

The Outer Banks Travel Guide

The 2026 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 2026 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:

The Visitors Bureau will promote the 2026 Outer Banks Travel Guide through email campaigns with Outside Magazine, National Park Trips, and Backpacker magazine. We're also exploring other targeted email distributors. Our recent campaigns with these partners reached 247,000 people, with a 20% open rate, 5% click-through rate, over 2,800 website visits, and 891 travel guide requests or e-guide views. People who click on these ads will go to the Travel Guide request form, which will highlight Featured Sponsors. To be featured, you'll need to purchase a full-page ad in the 2026 Travel Guide. Sponsor links will stay live 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®
VISITORS BUREAU
outerbanks.org

2026 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: Wednesday September 24, 2025**
Creative Deadline: Friday, October 10, 2025)

☐ Back Cover | ~~\$7,350~~ SOLD OUT

☐ Full Page | \$5,250 (advertiser supplied ad)

☐ Inside Front Cover | SOLD OUT

☐ Half Page Horizontal | \$3,150 (formatted ad)

☐ Inside Back Cover | SOLD OUT

☐ Quarter Page | \$2,100 (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 10, 2025**. 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