



# Swansboro

Friendly City by the Sea

2026/2027

**REVISED PROPOSED PLAN & BUDGET**



Presented by: Anne Marie Bass, Front Row Communications  
June 1, 2026





Dear Board Members:

As a follow-up to the May budget discussion, I've provided updated media options while keeping the FY 2026/2027 marketing and advertising budget in line with last year (approximately \$73,000).

There are three digital options that can extend reach beyond our current mix:

**Option 1: Coastal Virginia Magazine (Hampton Roads Metro Area) Digital Bundle** – recommended first choice (closer Virginia drive-market – for last minute trips and weekend getaways.)

**Option 2: NC Tripping Site Visit & Social Media Package** – adds depth and storytelling reaching our core NC drive markets

**Option 3: Northern Virginia Magazine (NoVA & Washington, DC Metro Area) Digital Bundle** – longer drive-market reach, higher-income audience and a potential for longer stays.

In addition, our Meta (Facebook/Instagram) advertising will continue to support measurable market testing (for example: Danville, VA and Asheville, NC) while helping grow our e-newsletter audience through campaign engagement and contest entries.

**Note:** While direct mail can be effective for local retail and restaurant promotion, leisure travelers increasingly research destinations online over time. This revised plan prioritizes cost-effective, measurable digital placements that support ongoing engagement and trip consideration.

Please let me know if you have any questions, or if you'd like me to refine the recommendation further.

Thanks,

Anne Marie



Virginia is our strongest out-of-state market.

The most visited pages confirm that visitors are seeking [event information](#), [attractions](#), [shopping opportunities](#), and [ongoing destination updates](#) through the [Visit Swansboro e-newsletter \(Latest News\)](#).

**Website Traffic Sources:**

Organic Search – 46.7%

Organic Social – 17%  
(good social media content generating website visits)

Paid Social – 20.4%

**Top 10 States (Past 24 Months)**

[-] Region +		↓ Active users
<input checked="" type="checkbox"/>	Total	139,664 100% of total
<input checked="" type="checkbox"/>	1 North Carolina	84,845 (60.75%)
<input checked="" type="checkbox"/>	2 Virginia	11,927 (8.54%)
<input checked="" type="checkbox"/>	3 Georgia	7,866 (5.63%)
<input checked="" type="checkbox"/>	4 Florida	6,205 (4.44%)
<input checked="" type="checkbox"/>	5 New York	4,611 (3.3%)
<input type="checkbox"/>	6 Ohio	3,264 (2.34%)
<input type="checkbox"/>	7 South Carolina	3,114 (2.23%)
<input type="checkbox"/>	8 Pennsylvania	2,803 (2.01%)
<input type="checkbox"/>	9 Michigan	2,690 (1.93%)
<input type="checkbox"/>	10 Indiana	2,207 (1.58%)

**Top 10 Pages (Past 24 Months)**

[-] Page title and screen class +		↓ Views
<input checked="" type="checkbox"/>	Total	243,862 100% of total
<input checked="" type="checkbox"/>	1 Welcome to the Town of Swansboro NC	35,037 (14.37%)
<input checked="" type="checkbox"/>	2 Swansboro by Candlelight -	15,638 (6.41%)
<input checked="" type="checkbox"/>	3 Mullet Festival of North Carolina - 2024	14,320 (5.87%)
<input checked="" type="checkbox"/>	4 Swansboro Pirate Fest	12,120 (4.97%)
<input checked="" type="checkbox"/>	5 Swansboro Christmas Flotilla	11,088 (4.55%)
<input type="checkbox"/>	6 Swansboro Independence Day Celebration -	10,021 (4.11%)
<input checked="" type="checkbox"/>	7 Latest News   Visit Swansboro	9,060 (3.72%)
<input type="checkbox"/>	8 Historic Downtown Shopping in Swansboro	8,763 (3.59%)
<input type="checkbox"/>	9 Mullet Festival of North Carolina - 2025	7,487 (3.07%)
<input type="checkbox"/>	10 Hammocks Beach State Park -	6,195 (2.54%)




**SWANSBORO TDA / FY 2026-2027 // PROPOSED Marketing, Advertising, Tourism Support**

Media / Advertiser / Element		Budgeted	Actual	Remaining	Description
PRINT COLLATERAL	<b>2027</b> Merchant & Restaurant Guide - <b>Printing Estimate</b> (based on prior years actual) - <b>Spring (April 2027)</b>	950.00			8.5" x 14" size double gate, <b>7,000</b> quantity, specs: 80# gloss text - in market piece <i>sent to 14 NC Welcome Centers</i>
	<b>2026</b> Merchant & Restaurant Guide - <b>Printing Estimate</b> (based on prior years actual) - Fall ( <b>October 2026</b> )	815.00			8.5" x 14" size double gate, <b>5,000</b> quantity, specs: 80# gloss text - in market piece <i>sent to 14 NC Welcome Centers</i>
WEBSITE	Dream Host - <b>2026/2027</b> Annual website hosting & Maintenance Plan	1,788.00			Assumes \$239.88 for Annual Hosting + Monthly Management Fee - \$129/month
WEBSITE	Misc. Tech Needs for Website - <b>Estimate</b>	800.00			Care & Feeding, Tech Issues, Airbnb & VRBO pages, Plugin Support
EBLAST SOFTWARE	Constant Contact License - <b>Estimate</b>	1,008.00			Annual Price is \$83.30/month - a Non Profit / Advance Pay discount may apply. Current Tier 2500-5000 emails
PRINT AD	<b>2026/2027</b> Our State Magazine - <b>Print Ads</b> - <b>Coast Host Section Ads</b>	8,550.00			5 ADS TOTAL: 1/3 Pag Ad - Sept '26; 1/6 Page Ad Size - Oct '26, Mar '27, May, '27 Jun '27
DIGITAL ADS	<b>2026/2027</b> Our State Magazine - <b>Sponsored Eblasts</b>	4,950.00			<b>3 EBLASTS:</b> Sunday Morning Read - Dates TBD



**SWANSBORO TDA / FY 2026-2027 // PROPOSED Marketing, Advertising, Tourism Support**

	<b>Media / Advertiser / Element</b>	<b>Budgeted</b>	<b>Actual</b>	<b>Remaining</b>	<b>Description</b>
DIGITAL ADS	2026/2027 Facebook & Instagram Advertising <i>assumes \$2000 incl. from Swansboro Festivals (\$400/per event)</i>	8,000.00			From July 1, 2026 to June 30, 2027 <i>added \$1000 to increase spend in Danville, VA Metro area</i>
PRINT ADS	2026/2027 Raleigh Magazine - <a href="#">Print Ads - Travel Section</a>	2,000.00			<b>3 ADS TOTAL:</b> July/Aug 2026 (Annual Travel Issue) - Half Page ; Feb 2027; April 2027 - 1/4 Page
PRINT ADS	2026/2027 Raleigh Magazine - <a href="#">Print Ads - November 2026 Issue</a>	1,500.00			<b>1 AD:</b> Full Page - Special Travel Section
DIGITAL ADS	2026/2027 Raleigh Magazine - Banner Ad Placements on Site	600.00			<b>2 PLACEMENTS:</b> August & September 2026 - \$300/per month
MEMBERSHIP	2027 NC Coast Host Membership Dues	350.00			Regional Tourism Organization Renewal
VIDEO PLACEMENT	OAJ Airport 2026/2027 - Video Placement	5,000.00			Update Video Asset - per contract with Honeycutt Advertising
SERVICES	Marketing Strategy, Management & Execution Retainer \$2639/month	31,668.00			
OPTIONS	<b>Remaining Funds Available Towards Options 1, 2 or 3</b>	<b>5,021.00</b>			
	<b>GRAND TOTAL</b>	<b>73,000.00</b>			
	Approved Amount - TBD (based on Options & Board Selections)				
	<b>2026/2027 Approved Marketing Contingency Budget</b>	<b>5,000.00</b>			
	<i>Additional Expenditures</i>				
<b>Starting Contingency</b>	ADD \$2528 - Rollover from Unspent 2025/2026 Funded Contingency	<b>7,528.00</b>			

## Summary of (3) NEW Media Options

### Option 1: Coastal Virginia Magazine (CoVA) - \$3,680

**Market:** Hampton Roads Metro (Southside + Peninsula communities)

Includes a combination of digital display + targeted customized Swansboro-specific emails to their subscribers

- Reach a nearby VA drive-market audience – 3.5 hours away
- Weekend getaways + signature events (easy “yes” distance)
- This is our closest Virginia market.

### Option 2: NC Tripping – Digital Influencer Package - \$4,700

**Market:** North Carolina (statewide reach; audience already travel-minded)

NC Tripping creates and shares Swansboro content through their owned channels — helping inspire trips through storytelling and social engagement. Includes site visit, short-form video creation + a social post package (content created and distributed by NC Tripping)

- Add fresh awareness + strong engagement inside our core NC drive markets with reach throughout all of North Carolina
- Strengthening what’s already working in NC (events, seasonal trips, “things to do”)
- This is the best “depth” option (not a new geography).

### •Option 3: Northern Virginia Magazine (NoVA) - \$6,200


**Market:** Northern VA/Washington, DC Metro (Arlington/Alexandria + Fairfax/Loudoun/Prince William/Stafford)

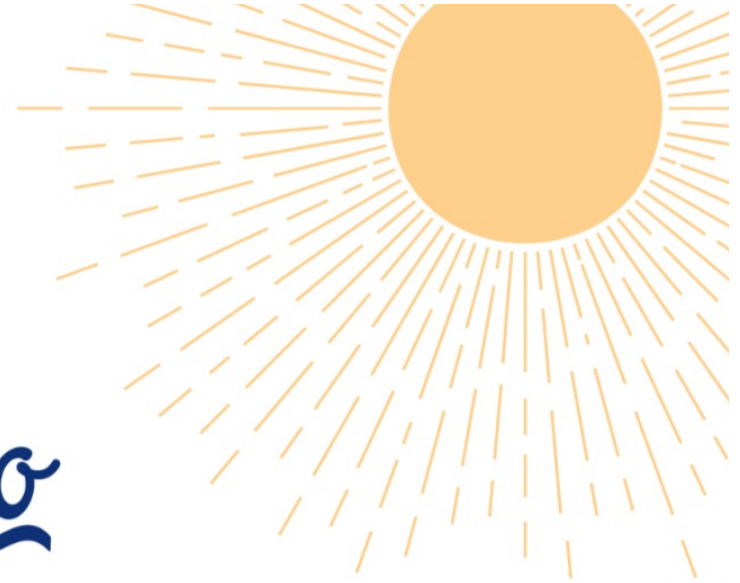
Includes a combination of digital display + targeted email newsletter placements

- Extend reach into a higher-income Northern Virginia DC metro area – 5-6 hours away
- Longer-lead trip planning + higher-spend vacation travelers, longer stays
- Budget note: Highest cost of the three; would require funds beyond the remaining \$5,021



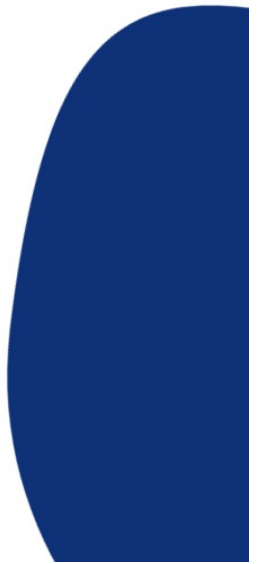
**2025/2026** STDA Approved Contingency Budget – Snapshot – **UPDATED 6.01.26**

	<b>2025/2026 Approved Marketing Contingency Budget</b>	<b>3,500.00</b>		
	<i>Additional Expenditures</i>			
<b>Starting Contingency</b>	ADD \$3295 - From Originally Proposed & Approved Option 1 Amount	<b>6,795.00</b>	<b>7.1.25</b>	
	Fall 2025 Merch & Rest Guide Shipping to Welcome Centers - EST	450.00	complete	
	Spring 2026 Merch & Rest Guide Shipping to Welcome Centers - EST	450.00	Spring '26	
	Fall 2025 Merch Guide - Design Refresh & Update	400.00	complete	
	Promotional Gift Cards - Fall 2025 Contest Giveaway	150.00	complete	
	Swansboro by Candlelight - Photography - \$450 (Wick Smith)	450.00	complete	
	Raleigh Magazine - Additional 2 Eblasts - Holiday/Nov 2025	450.00	complete	
	Dreamhost - Website Hacking Repair Services	199.00	complete	
	Promotional Gift Cards - Spring 2026 Beach Adventure Getaway Contest - \$100 The Boro + \$50 Other Merchants	150.00	complete	
	Spring 2026 Merch Guide - Design Refresh & Update	400.00	complete	
	Blue Water Beacon 2026/2027 Ad Space (Return of Pub from 2025)	900.00	complete	
	Qty 3 - Swansboro Swag Bags + Elements - I-95 Welcome Ctr Days (Years 2026 & 2027) & Spring 2026 Getaway Contest Prize Package	200.00	complete	
	ADD Postage credit of \$232.08 (Spring Merch Guides)	232.08	complete	5.18.26
	Meta Ads - Additional for ABTS & Coastal Giveaway Contest	300.00		5.30.26
	<b>BALANCE TO DATE - 6.01.2026</b>	<b>2,528.08</b>		



*Swansboro*  
Friendly City by the Sea

**APPENDIX  
(REFERENCE)**





## OPTION 1. Coastal Virginia Magazine (Digital)

Currently up to 81,000 subscribers

- (2) Customized Exclusive Eblasts to Subscriber
  - Spring & Fall Seasons
- (4) Featured Events
  - Mullet Festival, Candlelight, Thanksgiving Weekend Getaway/Christmas Flotilla, ABTS or PirateFest

Supported by Facebook & Instagram campaigns we will run in tandem reaching Coastal Virginia region.

**Investment:** \$3,680

Remainder Amount of \$1341 of the \$5021 available - applied to one of these additional media placements:

- 4th Our State Sunday Morning Read Eblast
- April '27 1/6 page print ad in Our State
- Supplement Meta Ads budget – i.e. Asheville, NC and Danville, VA areas

## CoVa Scene E-Newsletter Program

*Short, sweet and easy to read*

With a highly loyal following of *Coastal Virginia Magazine* readers, CoVa Scene reaches the perfect audience to promote your event, getaway or business.

Published every Thursday, the *Coastal Virginia Magazine* CoVa Scene newsletter is sent out weekly to 70,000+ subscribers. Every edition will showcase the area's most anticipated upcoming events.

CoVa Scene is a stand-alone purchase; no print is associated with this program.



Coastal Virginia Magazine 7 Media Kit 2026

SPECS & PRICES:

**Featured Event: \$300\***  
Includes 40 words of copy, one image (384w x 275h) and a link.

**Banner Ad: \$100\***  
Banner size is 300(w) x 250(h) and links directly to your website.

\*Produced based upon client supplied copy, image and client provided link.

**Customized Email to Subscribers: \$1,240**

Custom email promoting your events, services and/or special announcements. Produced to your approval.

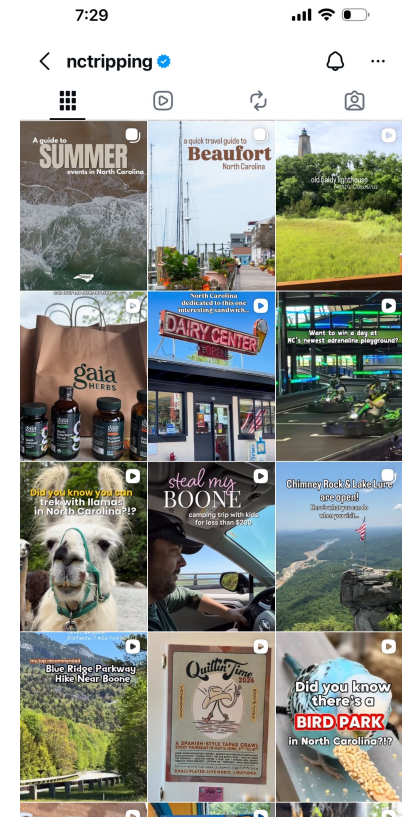
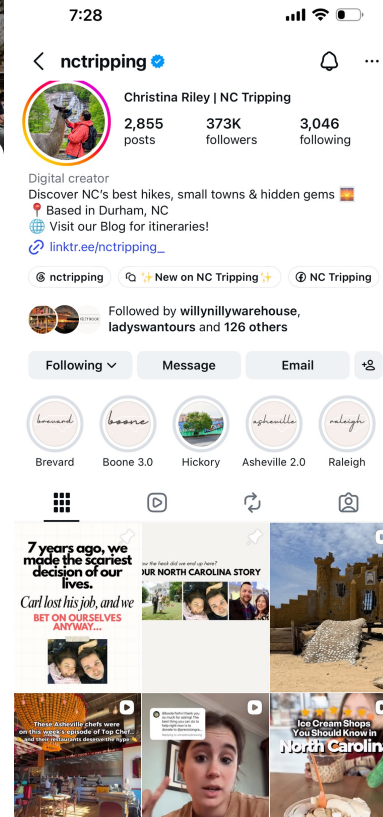
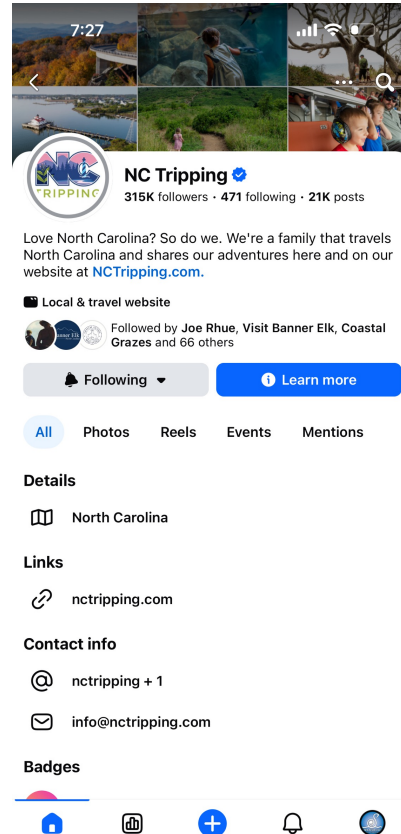
## OPTION 2. NC Tripping – Digital Influencer

- Site visit to Swansboro to capture and create new fresh content
- (1) :30 to :60 original video posted to social platforms
- (1) :15 trending video (NC Tripping maintains editorial control)
- (1) Photo Carousel Post on Insta and Facebook

Insta Stories, Analytics Report included

**Total Investment: \$4,700**

Remainder Amount of \$321 of the \$5021 available – could be applied supplement Meta Ads budget



### OPTION 3. Northern Virginia Magazine (Digital)

36,000 subscribers to Travel focused list

- (4) Newsletters Sponsorships
  - May, June, July, October
- (4) Digital Banner Ads
  - Medium Size; Same months as newsletter placements

Supported by Facebook & Instagram campaigns we will run in tandem reaching NoVA and Metro DC area

**Investment: \$6,120**

Additional amount of \$1099 (above the \$5021) will be deducted from funded contingency.

## 2026 Ratecards

# Newsletter Sponsorships

### Rates & Specifications

Rates are per newsletter.

TITLE	DISTRIBUTION	OPTED-IN SUBSCRIBERS	1X	3X
Education	Second and last Monday of the month	19,000+	\$680	\$610
Family	Every Thursday	25,000+	\$610	\$530
Food & Drink	Every Friday	53,000+	\$980	\$820
Home & Real Estate	Every Tuesday	25,000+	\$820	\$680
Daily Newsletter	Daily Monday through Friday	46,000+	\$980	\$820
Things to Do	Every Monday and Thursday	57,000+	\$980	\$820
Travel	Second and fourth Wednesday of the month	36,000+	\$900	\$750

### Material Submission

Ads submitted that do not follow the submission specifications will not be placed until the problem has been corrected.

**IMAGE FILE FORMATS:**  
JPEG & PNG

**IMAGE FILE SIZE:**  
300 KB  
600px (w) x 400px (h)

**LINKS:** Supply the exact URL the sponsorship should link to.

**FILE DELIVERY:** Email the files to [ONLINEADS@NORTHERNVIRGINIAMAG.COM](mailto:ONLINEADS@NORTHERNVIRGINIAMAG.COM). Please use your company name when naming the file.

*Assets need to be in no later than 10 business days before the newsletter is sent out.*

## ADVERTISE TODAY

CALL: 703.230.2980  
EMAIL: [advertising@NorthernVirginiaMag.com](mailto:advertising@NorthernVirginiaMag.com)

Average Household Income*	PRINT CIRCULATION*	TOTAL READERSHIP*
\$380,000	35,000	130,000+

NorthernVirginiaMag.com | 14901 Beale Drive, Suite 307 | Chantilly, VA | Office 703.288.0284 | Fax 703.288.0283 \*Source: 2023 Audience Survey / Data Axi

AD SIZE	1X	6X	12X
Medium Rectangle	\$780	\$650	\$580
Skyscraper Banner	\$1,300	\$1,170	\$1,040
Leaderboard Banner	\$1,640	\$1,500	\$1,270
Native Ad	\$2,120	\$1,960	\$1,640

# 742,000+

MONTHLY PAGE VIEWS

# 383,000+

UNIQUE MONTHLY VISITORS