.25 h  
Live area 8" w x 10.5" h

2-page spread 17" w x 11" h  
with bleed 17.25" w x 11.25" h;  
Live area 16.5" w x 10.5" h

**(Note: Avoid placing pertinent info (especially text)  
across gutters!  
We cannot guarantee precise reproduction if  
pertinent info crosses gutters.)**

Sizes shown here are reduced scale for reference.  
The measurements given are the correct size.

magazine

# DAVIDSON

COUNTY

## ADVERTISING CONTRACT

BILLING NAME: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_

TEL: \_\_\_\_\_ EMAIL: \_\_\_\_\_

WEBSITE: \_\_\_\_\_

BILLING ADDRESS: \_\_\_\_\_  
STREET NO. STREET NAME

CITY STATE ZIP

PHYSICAL ADDRESS (IF DIFFERENT) \_\_\_\_\_  
STREET NO. STREET NAME

CITY STATE ZIP

### AD SPACE RESERVATION DEADLINE:

Spring/Summer 2017: **JANUARY 20, 2017** | Issue releases May 2017

### AD ART SUBMISSION DEADLINE:

Spring/Summer 2017: **February 3, 2107**

QUESTIONS CONCERNING ADS, CONTACT: Kim Kanoy, [kim@davidsoncountymagazine.com](mailto:kim@davidsoncountymagazine.com)

PREMIUM POSITION RATES		STANDARD POSITION RATES	
___ BACK COVER	\$3695.00	___ FULL PAGE	\$2695.00
___ INSIDE BACK COVER	\$3095.00	___ HALF PAGE HORIZONTAL	\$1495.00
___ INSIDE FRONT COVER	\$3395.00	___ HALF PAGE VERTICAL	\$1695.00
___ PAGE 3	\$3095.00	___ THIRD PAGE	\$1295.00
___ TWO-PAGE CENTERFOLD	\$4295.00	___ QUARTER PAGE	\$1095.00
*10% discount per ad for 2x runs on premium rates.		*10% discount per ad for 2x runs on standard rates.	
<b>MARKET AND RESTAURANT DIRECTORIES</b> —Based on 9 ads per page			
___ Directory Ad (1 photo, 15 to 20 words, include EITHER web/email address OR phone no. —not all three, only one will be chosen by publisher if more than one is provided.)	\$350.00		

Rates are subject to change with production of each issue.

magazine

# DAVIDSON

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COUNTY

## ADVERTISING CONTRACT

### TERMS

This contract for advertising space constitutes a contract between GeoCore Creative, publisher of Davidson County Magazine (hereinafter referred to as “Publisher”) and the client and/or his agent (hereinafter referred to as “Client”). Both parties hereby agree to the following conditions:

Publisher has the right to refuse any advertisement or advertising. Publisher shall not be bound by any promises or contracts not contained herein, nor shall any such promises or contracts relieve the Client of their obligations hereunder.

### 1. BILLING AND PAYMENT

Davidson County magazine accepts checks and credit cards. Client shall make such payment to the office of the Publisher as indicated herein:

Davidson County Magazine  
141 Sallie Drive  
Thomasville, NC 27360

*Please make checks payable to GeoCore Films.*

Payment for advertising must be made in full as specified on this contract. Advance payment is required for first time advertisers. Payment must be received within 5 days prior to space reservation deadline or ad will not be published. Returning/repeat advertisers—Invoice terms—net 30 days from receipt of invoice. 1.5% monthly finance charge is assessed on late payments. Accounts 90 days or more past due will be sent to an outside collection agency. A \$20 fee will be charged for returned checks.

In the event that payment is not made by the Client in accordance with the conditions of this contract, the Client agrees to pay for fees incurred by Publisher to obtain collection. Publisher also has the right to not insert the advertisement if payment has not been made by Client. In the event that timely payment is not made, Publisher may reject advertising copy or cancel this agreement. If the agreement is canceled at any time due to the advertiser not making timely payments, Publisher may re-bill the Client for any outstanding balances.

### 2. CANCELLATION AND FEES

The Client has three (3) days from date of contract herein to cancel without penalty. Cancellations must be received in writing by email to: [ads@davidsoncountymagazine.com](mailto:ads@davidsoncountymagazine.com)

A cancellation fee of \$50 will be incurred by the Client for canceling any ad after the submission deadline date. In the event the Client chooses to withdraw the ad anyway, Publisher reserves the right to run any ad or verbiage it sees fit in the aforementioned space.

### 3. LIMITATION OF LIABILITY

In the event of an error by the Publisher, the Publisher may reprint the corrected ad in the next available issue as a make-good gesture. The Publisher’s liability for any error will not exceed the cost of the advertisement in question. Publisher cannot be held responsible for failure to produce and/or deliver on time due to accidents, strikes, national emergency, acts of nature or other circumstances beyond its control. Unless otherwise specified by the Client in

writing, the Publisher reserves the right to use, at its discretion, photographs taken for advertisements in editorial portions of any publications produced by Publisher. Model releases for subjects used in the photographs will be the responsibility of the Client.

Client agrees unconditionally to indemnify Publisher, its officers and agents, against any and all loss, liability and expense incurred by any claims of plagiarism, copyright infringement or any other claim or suits based on the content of advertising or information submitted by such Client or its agency.

Publisher shall not be liable for any consequential, incidental or other damage for failure to include the submitted copy in its publication, or for errors in same, but shall be liable only to the reasonable proportion of the purchase price actually paid by the Client.

**5. ADVERTISEMENT MATERIALS, SUBMISSION, AND PROOFS**

Client is solely responsible and liable with respect to the content submitted for publication herein and Davidson County Magazine is not responsible for any claims arising there from. Client shall indemnify and hold Davidson County Magazine/GeoCore Creative harmless from any and all damages resulting from publication of the content submitted by the Client.

Client acknowledges that production costs will be charged if digital ad is not supplied. All digital advertisements and materials to be provided by Client are required to be delivered by the deadline specified on the rate card. If materials are not received by the deadline, Client forfeits any and all payment made toward the reservation of space and, in turn, is responsible for the total cost of the ad plus any expenses Publisher has incurred on the Client's behalf. No proof of this copy is required to be provided to the Client.

Publisher assumes no liability for errors in photographs, color choices, copy or copy alterations following Client's final approval of advertisement or Client's failure to respond to proofing requests. Changes made after Client's second proof, not due to Publisher's error, will be billed at \$75.00 per hour. Charges incurred will be billed and due within 30 days. Failure by Client to acknowledge or return the Ad Proof will not alter contract payment terms or obligations.

Files submitted must be sent as high resolution (300 DPI) PDF formatted files with fonts embedded. We do not accept programs/files that are not compatible with Macintosh (i.e. MS Publisher, MS Word, Corel, etc.)

Digital/Supplied ads: It is understood by all that the files are accurate and ready to print as the Client intended and were approved prior to submission. Publisher will not send an approval or proof to the Client after file/artwork submission. Any additional charges or fees incurred by Publisher due to problems with supplied files will be billed to the Client with a detailed explanation of the problem. Charges incurred will be \$45.00 per hour and due within 30 days.

**We (I) understand, sign and date the terms of this contract.**

Print Name \_\_\_\_\_

Company Name \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_



# Davidson County Perks and Picks

## Shop



### P & G Antiques

Step back into time.  
Antiques and collectibles.  
E. Main St. Thomasville, N.C.



### Bud's Beard Oil

Small batch hand-crafted beard oil  
using 9 different essential oils.  
BudsBeardOil.com



### Fairgrove Music

Repairs for stringed instruments.  
Carbon-fiber bows.  
FairgroveMusic.com

## Eat & Drink



### Towne Centre Diner

Southern comfort food. Scratch-made  
daily specials and the *ultimate*  
banana pudding. Open 7 days/week.  
townecentrediner.com



### Jimmy's Bar

Open Fridays & Saturdays only.  
Enjoy vintage cocktails in a welcoming  
environment. Above Shoto's Restaurant  
in downtown Lexington, N.C.



### Perfect Blend

Café featuring in-house roasted coffee.  
Pastries and light fare available too.  
Best brew in town!  
perfectblendcoffeeshop.com

## See & Do



### H. Lee Waters Photography

Photographer H. Lee Waters  
seen at Davidson County  
Historical Museum in Lexington, N.C.  
hleewaters-photography.com



### Boone's Cave Trails

Hike/bike/paddle the  
Yadkin River Trails and Blueway.  
Davidson County, N.C.



### Junius Lindsay Vineyards

Junius Lindsay Vineyard boasts North  
Carolina's only open air Tasting Room  
with a breathtaking view of vineyards.  
juniuslindsay.com



# Distribution

Currently, we are increasing distribution outlets for our magazine. (10,000 copies printed.) Check weekly for new locations in Thomasville, Lexington, Winston-Salem, High Point and Greensboro. Also located in NC Visitor's Centers. For an updated list, visit: [davidsoncountymag.com/find-us](http://davidsoncountymag.com/find-us)

## LEXINGTON

City of Lexington: Community & Business Development  
Childress Vineyards  
Uptown Lexington  
Perfect Blend Coffee Shop  
Lexington Tourism + Relocation Packets  
High Rock Outfitters  
Lake Front Properties  
Shoto Restaurant & Jimmy's Bar  
The Candy Factory  
Davidson County Health Department  
Davidson County Airport

### *Food Lion Locations:*

291 Talbert Blvd.  
1989 Cotton Grove Rd.  
848 North Winston Rd.  
140 Forest Hill Rd..

### *HOTELS*

Affordable Suites of America,  
Holiday Inn Express Hotel, The Vineyard

### *EVENTS*

Yadkin Riverkeeper Paddle-A-Thon

## THOMASVILLE

Chartreuse Barn  
Choo Chews Restaurant  
First Impressions Barber Shop  
The Frame House  
Hill Farm & Garden Center  
Left Lane Productions  
P & G Antiques  
The Menz Room Hair & Beard Parlor  
Tom A. Finch YMCA  
Thomasville Public Library  
Thomasville Visitor's Center  
Wells Fargo Bank

### *Food Lion Locations:*

13 Cloniger Dr.  
8275 S. Highway 109  
902 West Cooksey Dr.  
Davidson County Community College

## WALLBURG

Towne Centre Diner  
Wallburg Emporium

## HIGH POINT

Company's Coming  
DeBeen Espresso/Pure Light Yoga  
Edward Jones, Penny Road  
Great Clips  
Heads North Salon  
High Point Chiropractic  
JH Adams Inn  
Real Kitchen & Market  
Triad Fitness Center  
Yoga Mindset

### *Harris Teeter Locations:*

265 Eastchester Dr.  
1589 Skeet Club Rd.

## GREENSBORO

Guilford College Farm CSA  
Whole Foods, Friendly Center  
Midtown Olive Oil, Friendly Center  
Talbots, Friendly Center

### *Harris Teeter Locations:*

5710 - W. West Gate City Blvd  
4640 West Market St.  
3310 Friendly Ave.  
2639 Lawndale Dr.  
701 Francis King St.  
3357 Battleground Ave  
4010 Battleground Ave  
1605 New Garden Rd.  
401 Pisgah Church Rd.

## KERNERSVILLE

*Harris Teeter:* 971 S Main St.

## WINSTON-SALEM

Cycle Your City  
Mock Orange Bikes  
*Harris Teeter Locations:*  
420 S Stratford Rd  
2281 Cloverdale Ave.  
150 Grant Hill Lane  
1955 N Peacehaven Rd.  
5365 Robinhood Rd.  
2835 Reynolda Rd.

## CHARLOTTE

### *Harris Teeter Locations:*

8600 University City Blvd  
9641 Brookedale Dr.  
5706 Wyalong Dr.  
3100 Weddington Rd.  
325 W. 6th St.  
1227 East Blvd  
5030 Park Rd.  
4101 Park Rd.  
8538 Park Rd.  
6701 Morrison Blvd  
112 S. Sharon Amity Rd.  
7823 Colony Rd.  
3333 Pineville-Matthews Rd.  
4100 Carmel Rd.  
1621 Sardis Rd. N.  
15007 John J. Delaney Dr.  
9720 Rea Rd.  
11516 Providence Rd.  
10616 Providence Rd.  
7852 Rea Rd.  
16625 Lancaster Hwy  
16045 Johnston Rd.  
13000 York Rd.

## INDIAN TRAIL

*Harris Teeter:* 6610 Old Monroe Rd.

## MATTHEWS

### *Harris Teeter Locations:*

1811 Matthews Township Pkwy  
15080-P Idlewild Rd.  
1351 Chestnut Ln.

## MINT HILL

*Harris Teeter:* 7036 Brighton Park Dr.

## WAXHAW

*Harris Teeter:* 8157 Kensington Dr.

## WESLEY CHAPEL

*Harris Teeter:*  
5920 Monroe-Weddington Rd.

## WEDDINGTON

*Harris Teeter:*  
13639 Providence Rd.