

Outer Banks Visitors Bureau Travel Insert Co-op Program Opportunity

Program Overview

The Outer Banks Visitors Bureau is excited to offer a new co-op program supporting valued local business partners like you. This year we will be developing an 8-page Travel Insert in lieu of a larger guidebook. This insert will be distributed in a polybag with Southern Living Magazine in their January/February 2021 issue to a circulation of **550,000 subscribers**. In addition, **200,000 copies** will be printed for our visitor center and travel guide requests.



Partner Opportunity

The travel insert will have space for **8 quarter-page ads** for partner businesses. Details as follows:

- **Travel Insert Size:** 10" x 7.5"
- **Production:** All ads to be created by participating partner
- **Ad Specs:** TBD (to be provided after commitment deadline)
- **Polybagged Circulation:** 550,000 (January/February 2021)
- **Geotargeted Distribution for Polybag:** Subscribers in NC, VA, MD, DC, PA, NY, OH, MA
- **Visitor Center & Mail Fulfillment:** 200,000
- **Advertising Rate:** \$5,000 each
- **Slots Available:** 8
- **Commitment Deadline:** Friday, September 18th, 2020
- **Creative Deadline:** Friday, October 23rd, 2020

Have additional questions? Feel free to call or email Lorrie Love, 252.4732138; love@outerbanks.org.

2021 TRAVEL INSERT 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: _____

_____ ¼ Page Color \$5,000

(Ad specs will be provided after commitment deadline, September 18, 2020)

Total Contract Amount: \$ _____

Make check payable to the Outer Banks Visitors Bureau

_____ Enclosed is the full payment

_____ 1st payment of \$2500 is due October 23, 2020

_____ 2nd payment of \$2500 is due January 15, 2021

*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 23, 2020**. 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 at Ad Agency: _____

Phone: _____ Email: _____

SIGNATURE OF OWNER, MANAGER, OR AUTHORIZED PERSON