

2023-2024 COMBO UPGRADES

How Does This Program Work?

The more campaigns you have with VistaGraphics + Vista Digital Agency the more you qualify for ad size upgrades with your purchase in *Outer Banks Coastal Life*. Valid for 2024 purchases and minimum size levels are stated.

Checks below represent campaigns placed and the highlighted column represents the number of OBCL issues your ad can be upgraded.

 (DISPLAY AD)	 (DISPLAY AD)	 (DISPLAY AD) - OR - OuterBanks.com SILVER PACKAGE & ABOVE	TARGET DISPLAY 300,000 + IMPRESSIONS 	ELIGIBLE UPGRADE IN AD SIZE IN OUTER BANKS COASTAL LIFE 	POTENTIAL ADDED VALUE (ANNUAL)
✓	✓	✓	✓	All 4 Issues	\$1,630–\$8,840
✓		✓	✓	3 Issues	\$1,275–\$6,930
✓	✓	✓		2 Issues	\$840–\$4,620
✓		✓	✓	2 Issues	\$840–\$4,620

Upgrade would increase: 1/4 page → 1/2 page
1/2 page → 1 page
1 page → Double-page

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