



# 2014/2015 Currituck Outer Banks Cooperative Advertising Opportunities

The Currituck County Department of Travel and Tourism is pleased to release our cooperative advertising opportunities for 2014/2015. Be sure to take advantage of these incredible advertising values for the upcoming year!

## Coastal Living - Online

Ad Run Period: Pick 1 month  
Co-op Ad Size: 728x90 banner  
Impressions: 100,000  
**Spots Available: 6 (limit 1 month per)**  
**Your Cost: \$500/mo. (\$5.00 CPM)**  
**Deadline: 2 months prior to ad run**  
Materials Deadline: 1 month prior to ad run date

## Hearst Audience - Online

Ad Run Period: Pick 1 month  
Co-op Ad Size: 728x90 banner  
Impressions: 100,000/month  
**Spots Available: 5 (limit 1 per business)**  
**Your Cost: \$500/mo. (\$5.00 CPM)**  
**Deadline: 2 months prior to ad run**  
Materials Deadline: 1 month prior to ad run date

## OBX Visitor's Guide - Print

Ad Run Period: Annual Issue 2015  
Overall Ad Size: Full Page  
Co-op Ad Size: Enhanced Listing  
**Spots Available: 6**  
**Your Cost: \$400.00**  
**Registration Deadline: Nov. 15, 2014**  
Materials Deadline: Jan. 10, 2015

## Coastal Living - Print

Ad Run: Feb. 2015 Travel Planner Issue  
Overall Ad Size: Full Page  
Co-op Ad Size: Enhanced Listing  
**Spots Available: 6**  
**Your Cost: \$600.00**  
**Registration Deadline: Aug. 15, 2014**  
Materials Deadline: Sept. 7, 2014

## Our State - Print

Ad Run: April 2015 Issue  
Overall Ad Size: Full Page  
Co-op Ad Size: Enhanced Listing  
**Spots Available: 5**  
**Your Cost: \$400.00**  
**Registration Deadline: Nov. 20, 2014**  
Materials Deadline: Dec. 15, 2014

## Good Housekeeping - Print

Ad Run: March 2015 Issue  
Overall Ad Size: Full Page  
Co-op Ad Size: Enhanced Listing  
**Spots Available: 6**  
**Your Cost: \$600.00**  
**Registration Deadline: Nov. 20, 2014**  
Materials Deadline: Dec. 15, 2014

## Reserve Your Space Today!

Advertising space is reserved on a **first-come, first-served** basis. To reserve your space, mail, e-mail or fax your signed reservation form to:

**Daniel Cloudsley, Marketing Specialist - Currituck Tourism Dept.**

*Fax:* 252-435-2996  
*Mail:* 106 Caratoke Highway  
Moyock, NC 27958

*See reverse for reservation form and material specifications.*

# 2014/2015 Currituck Cooperative Advertising

## Business Participation Agreement

Business Name: \_\_\_\_\_  
Advertising Contact: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
Billing Contact: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_  
Mailing: \_\_\_\_\_  
Email Leads To: \_\_\_\_\_

### I would like to participate in:

**Coastal Living - Online - \$500.00/month** (Limit 1 month per business; Ads will be allocated on first come, first served basis)

Aug. '14   Sept. '14   Feb. '15   Mar. '15   Apr. '14   May. '15  
              

**Hearst Audience - Online - \$500.00/month** (Limit 1 month per business; Ads will be allocated on first come, first served basis)

Aug. '14   Sept. '14   Mar. '15   Apr. '14   May. '15  
           

**Coastal Living Print - \$600.00**

**Our State Print - \$400.00**

**Good Housekeeping Print - \$600.00**

**OBX Visitor's Guide - \$400.00**

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

*By signing above, you agree to pay the total amount, per boxes ticked, to the Currituck County Travel & Tourism Department. Invoice(s) and tear sheet(s)/screen shots will be mailed to you. All co-op advertising invoices are to be paid directly to Currituck County, NOT to the publication.*

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## Material Specifications

### Coastal Living - Online

- 728x90 banner
- 40k max. filesize
- JPEG or GIF (animated ok)

### Hearst Audience - Online

- 728x90 banner
- 40k max. filesize
- JPEG or GIF (animated ok)

### Enhanced Listings - Print

(OBX Visitor's Guide, Coastal Living, Our State, Good Housekeeping)

- (1) Photo/Image: 300 DPI, CMYK (600x600 pixel minimum)
- Your Company Logo: 300 DPI, AI, EPS, JPEG, or TIFF on WHITE background (vector format preferred)
- Copy: 25 words or less, Word format preferred
- Business Phone Number
- Website Address

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*Contact Daniel Cloudsley, Marketing Specialist, at 252-435-2947 with any questions.*