

# Restaurant Guide TO THE Outer Banks

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

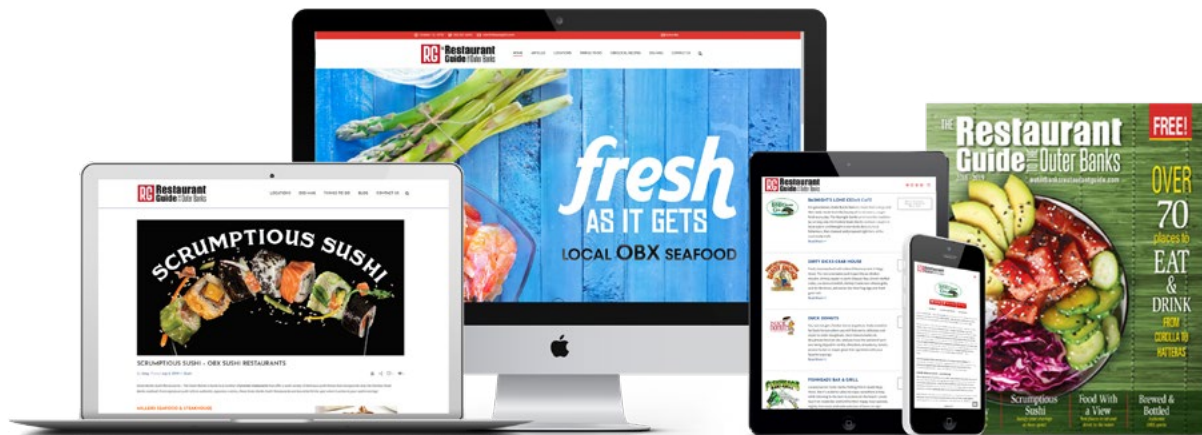
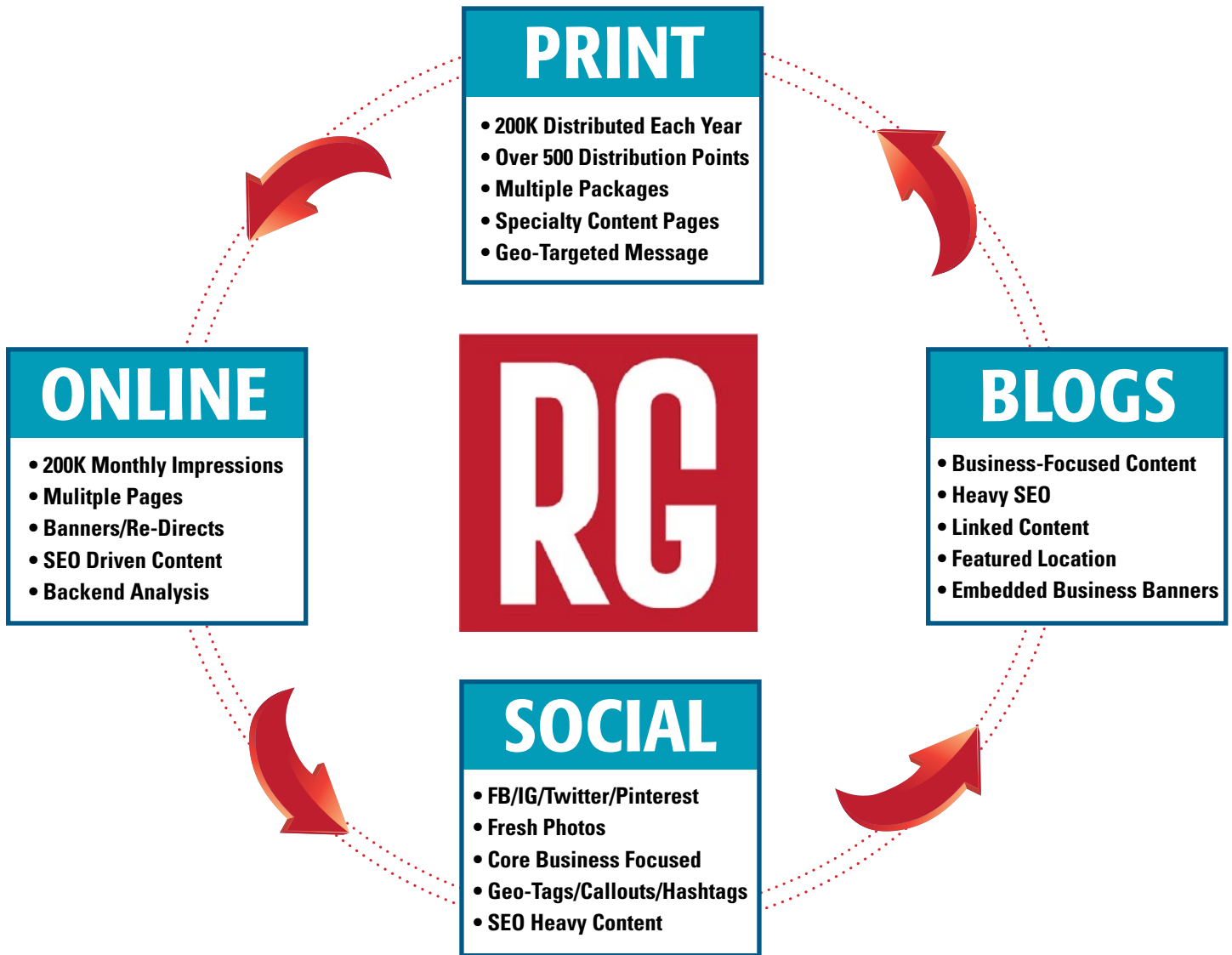


## MEDIA KIT

PRINT + ONLINE + SOCIAL

# WE PROVIDE IT ALL!

## PRINT + ONLINE + SOCIAL



# MIXED MEDIA ADVERTISING PACKAGES

## FULL PAGE PACKAGE

### Full page ad in the *Outer Banks Restaurant Guide*

- Ad placement in corresponding town to your business
  - Expanded web listing in one vendor category, including:
    - Logo and 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)*



## HALF PAGE PACKAGE

### Half page ad in the *Outer Banks Restaurant Guide*

- Ad placement in corresponding town to your business
  - Web listing in one vendor category, including:
    - Logo and 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)*



## QUARTER PAGE PACKAGE

### Quarter page ad in the *Outer Banks Restaurant Guide*

- Ad placement in corresponding town to your business
- Web listing in one vendor category, including:
  - Logo and contact information
  - 75-word business description
  - Live links to email, map, and website
  - 4 gallery photos



## SPECIAL EDITORIAL PACKAGE

### Special editorial in the *Outer Banks Restaurant Guide*

- Ad inclusion in one of our highly-ranked editorial sections
- Web listing in one vendor category, including:
  - Logo and contact information
  - 50-word business description
  - Website link
  - 2 gallery photos

## 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

## PACKAGE PRICING

AD SIZES	ANNUAL COST
Premium Back Cover	5,610
Premium Inside Cover & Page 1	5,589
Premium 2-Page Spread	5,961
Premium 2-Page Advertorial	6,222
Premium Pages 2-21	4,860
Full Page - Bleed	4,284
Full Page - Non Bleed	3,764
Half Page	2,346
Quarter Page	1,382
Special Editorial Page	913

## A LA CARTE ITEMS

- **Web Only Listing** - includes logo, contact information, and website link.....1,326
- **Expanded Featured Vendor Listing** - at top of category page *(w/ purchase of full page ad, 12 month minimum)*.....46/month
- **Additional Category Listing**..... 153/each
- **Blog or Press Release** - professionally written up to 300 words..... 153/each
- **Additional Link Package** - social media, video, menu links.....153
- **Website Banner Ads** - *(12 month minimum contract)*
  - Home Page..... 168/month
  - Town & Specialty Pages..... 102/month

## 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





## 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 togo. 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!

## 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](http://OuterBanksRestaurantGuide.com)
- On social media at:

- Facebook:** @OBXRestaurantGuide
- Twitter:** @OBXRestaurants
- Instagram:** @OBXRestaurantGuide
- Pinterest:** @OBXRestaurants

## WHY THREE DOG INK?

*We are a local Outer Banks Company with 26 years of proven success. We have a reputation for being responsive to your needs. Trusted online content, utilizing local knowledgeable writers. Strong competitive advantage with established websites and social media. Affordable packages designed to fit your needs and budget regardless large or small.*

## ADVERTISING SPECS

# THE Restaurant Guide TO THE Outer Banks

*Dimensions shown are width x height.*

**FULL PAGE  
NON-BLEED**  
8" x 9.5"

**BLEED AD**  
9.25" x 11.125"

**Trim**  
9" x 10.875"

**Live Area**  
8.375" x 10.125"

**HALF PAGE**  
1/2 Page  
8" x 4.5"

**QUARTER  
PAGE**  
1/4 Page  
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](mailto: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.

**Mary Ann Williams** 252.202.1519 • [info@threedogink.com](mailto:info@threedogink.com) ■ **Gene Williams** 252.489.8690 • [gene@threedogink.com](mailto:gene@threedogink.com)

252.261.6490 • 111 East Baltic Street, Nags Head, NC • [outerbanksrestaurantguide.com](http://outerbanksrestaurantguide.com)