

# The Outer Banks Travel Guide

The 2025 Official Publication of the Outer Banks Visitor Bureau  
Exclusive Advertising Opportunity

## Program Overview:

We are excited to open ad sales for the Visitors Bureau's 2025 Official Outer Banks Travel Guide, offering you a distribution that can't be matched by any other guide. The Bureau's Guide has a printed circulation of 130,000 copies, distribution in-market and out-of-market. Plus, you get the Bureau's multi-million dollar marketing campaigns driving traffic to the Guide and your business.

## Special Opportunity for Full-Page Advertisers:

This year, the Visitors Bureau will promote requests for the 2025 Travel Guide through a campaign targeting Outside Magazine email subscribers and their National Parks Trips list. Additionally, we have included a special email campaign for Smithsonian history enthusiasts. Our 2024 travel guide email campaign exceeded expectations, surpassing contracted sends by 20% and achieving a 41% open rate (61% above benchmark). This strong engagement resulted in a 24% conversion rate. Individuals who click on these ads will be directed to the Outer Banks Travel Guide online request form, which will feature "Featured Sponsors." To be listed as a Featured Sponsor, you must purchase a full-page ad in the 2025 Travel Guide. The links will remain active on the webpage for a year.

## Distribution:

The Visitors Bureau guide is distributed throughout the local area but is also mailed to top feeder markets like DC, MD, NJ, NY, NC, OH, PA, VA, WV, and Canada. It's 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!

## 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 (directing to your site) throughout the year.

## Ad Spaces Have Sold Out the Last Two Years, Don't Miss Out!

Don't miss this golden opportunity to let the Outer Banks Visitors Bureau's advertising and social media campaigns generate highly qualified traffic for you winter, spring, summer and fall.

Place your business information directly into the hands of  
individuals actively preparing for their Outer Banks adventure!

*The Outer Banks*<sup>®</sup>  
VISITORS BUREAU  
outerbanks.org

# 2025 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: Monday, September 16, 2024  
Creative Deadline: Tuesday, October 1, 2024)**

- |  |  |
|--|--|
| <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 Horizontal   \$3,000 (formatted ad) |
| <input type="checkbox"/> Inside Back Cover   \$6,000 (advertiser supplied ad)  | <input type="checkbox"/> Quarter Page   \$2,000 (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

• Travel Guide Size: 10.5" x 7.875"  
• 44 pages; 130,000 copies distributed

*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 1, 2024**. 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 print-out. 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: \_\_\_\_\_

SIGNATURE OF OWNER, MANAGER, OR AUTHORIZED PERSON