

THE  
*Wedding*  
GUIDE™ to the Outer Banks



**2019**  
**MEDIA KIT**



PRINT + ONLINE + SOCIAL + LEADS

## Premium Page Package

### Full page, bleed ad in the *Outer Banks Wedding Guide*

- Complimentary ad design
- Listing in the *Outer Banks Wedding Guide* registry
- Ad placement in corresponding article to your business
- Ad placement in our digital, online magazine
- Expanded web listing in one vendor category, including:
  - Logo
  - Contact information
  - 300-word business description
  - Live links to email, map, and website
  - Live links to social media, video, menu
  - 8 gallery photos*(all information to be supplied by client)*
- Submit your stories and content to our wedding blog
- Cross-promotion of your business and events on our social media pages
- Bridal leads and contact information forwarded to you

<b>Cost:</b>	Back Cover	3,200
	Inside Cover and Page 1	3,100
	Page 3 or Page 5	2,900
	Center Spread	5,800
	2-Page Spread Advertorial	5,900

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## Half Page Package

### Half page ad in the *Outer Banks Wedding Guide*

- Complimentary ad design
- Listing in the *Outer Banks Wedding Guide* registry
- Ad placement in corresponding article to your business
- Ad placement in our digital, online magazine
- Web listing in one vendor category, including:
  - Logo
  - Contact information
  - 150-word business description
  - Live links to email, map, and website
  - Live links to social media
  - 6 gallery photos*(all information to be supplied by client)*
- Submit your stories and content to our wedding blog
- Cross-promotion of your business and events on our social media pages
- Bridal leads and contact information forwarded to you

**Cost:** 1,850

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## A La Carte Items

- **Web Only Listing -**  
includes logo, contact information, and website link..... 1,200
- **Featured Vendor Listing (1 year) -**  
at top of category page (w/ purchase of full page ad)..... 500
- **Additional Category Listing**..... 150/each
- **Blog or Press Release -**  
professionally written up to 300 words..... 150/each
- **Additional Link Package -**  
social media, video, menu links..... 150
- **Social Media Promo -**  
cross-promoted events on our media pages..... 50/each
- **Website Advertising -**  
advertise on outerbanksweddingguide.com..... see back page

## Full Page Package

### Full page, bleed ad in the *Outer Banks Wedding Guide*

- Complimentary ad design
- Listing in the *Outer Banks Wedding Guide* registry
- Ad placement in corresponding article to your business
- Ad placement in our digital, online magazine
- Expanded web listing in one vendor category, including:
  - Logo
  - Contact information
  - 300-word business description
  - Live links to email, map, and website
  - Live links to social media, video, menu
  - 8 gallery photos*(all information to be supplied by client)*
- Submit your stories and content to our wedding blog
- Cross-promotion of your business and events on our social media pages
- Bridal leads and contact information forwarded to you

**Cost:** 2,500

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## Third Page Package

### Third page ad in the *Outer Banks Wedding Guide*

- Complimentary ad design
- Listing in the *Outer Banks Wedding Guide* registry
- Ad placement in corresponding article to your business
- Ad placement in our digital, online magazine
- Web listing in one vendor category, including:
  - Logo
  - Contact information
  - 75-word business description
  - Live links to email, map, and website
  - 4 gallery photos*(all information to be supplied by client)*
- Submit your stories and content to our wedding blog
- Cross-promotion of your business and events on our social media pages
- Bridal leads and contact information forwarded to you

**Cost:** 1,500

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## Quarter Page Package

### Quarter page ad in the *Outer Banks Wedding Guide*

- Complimentary ad design
- Listing in the *Outer Banks Wedding Guide* registry
- Ad placement in corresponding article to your business
- Ad placement in our digital, online magazine
- Web listing in one vendor category, including:
  - Logo
  - Contact information
  - 35-word business description
  - Live links to email, map, and website
  - 2 gallery photos*(all information to be supplied by client)*
- Submit your stories and content to our wedding blog
- Cross-promotion of your business and events on our social media pages
- Bridal leads and contact information forwarded to you

**Cost:** 1,200

# THE Wedding GUIDE™ to the Outer Banks

## Advertising Specs

Dimensions shown are width x height.

### FULL PAGE

#### Non-Bleed

8 x 9.25

#### Bleed

9 x 10.75 trim  
9.25 x 11 bleed  
8 x 9.75 live

### 1/2 PAGE VERTICAL

3.875 x 9.25

### 1/2 PAGE HORIZONTAL

8 x 4.5

### 1/3 PAGE SQUARE

5.25 x 4.5

### 1/4 PAGE VERT.

3.875 x 4.5

**ARTWORK:** Digital-ready, high resolution PDF

**RESOLUTION:** 300 ppi, minimum

**COLORS:** CMYK only, NO RGB or spot colors

**VIA EMAIL:** art@threedogink.com

### NEED HELP?

If you have any questions about preparing your ad, call our art department at 252.261.6490. Three Dog Ink can provide graphic design services to help you craft the perfect ad for your business.

## Discounts

- 5% discount for pre-payment, with signed contract
- 5% discount for multiple ads placed with Three Dog Ink products (discount applied to lesser billed ad)
- Installment payments can be offered to established accounts in good standing
- We accept all major credit cards



## Our Magazine

Since 2001, *The Wedding Guide to the Outer Banks* has been the premier resource for couples preparing to marry on the Outer Banks. From wedding fashions, trends, planners, cakes, flowers, and decor to a comprehensive venue and accommodation guide – our beautiful magazine delivers local, inspiring wedding content to thousands of brides-to-be every year.

## Print Circulation

Annual circulation and distribution:

**25,000** / PER YEAR

## Engagement

*The Wedding Guide to the Outer Banks* continues to be on the local forefront of website, digital, and social media engagement.

**12,140** / AVG MONTHLY PAGE VIEWS  
(web and social media)

## Where are we?

- Printed copies in approximately 200 locations across the Outer Banks
- Complimentary copies mailed to all online requests
- Online at [OuterBanksWeddingGuide.com](http://OuterBanksWeddingGuide.com)
- On social media at:

**f Facebook:** /obxweddingguide

**t Twitter:** @obxweddingguide

**p Pinterest:** /obxweddingguide

**Instagram:** /outerbanksweddingguide

# We Have it ALL!

The Wedding Guide to the Outer Banks has the complete media program you need to target today's bride.

## PRINT + ONLINE + SOCIAL + LEADS



### Feature Listing

Your expanded online vendor profile page includes:

- Logo
- Contact information
- 300-word business description
- Live links to your email, map, and website
- Live links to your social media, videos, and menu
- 8 gallery photos

(Example is for a full page ad partner. All information to be supplied by client)

## Website Banner Advertising

### HOME PAGE

\$1200 (annually) – animated tower ad on PC & a leader board ad on mobile  
 \$1000 (annually) – non-animated tower ad on PC & a leader board ad on mobile

### OTHER WEB SECTIONS

\$600 (annually) – animated tower ad on PC & a leader board ad on mobile  
 \$500 (annually) – non-animated tower ad on PC & a leader board ad on mobile

Above pricing is in conjunction with purchase of an ad in Outer Banks Wedding Guide's annual publication. Ask about stand-alone pricing.

### Online Ad Sizes

LEADERBOARD  
728 X 90

VERTICAL  
TOWER  
300 X 500

Email completed ads to:  
art@threedogink.com

### NEED HELP?

If you have any questions about preparing your ad, call our art department at 252.261.6490. Three Dog Ink can provide graphic design services to help you craft the perfect ad for your business.

Marie Walker 252.202.3813 • marie@threedogink.com ■ Gene Williams 252.261.6490 • gene@threedogink.com

252.261.6490 • 111 East Baltic Street, Nags Head, NC • outerbanksweddingguide.com