MEDIA KIT
PRINT + ONLINE + SOCIAL
DISCOUNTS

• 5% discount for pre-payment, with signed contract and cash or check
• 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

A LA CARTE ITEMS

With 12 month agreement.

• Web Only Listing - includes logo, contact info, and website link.............1,300
• Expanded Vendor Feature Listing - at top of category page ....................500
• Additional Online Vendor Category Listing ...........................................150/each
• Press Release - professionally written up to 300 words .....................150/each
• Blog / Internet Article - seo optimized and professionally written up to 1,000 words.................................................................500/each
• Additional Link Package - social media, video, menu links .................150
• Social Media Promo - cross-promoted events on our media pages... 50/each
• Website Banner Ads -
  Home Page .........................................................................................100/month
  Other Website Pages ............................................................................50/month

ALL ADVERTISERS RECEIVE

• Complimentary ad design with two rounds of revisions
• Ad placement in our online, digital magazine
• Web listing in one vendor category
• Cross-promotion of your business and events on our social media pages

PACKING PRICING

<table>
<thead>
<tr>
<th>AD SIZES</th>
<th>1 ISSUE</th>
<th>2 ISSUES*</th>
<th>3 ISSUES*</th>
<th>4 ISSUES*</th>
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<tbody>
<tr>
<td>Premium 2 pg. Advertorial</td>
<td>5,570</td>
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<td>Premium Center Spread</td>
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<td>Premium Inside Covers</td>
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<tr>
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<td>Quarter Page</td>
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<td>Sixth Page</td>
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BILLING RATES ARE COST PER ISSUE*

MIXED MEDIA ADVERTISING PACKAGES

FULL PAGE PACKAGE
Full page, bleed ad in Outer Banks Coastal Life, plus:
• Web listing in one vendor category, to include:
  - Logo and contact information
  - 300-word business description
  - Live links to website, email, and map
  - 8 gallery photos
  (all information to be supplied by client)
• Online banner ad in featured story

HALF PAGE PACKAGE
Half page ad in Outer Banks Coastal Life, plus:
• Web listing in one vendor category, to include:
  - Logo and 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)
• Online banner ad in secondary story

THIRD PAGE PACKAGE
Third page ad in Outer Banks Coastal Life, plus:
• Web listing in one vendor category, to include:
  - Logo and contact information
  - 75-word business description
  - Live links to website, email, and map
  - 4 gallery photos
  (all information to be supplied by client)

QUARTER PAGE PACKAGE
Quarter page ad in Outer Banks Coastal Life, plus:
• Web listing to include:
  - Logo and contact information
  - 40-word business description
  - Live links to website, email, and map
  - 2 gallery photos
  (all information to be supplied by client)

SIXTH PAGE PACKAGE
Sixth page ad in Outer Banks Coastal Life, plus:
• Web listing to include:
  - Logo and contact information
  - Website link

• Complimentary ad design with two rounds of revisions
• Ad placement in our online, digital magazine
• Web listing in one vendor category
• Cross-promotion of your business and events on our social media pages
OUR MAGAZINE
Enjoy the coastal lifestyle with Outer Banks Coastal Life! 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.

BY THE NUMBERS
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.

ONLINE ENGAGEMENT
Outer Banks Coastal Life continues to be on the local forefront of website, digital, and social media engagement
194,667 / AVG MONTHLY IMPRESSIONS (all social media)
2,909 / AVG MONTHLY IMPRESSIONS (website)

Facebook: @obxcoastallife
Twitter: @obxcoastallife
Pinterest: @obxcoastallife
Instagram: @obxcoastallife

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

1/3 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.

Shane Thomas 252.619.0282 • shane@threedogink.com
Gene Williams 252.489.8690 • gene@threedogink.com

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