

Restaurant Guide TO THE Outer Banks

*Be a part of the
OBX Foodie Culture...*



MEDIA KIT

PRINT + ONLINE + SOCIAL



PREMIUM PAGE PACKAGE

Full page ad in the *Outer Banks Restaurant Guide*

- Complimentary ad design with two rounds of revisions
- 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)*
- Cross-promotion of your business and events on our social media pages

Cost:	Back Cover	\$5,500
	Inside Cover and Page 1	5,185
	2-Page Spread - Non Bleed	5,844
	2-Page Advertorial	6,100
	Pages 2-21	4,765



HALF PAGE QUICK BITE

Half page ad in the *Outer Banks Restaurant Guide*

- Complimentary ad design with two rounds of revisions
- 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)*
- Cross-promotion of your business and events on our social media pages

Cost: \$2,300



A LA CARTE ITEMS

- **Web Only Listing** - includes logo, contact information, and website link..... 1,300
- **Expanded Featured Vendor Listing** - at top of category page (w/ purchase of full page ad, 12 month minimum)..... 45/month
- **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



FULL PAGE PACKAGE

Full page ad in the *Outer Banks Restaurant Guide*

- Complimentary ad design with two rounds of revisions
- 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)*
- Cross-promotion of your business and events on our social media pages

Cost:	Full Page - Non Bleed	\$3,690
	Full Page - Bleed	4,200



QUARTER PAGE QUICK BITE

Quarter page ad in the *Outer Banks Restaurant Guide*

- Complimentary ad design with two rounds of revisions
- 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
- Cross-promotion of your business and events on our social media pages

Cost: \$1,355



SPECIALTY EDITORIAL PACKAGE

Specialty editorial in the *Outer Banks Restaurant Guide*

- Complimentary design with two rounds of revisions
- Ad placement in our digital, online magazine
- Web listing in one vendor category, including:
 - Logo
 - Contact information
 - 50-word business description
 - Website link
 - 2 gallery photos
- Cross-promotion of your business and events on our social media pages

Cost: \$895



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!

The Restaurant Guide to the Outer Banks has the complete media program you need to target both visitors and locals alike.

PRINT + ONLINE + SOCIAL



BUSINESS 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

ONLINE BANNER ADVERTISING

Your ad will view as a vertical tower ad on PC & a horizontal leader board ad on mobile

HOME PAGE (Limit to four rotating ads per page)

\$165/month* - animated
\$150/month* - non-animated

TOWN PAGES (Limit to four rotating ads on each page)

- COROLLA RESTAURANTS
- KILL DEVIL HILLS RESTAURANTS
- DUCK RESTAURANTS
- NAGS HEAD RESTAURANTS
- KITTY HAWK RESTAURANTS

\$100/month* - animated
\$80/month* - non-animated

SPECIALTY PAGES (Limit to four rotating ads per page)

\$100/month* - animated
\$80/month* - non-animated

*Minimum 12 month contract required.

Online Ad Sizes

LEADERBOARD
728 X 30

VERTICAL
TOWER
300 X 600

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.

Pricing is in conjunction with purchase of an ad in Restaurant Guide to the Outer Banks annual publication. Ask about stand-alone pricing.



OUR MAGAZINE

The Restaurant Guide to the Outer Banks is dedicated to the Outer Banks food scene. It is an all-encompassing resource for local restaurants, food, and drinks. What better way to get to know the Outer Banks than through our local fare?

The Restaurant Guide is jam-packed with insight and information. Oversized and artfully produced, with interesting articles, recipes, and creative content, *The Restaurant Guide* is the only engaging foodie-magazine on the Outer Banks.

Our guide is the go-to resource for diners choosing their next meal, whether they're in search of fine dining, a family-friendly atmosphere, a great place to grab a drink, or even dinner to go. There is no better way for locals and visitors to connect with our culinary community.

We offer our advertisers a unique, interactive, multi-platform media program. **We combine print, web coverage, and social networking** to enable seamless marketing and branding for your business. *The Restaurant Guide* has it all!

PRINT DISTRIBUTION

Annual circulation:

200,000 / PER YEAR

ONLINE ENGAGEMENT

The Restaurant Guide is the only publication of its kind on the Outer Banks and remains on the local forefront of website, digital and social media engagement.

1,405,490 / AVG. ANNUAL PAGE VIEWS
(web and social)

WHERE ARE WE?

- Printed copies are free-racked in over 200 high-traffic locations throughout the Outer Banks, including grocery stores, hotels, rental offices, shopping centers, and welcome centers.
- Online at OuterBanksRestaurantGuide.com
- On social media at:

 **Facebook:** @OBXRestaurantGuide

 **Twitter:** @OBXRestaurants

 **Instagram:** @OBXRestaurantGuide

 **Pinterest:** @OBXRestaurants

ADVERTISING SPECS

THE Restaurant Guide TO THE Outer Banks

Dimensions shown are width x height.

**FULL PAGE
NON-BLEED**
8" x 9.375"

BLEED AD
9.25" x 11"

Trim
9" x 10.75"

Live Area
8.375" x 10"

QUICK BITE
1/2 Page
8" x 4.375"

**QUICK
BITE**
1/4 Page
3.875" x
4.375"

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.

Jane Fiedler 757.333.1639 • marie@threedogink.com ■ Gene Williams 252.489.8690 • gene@threedogink.com

Marie Walker 252.202.3813 • marie@threedogink.com

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