

MY OUTER BANKS

HOME

enjoying the coastal lifestyle



MEDIA KIT

PRINT + ONLINE + SOCIAL



PREMIUM PAGE PACKAGE

Full page, bleed ad in *My Outer Banks Home*

- Complimentary ad design with two rounds of revisions
- Ad placement in our online, digital magazine
- Expanded web listing in one vendor category, to include:
 - Logo
 - Contact information
 - 300-word business description
 - Live links to website, email, and map
 - Live links to social media, video, menu
 - 8 gallery photos*(all information to be supplied by client)*
- Ability to submit stories and content to our blog
- Cross-promotion of your business and events on our social media pages

Ad Sizes	1 Issue	2 Issues*	3 Issues*	4 Issues*
* Back Cover	3,250	3,090	2,930	2,770
* Inside Covers	3,100	2,947	2,795	2,642
* Page 1 or 3	2,800	2,662	2,525	2,425
* Center spread	5,445	5,275	5,075	4,875
* 2 pg. Advertorial	5,545	5,375	5,175	4,975



HALF PAGE PACKAGE

Half page ad in *My Outer Banks Home*

- Complimentary ad design with two rounds of revisions
- Ad placement in our online, digital magazine
- Expanded web listing in one vendor category, to include:
 - Logo
 - Contact information
 - 150-word business description
 - Live links to website, email, map, and social media
 - 6 gallery photos*(all information to be supplied by client)*
- Ability to submit stories and content to our blog
- Cross-promotion of your business and events on our social media pages

1 Issue	2 Issues*	3 Issues*	4 Issues*
1,545	1,470	1,395	1,320



SIXTH PAGE PACKAGE

Sixth page ad in *My Outer Banks Home*

- Complimentary ad design with two rounds of revisions
- Ad placement in our online, digital magazine
- Web listing to include:
 - Logo
 - Contact information
 - Website link

1 Issue	2 Issues*	3 Issues*	4 Issues*
625	600	575	550



FULL PAGE PACKAGE

Full page, bleed ad in *My Outer Banks Home*

- Complimentary ad design with two rounds of revisions
- Ad placement in our online, digital magazine
- Expanded web listing in one vendor category, to include:
 - Logo
 - Contact information
 - 300-word business description
 - Live links to website, email, and map
 - Live links to social media, video, menu
 - 8 gallery photos*(all information to be supplied by client)*
- Ability to submit stories and content to our blog
- Cross-promotion of your business and events on our social media pages

1 Issue	2 Issues*	3 Issues*	4 Issues*
2,400	2,283	2,205	2,048



THIRD PAGE PACKAGE

Third page ad in *My Outer Banks Home*

- Complimentary ad design with two rounds of revisions
- Ad placement in our online, digital magazine
- Web listing in one vendor category, to include:
 - Logo
 - Contact information
 - 75-word business description
 - Live links to website, email, and map
 - 4 gallery photos*(all information to be supplied by client)*
- Ability to submit stories and content to our blog
- Cross-promotion of your business and events on our social media pages

1 Issue	2 Issues*	3 Issues*	4 Issues*
1,345	1,280	1,215	1,150



QUARTER PAGE PACKAGE

Quarter page ad in *My Outer Banks Home*

- Complimentary ad design with two rounds of revisions
- Ad placement in our online, digital magazine
- Web listing to include:
 - Logo
 - Contact information
 - 40-word business description
 - Live links to website, email, and map
 - 2 gallery photos*(all information to be supplied by client)*
- Ability to submit stories and content to our blog
- Cross-promotion of your business and events on our social media pages

1 Issue	2 Issues*	3 Issues*	4 Issues*
1,045	995	945	895

BILLING RATES ARE COST PER ISSUE*

ADVERTISING SPECS



Dimensions shown are width x height.

FULL PAGE Non-Bleed 8 x 9.875 Bleed 9.25 x 11.125 Trim Size: 9 x 10.875	1/2 PAGE VERTICAL 3.875 x 9.25	1/4 PAGE V 3.875 x 4.5
1/2 PAGE HORIZONTAL 8 x 4.5	1/3 PAGE SQUARE 5.25 x 4.5	1/6 PAGE V 2.5 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.



A LA CARTE ITEMS

- **Web Only Listing** - includes logo, contact information, and website link.....1,200
- **Featured Vendor Listing** - at top of category page (w/ purchase of full page ad).....300
- **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



OUR MAGAZINE

Enjoy the coastal lifestyle with *My Outer Banks Home*! Inside each quarterly issue you'll find a variety of fascinating features on everything from local recipes, history, and cultural events to community spotlights on the organizations and individuals who make this area so special. No matter where you are, each page will remind you why so many of us love calling the Outer Banks home.

PRINT DISTRIBUTION

Annual circulation:

140,000 / PER YEAR

35,000 / PER QUARTER

- Mailed Every Door Direct to each house & business on the Outer Banks & lower Currituck.
- 9,000 copies mailed to the primary address of beach home-owners each quarter.
- Free-racked throughout the Outer Banks.

WHERE ARE WE ONLINE?

- Online at MyOuterBanksHome.com
- On social media at:

@MyOuterBanksHome



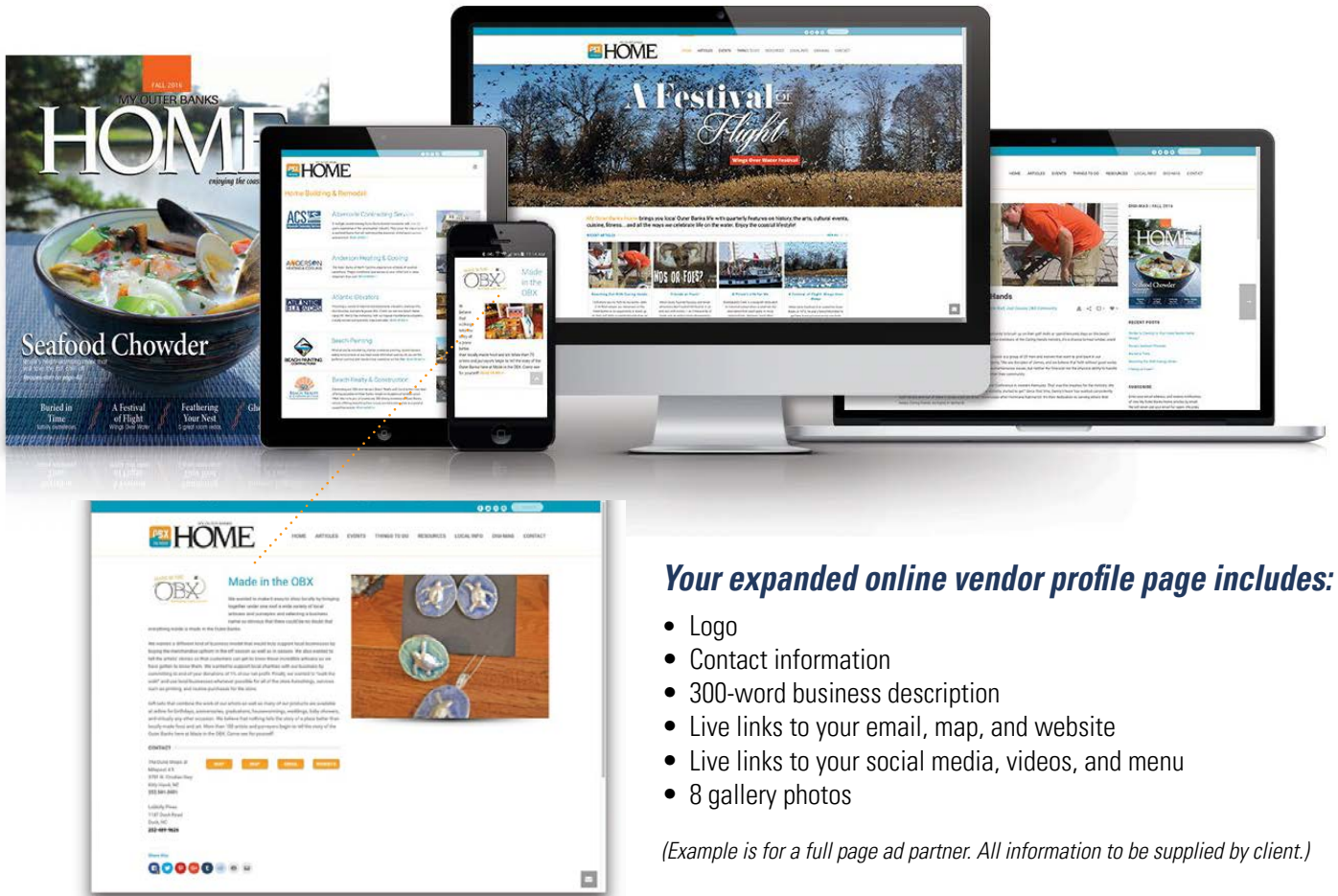
DISCOUNTS

- 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

WE HAVE IT ALL!

My Outer Banks Home has the complete media program you need to target both visitors and locals alike.

PRINT + ONLINE + SOCIAL



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.)

MY OUTER BANKS HOME

enjoying the coastal lifestyle

YOUR QUARTERLY MEDIA PACKAGE INCLUDES:

- 3 month ad insertion in *My Outer Banks Home* print version
- 3 month insertion in *My Outer Banks Home* digital version
- 3 month business profile page on MyOuterBanksHome.com
- Social media cross-promotion of your business and events

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