

NORTH BEACH

# Sun

GOOD NEWS FOR THE OUTER BANKS

## Media Kit

WHY AND HOW TO ADVERTISE WITH US

115 W. MEADOWLARK ST.  
KILL DEVIL HILLS, NC 27948

PHONE 252-449-4444  
FAX 252-715-1303  
SALES@NORTHBEACHSUN.COM

We print more mail more distribute more for less.

Better than direct mail

WE MAIL TO MORE THAN  
**30,000**  
MAILBOXES

Why pay for postage? The *North Beach Sun* ships to every mailbox, PO box, and business from Corolla to Manteo. Our Real Estate section is mailed to about 10,000 non-resident property owners. Our advertisers get their message out for a fraction of the cost of a direct mail piece.

Covering the beach

WE PRINT MORE THAN  
**150,000**  
COPIES A YEAR

WE ARE IN MORE THAN  
**400** DISTRIBUTION LOCATIONS

From Corolla to Hatteras, The *North Beach Sun* is in more homes and more distribution spots than other local publications. Where do we go? **Everywhere.**

# 2024

## ADVERTISING SIZES & RATES

### Save money with contract rates

TAKE ADVANTAGE OF OUR GREAT CONTRACT DISCOUNTS AND KEEP YOUR PRESENCE IN THE SUN FOR FOUR ISSUES!

A contract discount is available to any advertiser who signs a contract for four issues and provides a 20% down payment. The discount rate will be billed for the first three issues, and the down payment will be applied to the final issue invoice.

AD SIZE	4 ISSUE CONTRACT RATE PER ISSUE	3 ISSUES RATE PER ISSUE	2 ISSUES RATE PER ISSUE	SINGLE ISSUE
BACK COVER	\$3550	\$3650	\$3750	\$3850
PREMIUM FULL PAGE (INSIDE COVER TO PAGE 5)	\$3450	\$3550	\$3650	\$3750
FULL PAGE	\$3375	\$3450	\$3525	\$3600
HALF (VERT. OR HORIZ.)	\$2250	\$2300	\$2350	\$2400
QUARTER	\$1175	\$1265	\$1355	\$1445
EIGHTH	\$595	\$640	\$685	\$730
CO-OP	\$350	\$365	\$380	\$400

### AD DIMENSIONS

<b>FULL PAGE</b> 10" x 12"  .5" SAFETY AREA .25" BLEED	<b>EIGHTH</b> 4.375" x 2.5"  <b>HALF HORIZONTAL</b> 9" x 5.25"	<b>HALF VERTICAL</b> 4.375" x 10.75"  <b>QUARTER</b> 4.375" x 5.25"	<b>CO-OP PAGE</b> 2.85" x 2.5"
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## Why do advertisers Choose the Sun?

- We keep readers engaged.** High-quality writing, photography and design ensure that readers will enjoy page after page of each issue. You can advertise with confidence, knowing that your name appears in a great publication.
- We've published more than 140 issues since 1987.** As a trusted source for news and community information, we've got a proven track record and staying power.
- We're locally owned and operated.** Our staff of professional sales, editorial and design personnel are all located here on the Outer Banks.

## Closing dates & art requirements

Issue	Closing Date	Street Date
<b>SPRING</b>	February 2	March 8
<b>SUMMER</b>	April 17	May 23
<b>FALL</b>	July 26	August 29
<b>WINTER</b>	October 11	November 22

CAMERA READY art should be submitted as PDF, EPS, or AI files with vector text. We do not accept Publisher files.

Full-page ads with bleed should include a .25" bleed on all sides and all important text and photos should be within a safety area .5" in from the edge.

Send files to [art@northbeachsun.com](mailto:art@northbeachsun.com), or contact the art department at 252-449-4444.

The North Beach Sun is not responsible for errors and omissions in any artwork received after the closing dates, or for the print quality of art submitted as CAMERA READY if not per the above specifications.

## Advertising that reaches more.

In addition to being part of each quarterly edition of the *North Beach Sun*, the Real Estate section is also produced as a **stand-alone magazine** that mails to thousands of out-of-town homeowners from Corolla to Nags Head.