



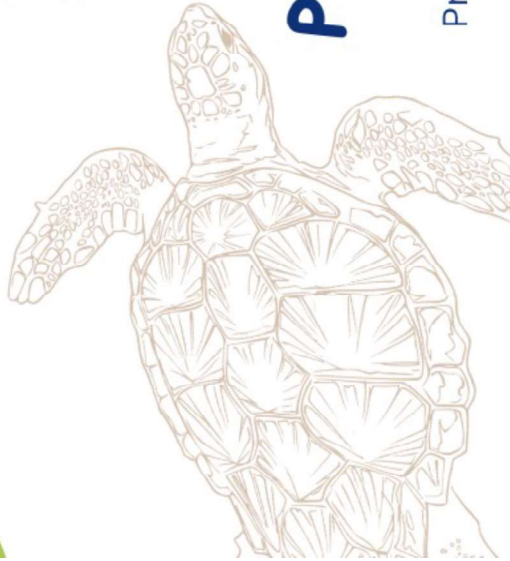
Swansboro

Friendly City by the Sea

2025/2026

PROPOSED BUDGET OPTIONS

Presented by: Anne Marie Bass, Front Row Communications



SWANSBORO TDA / FY 2025-2026 // PROPOSED Marketing, Advertising, Tourism Support

Media / Advertiser / Element		Budgeted	Actual	Remaining	Description
PRINT COLLATERAL	2026 Merchant & Restaurant Guide - Printing Estimate (based on prior years actual) - Spring (April 2026) (2 reprints per year - cost split between TDA and merchants)	700.00			8.5" x 14" size double gate, 5,000 quantity, specs: 80# gloss text - in market piece
	2025 Merchant & Restaurant Guide - Printing Estimate (based on prior years actual) - Fall (October 2025)				Full Reprint completed in October 2025 - Expense to be paid from Downtown Merchants Fund
WEBSITE	Dream Host - 2025/2026 Annual website hosting & Maintenance Plan	1,847.00			Assumes \$239.88 for Annual Hosting + Monthly Management Fee & SEO Toolkit of \$12
WEBSITE	Misc. Tech Needs for Website	400.00			
EBLAST SOFTWARE	Constant Contact License - Estimate	777.00			Cost for license will be between \$600 - \$900 annually depending on # of emails in our list. We may still qualify for a non-profit discount as we did this year.
PRINT AD	2025/2026 Our State Magazine Coast Host Section Ads	9,725.00			6 ADS TOTAL: 1/3 Pag Ad Sizee for Sept 25; 1/6 Page Ad Size - for Oct 24, Mar 24, Apr 2024, May, 24, Jun 24
PRINT AD	2025/2026 Our State Magazine - Destinations Section Ad	1,780.00			1 AD: 1/6 Page - August 2025
DIGITAL ADS	NEW 2025/2026 Our State Magazine - REEL	3,995.00			See Slide with Detailed Information "Swansboro's Restaurant Scene"
PAID CONTENT ARTICLE	NEW 2025/2026 Our State Magazine - "Sponsored Content"	5,795.00			Paid branded editorial - about Swansboro (paid as opposed to "earned")
DIGITAL ADS	2025/2026 Our State Magazine - Sponsored Eblasts One additional Eblast added for a total of three.	4,785.00			3 EBLASTS: Sunday Morning Read - Jan 25rd, Feb 22nd., 2026 + Additional Sept. 14, 2025
PRINT ADS	2025/2026 Raleigh Magazine - Travel Section	2,000.00			3 ADS TOTAL: July/Aug 2025 (Annual Travel Issue) - Half Page ; Feb 2026; April 2026 - 1/4 Page
PRINT AD	2025/2026 Raleigh Magazine - December '25/January '26 Issue	1,500.00			1 AD: Full Page - Special Travel Section

SWANSBORO TDA / FY 2025-2026 // PROPOSED Marketing, Advertising, Tourism Support

Media / Advertiser / Element				Budgeted	Actual	Remaining	Description
DIGITAL ADS	NEW 2025/2026 Raleigh Magazine - Banner Ad Placements on Site			600.00			2 PLACEMENTS : August & September 2025 - \$300/per month
MEMBERSHIP	2026 NC Coast Host Membership Dues			350.00			Renewal
PRINT AD	2026 Emerald Isle Barefoot Guide - comes out in March 2026			950.00			Comes up for contract in October 2025 for March 2026 pub date
DIGITAL ADS	2025/2026 Facebook Advertising includes \$500 per festival / \$2000 total - per Anna (Swansboro Festivals Budget - still TBD for 2025/2026 fiscal)			7,000.00			From July 1, 2025 to June 30, 2026
PRINT AD	2026 Swansboro Area Chamber Directory - Full Page Ad			1,100.00			Submitted in October 2025 for 2026 Guide (comes out in January)
VIDEO PLACEMENT	OAJ Airport 2024/2025 - Video Placement			5,000.00			Update Video Asset - twice a year, per contract with Honeycutt Advertising
SERVICES	Retainer Fee @ \$2295/month			27,540.00			
	GRAND TOTAL			75,844.00	0.00		Option 1. See Option 2 and 3 on next slide

Option 1

DIGITAL ADS	NEW 2025/2026 Our State Magazine - REEL	3,995.00
Paid Content Article	NEW 2025/2026 Our State Magazine - "Sponsored Content"	5,795.00
DIGITAL ADS	NEW 2025/2026 Raleigh Magazine - Banner Ad Placements on Site	600.00

Total Proposed Budget: \$75,844 – includes all three new opportunities

I recommend a Contingency Fund of about \$6K-\$7K – as we have had in prior years.

Option 2

DIGITAL ADS	NEW 2025/2026 Our State Magazine - REEL	3,995.00
DIGITAL ADS	NEW 2025/2026 Raleigh Magazine - Banner Ad Placements on Site	600.00

Total Proposed Budget: \$ 70,049 - includes Reel & Banner Ads only

Option 3

DIGITAL ADS	NEW 2025/2026 Our State Magazine - REEL	3,995.00
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Total Proposed Budget: \$69,449 – includes Reel only



Our State Magazine – REEL (examples for 2025/2026 Fiscal Year Plans)



TAR HEEL REELS SOCIAL MEDIA SPONSORSHIP

Greenville’s Brew & Cue Trail

<https://www.youtube.com/shorts/J1REnYbNuD0>

Can’t Miss Bites in New Bern

<https://www.youtube.com/shorts/7agnn2i9a04>

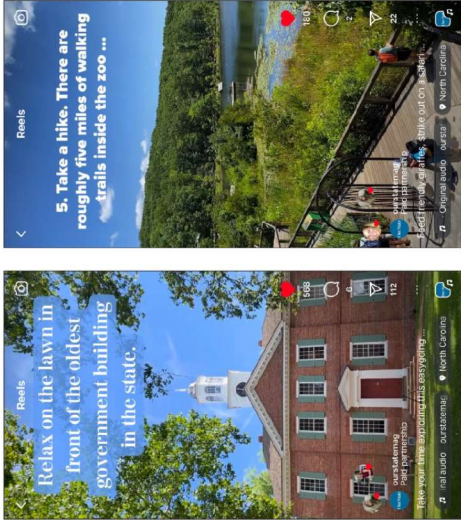
Spend a Day at Hammocks Beach State Park

<https://www.youtube.com/shorts/3mlhCEuXECw>

Paid for by Onslow County Tourism – 2024/2025

Proposed – “Swansboro’s Restaurant Scene”

- We can pick up to 5 eateries to feature
- Anne Marie will come in town and co— produce the shoot and coordinate with restaurants.



Exposure / Audience Size	Price
Reels will be filmed by Our State's digital team and the final video will be 60 seconds Advertiser will collaborate with the Our State digital team to choose the theme and direction of the reel Reels include upbeat music paired with on-screen text Sponsor's name will appear on the reel and sponsor is tagged in post copy Reels are posted on Instagram, Facebook and YouTube Shorts, and boosted on Facebook and YouTube Investment includes a half day of filming, travel, editing, project management, and boosting Average views: Insta = 15k-20k FB = 20k-30k YT = 8k-10k	\$3,995 per sponsored Reel

Our State Magazine – PAID CONTENT ARTICLE (examples for 2025/2026 Fiscal Year Plans)

Waterfront Walks Historic Talks in Washington

<https://www.ourstate.com/waterfront-walks-historic-talks-in-washington/>

Moorehead: A City Shaped By Fishing

<https://www.ourstate.com/a-carteret-county-tradition-a-city-shaped-by-fishing/>



PAID CONTENT —
ARTICLE

9 Can't-Miss North Carolina Bike Paths

From shady riverside rides to paths beneath the pines, explore the state on two wheels.

Facebook

Twitter

Instagram

LinkedIn

YouTube

Print

Share

At the end of this article, there are several options for sharing this article on social media. The options are: Facebook, Twitter, Instagram, LinkedIn, YouTube, Print, and Share.

Facebook

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LinkedIn

YouTube

Print

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Exposure / Audience Size	Price
Article, listicle, personality quiz, travel quiz, or travel guide	Articles starting at \$5,795 per piece
Paid and organic promotion on <i>Our State's</i> social media channels (Facebook and Twitter)	Relaunches of paid articles for \$2,750
Inclusion in one relevant <i>Our State</i> email newsletter	Average Analytics Website
One full-page print ad in <i>Our State</i> magazine promoting any series with five or more articles	Page views: 1,500-2,500 Engagement time: 0:30-1:00
Content will stay on ourstate.com for at least one year and will be promoted on the homepage for two weeks	Facebook Impressions: 60k-80k Reach: 30k-40k Likes/Shares/Comments/Saves: 200-300 Link Clicks: 400-600
Referral traffic to your website	Travel & Events Newsletter Clicks on Article: 150-300 Story of the Day Newsletter Clicks on Article: 500-800





DIGITAL ADVERTISING

WOMEN
53%

MEN
47%

42%
18-34

47%
35-44

11%
55+

Page options for Square ads (300x250)

News & Buzz **\$300**

Food & Drink **\$300**

Things to Do **\$300**

Style & Shopping **\$300**

Real Estate **\$400**

x 2 = \$600

Raleigh Magazine – THINGS TO DO BANNER ADS (examples for 2025/2026 Fiscal Year Plans)

