

The Outer Banks Travel Guide

The 2023 Official Publication of the Outer Banks Visitor Bureau
Exclusive Advertising Opportunity

Program Overview:

The Visitors Bureau is excited to open the ad sales window for the popular Outer Banks Travel Guide, the only area guide to effectively reach visitors before and during their vacation. Due to increased demand and a new co-branded partnership with Outside Magazine, printed circulation for the Travel Guide has been increased to 200,000 copies.

Special Opportunity for Full Page Advertisers:

This year, the Visitors Bureau will promote Travel Guide requests with a campaign to Outside Magazine email subscribers and their targeted National Parks Trips list. People that click on those ads will be directed to the Outer Banks Travel Guide request form. New to 2023, the online [Travel Guide request form](#) will include call-outs for "Featured Sponsors." To be a Featured Sponsor, you must purchase a full-page ad or larger within the 2023 Travel Guide. The links will remain on this page for a year.

Added Value for All Advertisers:

The value of your ad placement goes far beyond the printed Guide. We also direct potential travelers to the virtual version of the Guide where viewers can see and click on your online advertisement to go straight to your website.

Distribution:

The Visitors Bureau guide is distributed locally, mailed to top feeder markets like the D.C., MD, NJ, NY, NC, OH, PA, VA, WV, and Canada, and is also available throughout the year at state welcome centers, regional visitor centers, AAA offices, travel agencies, and other tourism authorities in the US and Canada.

Only the Visitors Bureau's Guide can get you that kind of coverage!

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.

Get Your Business' Information In The Hands Of People
Actively Planning Their Outer Banks Trip!

The Outer Banks[®]
VISITORS BUREAU
outerbanks.org

2023 TRAVEL GUIDE CONTRACT & ARTWORK AGREEMENT

Email or Fax completed form to:

Outer Banks Visitors Bureau
ATTN: Lorrie Love
Email: 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 21, 2022)**

- | | |
|--|---|
| <input type="checkbox"/> Back Cover \$7,000 (advertiser supplied ad) | <input type="checkbox"/> Full Page \$5,000 (advertiser supplied ad) |
| <input type="checkbox"/> Inside Front Cover \$6,000 (advertiser supplied ad) | <input type="checkbox"/> Half Page \$2,500 (formatted ad) |
| <input type="checkbox"/> Inside Back Cover \$6,000 (advertiser supplied ad) | <input type="checkbox"/> Quarter Page \$1,500 (formatted ad) |

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

*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 **September 28, 2022**. 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.*

Agency or Company producing your Ad: _____

Contact Person or Ad Agency: _____

Phone: _____ Email: _____

SIGNATURE OF OWNER, MANAGER, OR AUTHORIZED PERSON