

# The Outer Banks Travel Guide

The 2022 Official Publication of the Outer Banks Visitor Bureau

Exclusive Advertising Opportunity

## Program Overview:

The Outer Banks Visitors Bureau is excited to begin the ad sales for the popular Official Outer Banks Travel Guide. Travelers to our area contact the Visitors Bureau every year demanding this trusted travel planning tool. The format for the 2022 Guide maintains the larger dimensions from last year's Inspiration Guide (10.5" h x 7.875" w), but expands the page count to 44 pages of travel planning goodness!

Ad spaces will be limited and once they're gone, they're gone.

## Let the Visitors Bureau Do the Heavy Lifting for You!

The Outer Banks Visitors Bureau's multi-million-dollar advertising and social media campaigns generate highly qualified Travel Guide requests throughout the year.

Unlike competitors' guides, the Outer Banks Visitors Bureau Travel Guide is mailed extensively out of market to top feeder markets like the District of Columbia, Maryland, New Jersey, New York, North Carolina, Ohio, Pennsylvania, Virginia, West Virginia, and Canada. Reach these people as they are planning their trips!

## Our Reach:

The print circulation is 150,000 copies, plus bonus online coverage. People who call, email, or write for travel information about the Outer Banks receive 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.

## Added Value:

New to this year's marketing, the Outer Banks Visitors Bureau will promote Guide distribution through a special custom content effort with Meredith Publishing. All paid advertisers will receive a callout in a preformatted Outer Banks eBlast, which will be distributed to 190K guaranteed Southern Living email subscribers. Eblasts will be geo targeted to subscribers in the Outer Banks key markets (NC, VA, DC, PA, MA, OH, WV, NY, DE, NJ, TN, SC, GA, MD). This means more added-value exposure for your Outer Banks Travel Guide advertisement!

**GET YOUR BUSINESS' INFORMATION IN THE HANDS OF PEOPLE  
ACTIVELY PLANNING THEIR OUTER BANKS TRIP!**

*The Outer Banks*<sup>®</sup>

VISITORS BUREAU

outerbanks.org

# 2022 TRAVEL GUIDE CONTRACT & ARTWORK AGREEMENT

Email or Fax completed form to:

Outer Banks Visitors Bureau  
ATTN: Lorrie Love  
Email: [love@outerbanks.org](mailto:love@outerbanks.org)  
252-473-2138 (p) 252-473-5777 (fax)

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

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

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

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

Size of Ad Space Requested: (**Commitment Deadline: September 24, 2021**)

- |   |   |
|---|---|
| <input type="checkbox"/> Back Cover   \$6,000 <b>SOLD OUT</b>         | <input type="checkbox"/> Full Page   \$4,000 (advertiser supplied ad) |
| <input type="checkbox"/> Inside Front Cover   \$5,000 <b>SOLD OUT</b> | <input type="checkbox"/> Half Page   \$2,250 (formatted ad)           |
| <input type="checkbox"/> Inside Back Cover   \$5,000 <b>SOLD OUT</b>  | <input type="checkbox"/> Quarter Page   \$1,250 (formatted ad)        |

[Click here to view Ad Specs](#)

**AD SPACES ARE LIMITED. ONCE SOLD OUT, NO ADDITIONAL ADS WILL BE ACCEPTED!**

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

Make check payable to the Outer Banks Visitors Bureau

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*It is the advertiser's responsibility to ensure that they or the designated ad agency provide the Outer Banks Visitors Bureau the advertising artwork that meet the specifications no later than **October 22, 2021**. The production schedule for the insert 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. Please send your completed artwork to Lorrie Love, [love@outerbanks.org](mailto:love@outerbanks.org).*

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

Contact Person or Ad Agency: \_\_\_\_\_

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

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**SIGNATURE OF OWNER, MANAGER, OR AUTHORIZED PERSON**