

DUCK COROLLA

AND THE OUTER BANKS



MEDIA KIT

PRINT + ONLINE + SOCIAL

Mild to Wild | Beach Bites | Worth the Drive | Soul Revival | Get the Goods | Rest Assured | Summer Reads

★ PREMIUM PAGE PACKAGE

Full page, bleed ad in Duck, Corolla & the Outer Banks

- Complimentary ad design
- Ad placement in our digital, online magazine
- Expanded web listing in one vendor category, including:
 - Logo
 - Contact information
 - 300-word business description
 - Live links to email, map, and website
 - Live links to social media, video, menu
 - 8 gallery photos*(all information to be supplied by client)*
- Ability to submit content to our social media
- Cross-promotion of your business and events on our social media pages

Cost:	Back Cover	3,140
	Inside Cover and Page 1	3,025
	Center Spread	5,945
	2-Page Spread Advertorial	5,845



★ HALF PAGE PACKAGE

Half page ad in Duck, Corolla & the Outer Banks

- Complimentary ad design
- Ad placement in our digital, online magazine
- Web listing in one vendor category, including:
 - Logo
 - Contact information
 - 150-word business description
 - Live links to email, map, and website
 - Live links to social media
 - 6 gallery photos*(all information to be supplied by client)*
- Ability to submit content to our social media
- Cross-promotion of your business and events on our social media pages

Cost: 1,750

DISCOUNTS

- 5% discount for pre-payment, with signed contract
- 5% discount for multiple ads placed with Three Dog Ink products (discount applied to lesser billed ad)
- Installment payments can be offered to established accounts in good standing
- We accept all major credit cards

★ FULL PAGE PACKAGE

Full page, bleed ad in Duck, Corolla & the Outer Banks

- Complimentary ad design
- Ad placement in our digital, online magazine
- Expanded web listing in one vendor category, including:
 - Logo
 - Contact information
 - 300-word business description
 - Live links to email, map, and website
 - Live links to social media, video, menu
 - 8 gallery photos*(all information to be supplied by client)*
- Ability to submit content to our social media
- Cross-promotion of your business and events on our social media pages

Cost: 2,360



★ QUARTER PAGE PACKAGE

Quarter page ad in Duck, Corolla & the Outer Banks

- Complimentary ad design
- Ad placement in our digital, online magazine
- Web listing to include:
 - Logo
 - Contact information
 - Website link

Cost: 1,300



★ A LA CARTE ITEMS

- **Web Only Listing** - includes logo, contact information, and website link 1,300
- **Featured Vendor Listing** - at top of category page (w/ purchase of full page ad) 300
- **Additional Category Listing** 150/each
- **Blog or Press Release** - professionally written up to 300 words 150/each
- **Additional Link Package** - social media, video, menu links 150
- **Social Media Promo** - cross-promoted events on our media pages 50/each

AD SPECS & SUBMISSION

Dimensions shown are width x height.

2 PAGE SPREAD

Non-Bleed
15.375" x 7.625"
Bleed
16.25" x 8.625"
Live Area
15.5" x 7.875"
Trim Size
16" x 8.375"

FULL PAGE

Non-Bleed
7.375" x 7.625"
Bleed
8.25" x 8.625"
Live Area
7.5" x 7.875"
Trim Size
8" x 8.375"

1/2 PAGE HORIZONTAL

7.375" x 3.6875"

1/2 PAGE VERTICAL

3.5625"
x
7.625"

1/4 PAGE

3.5625"
x
3.6875"



OUR MAGAZINE

The newly updated *Duck, Corolla, and the Outer Banks* guide is an indispensable resource for visitors and residents alike. Filled with all the latest information on must-see places to shop, dine, play, and stay, plus plenty of fun articles and inside tips, this magazine brings the best of the beach to life – and will inspire you to explore the Outer Banks like never before.

PRINT DISTRIBUTION

Annual distribution:

75,000 / PER YEAR

WHERE ARE WE?

- Printed copies free-racked across the Outer Banks
- Online at DuckCorollaOBX.com
- On social media at:

@DuckCorollaOBX



ARTWORK: Digital-ready, high resolution PDF

RESOLUTION: 300 ppi, minimum

COLORS: CMYK only, NO RGB or spot colors

VIA EMAIL: art@threedogink.com

NEED HELP?

If you have any questions about preparing your ad, call our art department at 252.261.6490. Or Three Dog Ink can provide graphic design services to help you craft the perfect ad for your business.

WE HAVE IT ALL!

Duck, Corolla & the Outer Banks has the complete media program you need to target both visitors and locals alike.

PRINT + ONLINE + SOCIAL



Your expanded online vendor profile page includes:

- Logo
- Contact information
- 300-word business description
- Live links to your email, map, and website
- Live links to your social media, videos, and menu
- 8 gallery photos

(Example is for a full page ad partner. All information to be supplied by client)

DUCK ★ COROLLA

AND THE OUTER BANKS

YOUR ANNUAL MEDIA PACKAGE INCLUDES:

- 12 month ad insertion in *Duck, Corolla & the Outer Banks* print version
- 12 month insertion in *Duck, Corolla & the Outer Banks* digital version
- 12 month vendor profile page on DuckCorollaOBX.com
- Social media cross-promotion of your business and events

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