

## 2017 ADVERTISING OPPORTUNITIES

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### Our Reader

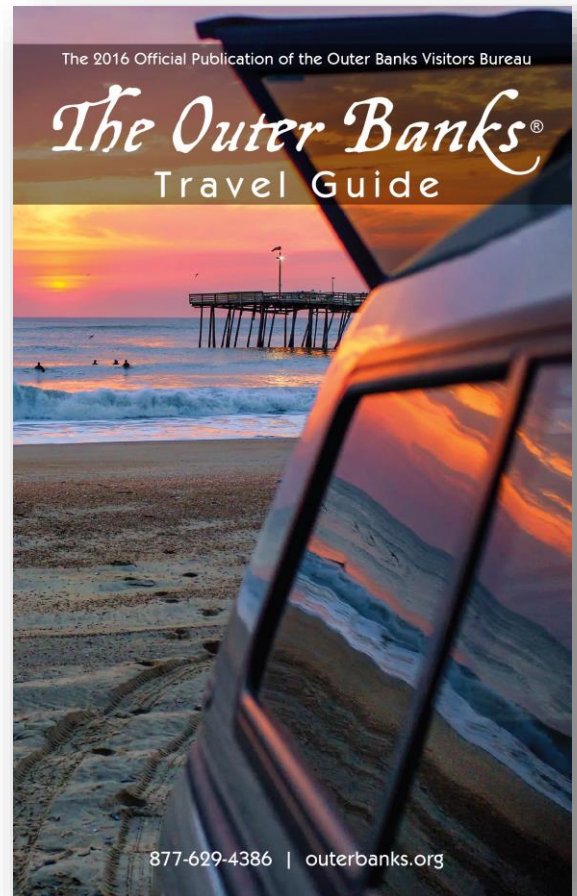
THE OFFICIAL OUTER BANKS TRAVEL GUIDE is the primary fulfillment piece of the Outer Banks Visitors Bureau. Our readers seek to learn more about the Outer Banks, accommodations, cuisine and restaurants, museums, historical sites and attractions, events and things to do while visiting.

### Our Guide Works Because

**Ideal Timing**, Ready for distribution in the fall of 2016, ahead of many other popular travel destinations. By placing the Guide in the hands of potential visitors first, **we reach a majority of these people at the perfect time - while they're making travel plans.** Plus, your ad works for you an entire year because the Outer Banks Visitors Bureau sends the Travel Guide out all year long!

**Virtual Guide**, Viewers are able to flip through on-line pages of the book to access the same details as in the printed version, including your advertisement. **Viewers are able to click on your online advertisement and go straight to your web site.**

**Promotional Support**, The Outer Banks Visitors Bureau's **multimillion-dollar media advertising campaign directs potential travelers to the Travel Guide.** Get your business' information in the hands of people actively planning their Outer Banks trip!



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Media mix includes magazines-*Southern Living*, *Oprah*, and *Our State* just to name a few- and geo-targeted internet advertising through **Ad Networks, Lead Gen programs** and on search engine sites like **Google**.

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## Our Reach

Everyone who calls, emails or writes for travel information about the Outer Banks receives a copy of THE OUTER BANKS OFFICIAL TRAVEL GUIDE. The guide is also distributed throughout the year to the state's welcome centers, regional visitors centers, AAA offices, travel agencies, and other tourism authorities in the US and Canada. This is the Outer Banks' only marketing piece that is mailed out of market to our top feeder markets such as District of Colombia, Maryland, New Jersey, New York, North Carolina, Ohio, Pennsylvania, Virginia, West Virginia, and Canada.

**Reach over 400,000 consumers with The Outer Banks Travel Guide**

**Families – Individuals – Fishermen – Golfers – Senior Citizens – Wedding Planners –  
Newlyweds – Group Tour Operators – Meeting Planners**

**Requested by visitors in all U.S. states and territories.**

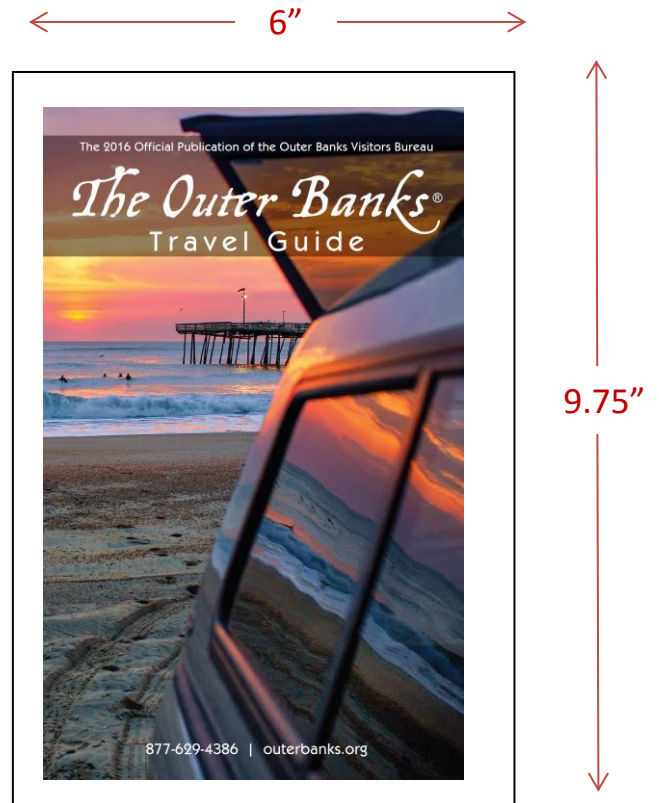
**Top markets include District of Colombia, Maryland, New Jersey, New York, North Carolina, Ohio, Pennsylvania, Virginia, West Virginia, and Canada**

## 2017

**Same Great Size,** This year's Guide is staying the same size as the redesigned and enlarged 2016 Guide! The larger Guide size makes a bigger impact on readers, while still remaining compact enough to carry along. Tossed in a suitcase, rolled up in your back pocket, or in the glove box the Travel Guide remains a versatile easy travel companion.

**Same Great Layout,** The easy to read and navigate layout in the 2016 Travel Guide is back. Lodging and restaurant listings for the Outer Banks will be shown in a reader-friendly grid format. The Guide will also include a map of key area attractions and other useful information.

Size is 6" x 9.75".



# 2017 ADVERTISING RATES & SPECS

## ENHANCED LISTING

<b>Company Name Bolded</b>	\$ 200
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## STANDARD POSITIONS

<b>Full Page</b>	\$ 7,700
<b>Half Page</b>	\$ 5,400
<b>Quarter Page</b>	\$ 4,100

## PREMIUM POSITIONS

<b>Inside Back Cover*</b>	\$ 8,800
<b>Page 3 in Guide *</b>	\$ 8,800
<b>Placement in 1<sup>st</sup> 1/3 of Guide*</b>	\$ 8,200

## 2017 PRINT AD DEADLINES

- Ad Reservation/Space Deadline: July 29, 2016
- Artwork Deadline: August 19, 2016

EMAIL OR  
MAIL ARTWORK TO:  
Outer Banks Visitors Bureau  
ATTN: Lorrie Love,  
1 Visitors Center Circle,  
Manteo, NC, 27954  
Email: [love@outerbanks.org](mailto:love@outerbanks.org)  
Phone: 252.473.2138

**ADDED VALUE:** All current website advertisers will receive a 5% discount on your printed 2017 Outer Banks Travel Guide Ad. For more information on [outerbanks.org](http://outerbanks.org) advertising, please contact Meredith Sasser with Destination Travel Network (DTN) at [msasser@destinationtravelnetwork.com](mailto:msasser@destinationtravelnetwork.com)

## AD FILE SPECIFICATIONS:

Please be aware that "gutter loss" of up to ½" may occur.

All ads MUST be accompanied by a color proof and MUST be built to exact sizes.

All digital ads can be submitted via regular mail or uploaded to our FTP site (email for details).

Digital ads may be submitted via EMAIL with prior approval.

Digital ads may be submitted via Dropbox.

All standard media accepted: CD, DVD, or electronically via FTP.

\*PDF (preferred)

PDF/X – 1a required. (PDF's with "Press Quality job options accepted)

All fonts MUST be imbedded.

All graphics MUST be 300 DPI or higher.

All printers marks and bleeds must be turned off.

\*EPS (Photoshop, Illustrator)

350 DPI CMYK, all text to curves/paths, etc.

<b>FULL PAGE</b>  <b>5.5" x 9.25"</b>  (5-1/2" x 9-1/4")  <b>NO BLEED</b>	<b>1/2 PAGE</b>  <b>5.5" x 4.5"</b>  (5-1/2" x 4-1/2")  <b>NO BLEED</b>	<b>1/4 PAGE</b>  <b>2.625" x 4.5"</b>  <b>NO BLEED</b>
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# 2017 ADVERTISING CONTRACT & ARTWORK AGREEMENT

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Business Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Phone/Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Size of Ad Space Requested: *(Space Deadline: July 29, 2016)*

\_\_\_ Inside Back Cover \$8,800\*

\_\_\_ Placement in 1<sup>st</sup> 1/3 of Guide \$8,200\*

\_\_\_ Page 3 \$8,800\*

\_\_\_ Full Page Color \$7,700

\_\_\_ ½ Page Color \$5,400

\_\_\_ ¼ Page Color \$4,100

\_\_\_ Enhanced Listing \$200\*\*

*\*Minimum full page ad size for inside back cover, page 3 and for 1<sup>st</sup> 1/3 of Guide ad placement*

*\*\* Enhanced listing free for advertisers who purchase a ½ page or larger*

Total Contract Amount: \$ \_\_\_\_\_

**It is the advertiser's responsibility to ensure that they or the designated ad agency provide the Outer Banks Travel Guide the advertising artwork that meet the specifications no later than August 19, 2016.** The production schedule for the Guide requires that this deadline be met. If artwork is not received by this deadline, your ad may not be included in the Guide. All ads must be accompanied by a color proof.

Agency or Company producing your Ad: \_\_\_\_\_

Contact Person at Ad Agency: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

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Please send contract, payment  
(Please make check payable to Outer Banks Travel Guide) and artwork to:  
Outer Banks Visitors Bureau  
ATTN: Lorrie Love  
One Visitors Center Circle, Manteo, NC 27954  
(252)473-2138; (252)473-5777 (FAX)

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*SIGNATURE OF OWNER, MANAGER, OR AUTHORIZED PERSON*