

THE
Wedding
GUIDE™ to the Outer Banks



The magazine that drives
qualified leads to your inbox



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
- Complimentary un-animated Article Banner Ad
- Expanded mobile-friendly web listing & web page (On 2 pgs total) on *OuterBanksWeddingGuide.com* for 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:	Back Cover	3,250
	Inside Cover and Page 1	3,150
	Page 3 or Page 5	2,950
	Center Spread	5,850
	2-Page Spread Advertorial	5,950

Full Page Package

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

Everything offered in Premium, with the exception of Premium placement of Full Page ad in magazine.

Cost: 2,550

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
- Complimentary un-animated Article Banner Ad
- Mobile-friendly web listing & web page (On 2 web pages total) on *OuterBanksWeddingGuide.com* for 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: 1,900

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
- Mobile-friendly web listing & web page (On 2 web pages total) on *OuterBanksWeddingGuide.com* for 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: 1,550

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
- Mobile-friendly web listing & web page (On 2 web pages total) on *OuterBanksWeddingGuide.com* for 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: 1,250

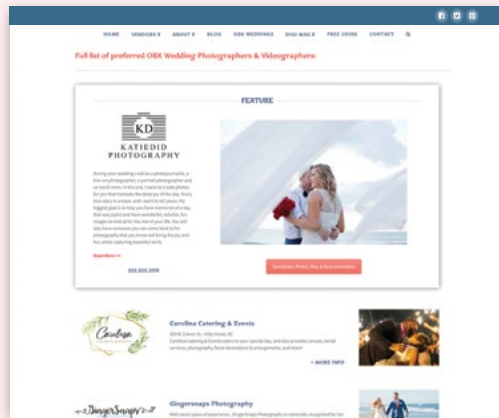
A La Carte Items

- **Web Only Listing -**
includes logo, contact information, and website link..... 1,200
- **Featured 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 & SEO 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

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**
 MAGAZINE SIGNIFICANT PRESENCE MEDIA PROMOTIONS WHO OPT IN



Featured Listings

Your expanded online vendor profile on OuterBanksWeddingGuide.com includes:

- Logo & Contact information
- 300-word business description
- Live links to your email, map, website, 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

OuterBanksWeddingGuide.com

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

IN-ARTICLE BANNER

\$500 (annually) – non-animated banner ad in our online article (PC & 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

Ad Sizes (in pixels)

LEADERBOARD & IN-ARTICLE BANNER ADS

728 X 166

Leaderboards are seen FIRST at the top of a page. Article banners are placed in the related article's text.

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.

VERTICAL
 TOWER
 BANNER
 300 X 500

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

Dan Banks 252.202.0433 • dan@threedogink.com ■ **Gene Williams** 757.805.6580 • gene@threedogink.com

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

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
Auto-pay with Square is a convenient payment option.

Dan Banks 252.202.0433 • dan@threedogink.com

Photographers

We try to make it as easy as possible and will help you with submitting photos. Photo submissions with a photo release receives photo credit in magazine. Real Wedding submissions for consideration must accompany completed form. Media is accepted in an organized fashion (filenames with at least the photographer name prefix) by mode of a USB Flash Drive, & Dropbox folder (or other file hosting/sharing service). Contact art@threedogink.com with questions.



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 publication delivers local, relevant, and inspiring wedding content to thousands of brides-to-be and Google searches every year.

Digital Engagement (July 2019 - July 2020)

The Wedding Guide to the Outer Banks continues to be on the forefront of website and social media engagement. We capture our audience **for our clients** through relevant, current, and interesting content, and organic and paid search engine traffic.

27,152 / DIGITAL VIEWERS MONTH


(website & social media)
69% increase from '18-'19

Where are we?

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

 **Facebook:** /obxweddingguide

 **Twitter:** @obxweddingguide

 **Pinterest:** /obxweddingguide

 **Instagram:** /outerbanksweddingguide

Gene Williams 757.805.6580 • gene@threedogink.com