

HENDERSONVILLE CHAMBER CITY GUIDE.



BUSINESS SPOTLIGHT & ADVERTISING PARTICIPATION GUIDELINES

The Hendersonville City Guide is designed to be a polished, editorial-style publication showcasing the businesses, people and places that make Hendersonville unique. To maintain a consistent, professional look throughout the guide, all participating businesses will follow the editorial, photography and design guidelines outlined below.

Participation Opportunities

Four-Page Business Spotlight — \$4,000

Includes a professionally written, photographed as needed, and designed four-page editorial feature, plus 10 complimentary copies of the 2027 City Guide.

Initial Availability: 6

Two-Page Business Spotlight – \$2,500

Includes a professionally written, photographed as needed, and designed two-page editorial feature, plus 5 complimentary copies of the 2027 City Guide.

Initial Availability: 10

One-Page Business Spotlight – \$1,500

Includes one full-page advertising placement within the Hendersonville City Guide. Specifications and submission requirements for one-page advertisements will be provided separately. Also includes 2 complimentary copies of the 2027 City Guide.

Initial Availability: 10

Business Listing – \$500

Includes a standardized designed business feature incorporating one photograph, business logo and designated contact information. Business Listings will appear within shared feature spreads and will follow the established Hendersonville City Guide format to maintain equal sizing and visual consistency. Final photography selection, logo placement and design will be determined by the City Guide editorial and design team. Also includes 1 complimentary copy of the 2027 City Guide.

Initial Availability: 15

Featured Listing – \$300 (Dining • Wellness • Home & Real Estate)

Includes the business name and designated contact/business information within one of the Hendersonville City Guide's themed category features. Featured Listings will follow a standardized format to maintain equal sizing and visual consistency throughout each section.

Maximum Available: 21 per category

All Hendersonville Chamber members will receive their standard listing in the Chamber Member Directory at no additional charge as a benefit of Chamber membership.

Business Spotlight packages guarantee the number of pages purchased – two or four pages. Additional pages are not included, and features will not be reduced below the purchased page count.

All participation opportunities are subject to availability. Initial quantities may be adjusted by the Hendersonville Chamber based on the overall mix of reservations, final editorial content and total publication page count. Featured Listings are limited to 21 per category based on the established themed feature format.

Key Dates

Sales Deadline – November 1, 2026

The deadline to reserve space in the Hendersonville City Guide is November 1, 2026.

Publication Rollout – January 1, 2027

The Hendersonville City Guide is scheduled to officially roll out beginning January 1, 2027.

Editorial Process

Once participation in a Business Spotlight is confirmed, each business will receive a questionnaire from **Rick Murray, the City Guide's professional copywriter and photographer**. The questionnaire will help Rick gather the information needed to develop the business's editorial feature.

Completed questionnaires must be returned **within one week of receipt**.

Questionnaire responses will serve as source material for the Business Spotlight and may be edited, condensed or reorganized for length, clarity, grammar, consistency and overall editorial style. Responses may not necessarily appear verbatim in the final feature.

Photography

Business Spotlight participants may provide their own professional, high-resolution photography for consideration. All submitted photography is subject to review and is not guaranteed to be used. The City Guide editorial and design team reserves the right to decline submitted photography based on image quality, resolution, composition, subject matter or compatibility with the overall publication.

If suitable photography is not available, **Rick Murray will coordinate a professional photo session with the business at no additional charge. Photography is included as part of the Business Spotlight package.**

The number, type and selection of photographs taken and ultimately used will be determined by the editorial and design team based on the needs of the feature and whether the business has purchased a two-page or four-page Business Spotlight.

Photography sessions are intended to capture the images necessary for the Hendersonville City Guide feature and are not intended to serve as a complete commercial photography session or image library for the participating business.

Design & Layout

All Business Spotlights will be professionally designed within the established Hendersonville City Guide style to create a cohesive, premium publication from beginning to end. The City Guide will be produced as a hardbound publication with a foil-stamped cover, reinforcing the elevated, keepsake quality of the finished piece.

Individual businesses will not select page layouts, fonts, colors, photograph placement or other design elements. Final creative and design decisions will be made by the City Guide editorial and design team.

Placement of Business Spotlights, advertisements, Business Listings and Featured Listings within the publication will be determined by the editorial and design team based on the overall flow and composition of the City Guide.

Specific page placement is not guaranteed.

Proofing & Factual Accuracy

Business Spotlight participants will receive a proof of their completed feature for **fact-checking purposes only**.

This proof provides an opportunity to identify factual errors such as incorrect names, titles, addresses, phone numbers, website addresses, dates or other business information. It is not an opportunity to request changes to the editorial approach, photography selection, page design, layout, typography, colors or other creative decisions.

Businesses are responsible for carefully reviewing all factual information during the proofing period and submitting any factual corrections by the stated deadline. Once the proofing deadline has passed, the City Guide team cannot guarantee that additional corrections can be made.

Business Information & Brand Assets

Participating businesses are responsible for providing complete and accurate business information, including names, titles, addresses, phone numbers, websites and other requested information.

Logos should be supplied in vector format whenever possible (AI, EPS, SVG or print-quality PDF). Any photographs, logos or additional graphics supplied by the business must meet publication-quality standards.

The City Guide design team reserves the right to determine whether supplied logos, photographs or graphics are appropriate for use within the established design of the publication.

Payment, Cancellation & Refund Policy

Space is considered reserved once the business has submitted its commitment and any required payment or deposit. Payment must be made according to the terms and deadlines established by the Hendersonville Chamber.

Cancellations must be received in writing by November 1, 2026. Cancellations received after

November 1, 2026 may be non-refundable. Once editorial development, photography, writing or design work has begun, payments made toward a Business Spotlight, advertisement or listing may be considered non-refundable.

Failure by a participating business to provide questionnaires, photography, information, advertisements or other requested materials by the established deadlines does not automatically constitute cancellation and does not relieve the business of its financial commitment.

Any cancellation, refund or payment exceptions will be at the discretion of the **Hendersonville Chamber**.

Final Editorial & Creative Authority

The Hendersonville City Guide is an editorial-style publication designed to maintain a consistent, premium look throughout. Business Spotlights serve as the publication's signature editorial features, complemented by select advertising, Business Listing and Featured Listing opportunities.

By participating, businesses agree to allow the City Guide editorial and design team to determine the final writing, photography selection, design, layout and placement necessary to maintain the quality and visual consistency of the publication.

Our goal is to create a beautiful, cohesive guide that showcases Hendersonville and its business community while offering businesses a variety of meaningful ways to participate.

Participation Agreement

I have reviewed and understand the **Hendersonville Chamber City Guide Business Spotlight & Advertising Participation Guidelines**, and agree to the terms outlined in this document. I confirm that I am authorized to make this commitment on behalf of the business listed below.

Business/Company Name: _____

Contact Name: _____

Email: _____ Phone: _____

Participation Selected:

☐ Four-Page Business Spotlight — \$4,000

☐ Business Listing — \$500

☐ Two-Page Business Spotlight — \$2,500

☐ Featured Listing — \$300

☐ One-Page Advertisement — \$1,500

Category: ☐ Dining ☐ Wellness ☐ Home & Real Estate

Total Commitment: \$ _____

Authorized Signature: _____

PRINTED NAME: _____

DATE: _____

