

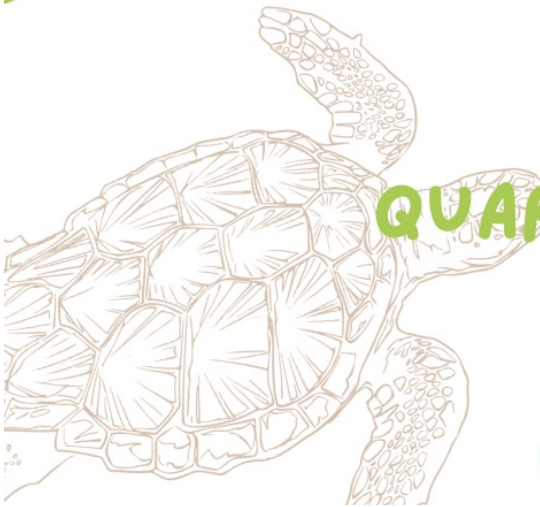


Swansboro

Friendly City by the Sea

QUARTERLY STATUS UPDATE REPORT

JULY 10, 2025



Presented by: Anne Marie Bass, Front Row Communications



Table of Contents & Status Update Notes

Follow Up Items from the April 2025 STDA Board Meeting – for your review and consideration...

1. Swansboro STRs – Framework for Discussion

Provided separately. Please let me know if there is a proposal you'd like for me to provide and the specifics you'd like to include and implement.

2. Our State Magazine – Reel Media Placement Planning with Swansboro Tourism Partners

Provided separately. Included are planning key dates and proposed local restaurants, food/drink partners to include. We can have up to five total. *Please let me know if there are any questions or needed changes.*

Quarterly Report Status Updates: (see next slides)

1. Website Stats (July 1, 2024 to Date)

This is a quick snapshot highlighting some key stats from the website from Google Analytics.

2. Social Media Stats & Metrics – April 1, 2025 to Date

3. Facebook/Instagram Ad Reports – April 1, 2025 – to Date

4. Visit Swansboro Monthly Marketing Eblasts – May, June & July (see slide)

Industry Averages

Open Rate Click Rate Bounce Rate

31.02%

1.34%

8.81%

Swansboro Averages for the Year (July '24 thru June '25)

Open Rate

Click Rate

Bounce Rate

63%

5%

3-5%



Table of Contents & Status Update Notes

5. Raleigh Magazine – Travel Destination Eblasts

6. Print Ad Placements –

[Our State Magazine Coast Host Co-Op](#) – May & June. Consistency in advertising is the key – the print ads build on the core branding of Swansboro.

7. Website –

Continual care and feeding to update all Landing Pages, Festival Pages, Home Page, Contest Promotional Pages.

COMPLETED: Rebuilt the Airbnb with the WordPress Gutenberg Block Editor. Will be doing the same for the Airbnb Page in the next couple of months.)

8. Downtown Merchants, Tours, Food & Drink Guide

Spring 2025 Update has been completed and shipped to the 14 NC Welcome Centers and to local Merchants. I may be looking for some support from the Merchants to help distribute the Fall 2025 Reprint (if it timing in collecting updates, refreshing design and printing does not coincide with an upcoming visit.)

9. Northern Virginia Magazine – Proposal Costs for Consideration for Additional Media Placement

10. Misc. Questions –

[Anne Marie](#) is always available for input, feedback, suggestions and idea sharing. Please reach out anytime.

Appendix

- STDA Approved Budget for 2024-2025 Fiscal Year – Final Snapshot
- STDA Approved Budget for 2025-2026 Fiscal Year – 1st Snapshot for the Year

VisitSwansboro.org – Website Stats // July 1, 2024 to July 1, 2025

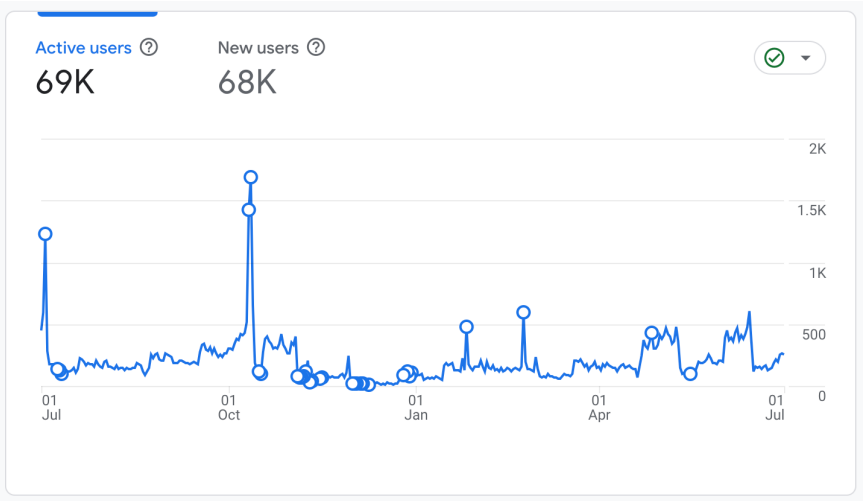
Demographic details: Region ✓ + Custom			
Region ▼ +		↓ Active users	New users
Top 10 States			
<input checked="" type="checkbox"/>	Total	68,869 100% of total	67,826 100% of total
<input checked="" type="checkbox"/>	1 North Carolina	40,309 (58.53%)	39,549 (58.31%)
<input checked="" type="checkbox"/>	2 Virginia	6,409 (9.31%)	6,111 (9.01%)
<input checked="" type="checkbox"/>	3 Georgia	4,090 (5.94%)	3,625 (5.34%)
<input checked="" type="checkbox"/>	4 Florida	3,314 (4.81%)	2,943 (4.34%)
<input checked="" type="checkbox"/>	5 New York	2,199 (3.19%)	1,891 (2.79%)
<input type="checkbox"/>	6 South Carolina	1,348 (1.96%)	1,199 (1.77%)
<input type="checkbox"/>	7 Ohio	1,338 (1.94%)	1,101 (1.62%)
<input type="checkbox"/>	8 Pennsylvania	1,278 (1.86%)	1,084 (1.6%)
<input type="checkbox"/>	9 Michigan	1,039 (1.51%)	822 (1.21%)
	10 (not set)	988 (1.43%)	974 (1.44%)

Demographic details: City ✓ + Custom Jul 1, 2024 - Jul				
City ▼ +		↓ Active users	New users	Engaged sessions
Top 10 Cities				
<input checked="" type="checkbox"/>	Total	68,869 100% of total	67,826 100% of total	28,781 100% of total
<input checked="" type="checkbox"/>	1 Raleigh	6,523 (9.47%)	6,368 (9.39%)	2,093 (7.27%)
	2 (not set)	6,059 (8.8%)	5,829 (8.59%)	2,114 (7.35%)
<input checked="" type="checkbox"/>	3 Swansboro	4,530 (6.58%)	4,354 (6.42%)	1,710 (5.94%)
<input checked="" type="checkbox"/>	4 Charlotte	3,726 (5.41%)	3,584 (5.28%)	1,298 (4.51%)
<input checked="" type="checkbox"/>	5 Ashburn	2,854 (4.14%)	2,687 (3.96%)	1,622 (5.64%)
<input type="checkbox"/>	6 Atlanta	2,740 (3.98%)	2,526 (3.72%)	1,530 (5.32%)
<input checked="" type="checkbox"/>	7 Jacksonville	2,720 (3.95%)	2,650 (3.91%)	1,036 (3.6%)
<input type="checkbox"/>	8 Emerald Isle	1,659 (2.41%)	1,594 (2.35%)	683 (2.37%)
<input type="checkbox"/>	9 New York	1,268 (1.84%)	1,120 (1.65%)	659 (2.29%)
<input type="checkbox"/>	10 Greenville	1,025 (1.49%)	992 (1.46%)	310 (1.08%)



VisitSwansboro.org – Website Stats // July 1, 2024 to July 1, 2025

Total # of Active Users & NEW Users



Acquisition Channels

Total		69,073 100% of total	67,826 100% of total
1	Organic Search	31,174 (45.13%)	31,186 (45.98%)
2	Organic Social	17,866 (25.87%)	17,690 (26.08%)
3	Paid Social	9,817 (14.21%)	9,773 (14.41%)
4	Direct	7,823 (11.33%)	7,592 (11.19%)
5	Email	785 (1.14%)	784 (1.16%)
6	Referral	729 (1.06%)	725 (1.07%)
7	Organic Shopping	49 (0.07%)	49 (0.07%)
8	Unassigned	18 (0.03%)	18 (0.03%)
9	Paid Other	9 (0.01%)	9 (0.01%)



VisitSwansboro.org – Website Stats // July 1, 2024 to July 1, 2025

Top 10 Pages Visited

Pages and screens: Page title and screen class Custom Jul 1,

Plot rows		Search...	Rows per page: 10	Go
	Page title and screen class	Views	Active users	Views per active user
<input checked="" type="checkbox"/>	Total	109,746 100% of total	68,869 100% of total	1.59 Avg 0%
<input checked="" type="checkbox"/>	1 Welcome to the Town of Swansboro NC	17,913 (16.32%)	14,021 (20.36%)	1.28
<input checked="" type="checkbox"/>	2 Mullet Festival of North Carolina - 2024	13,791 (12.57%)	10,604 (15.4%)	1.30
<input checked="" type="checkbox"/>	3 Swansboro by Candlelight -	5,925 (5.4%)	4,912 (7.13%)	1.21
<input checked="" type="checkbox"/>	4 Swansboro Pirate Fest	5,864 (5.34%)	4,960 (7.2%)	1.18
<input checked="" type="checkbox"/>	5 Hearts & Horizons Getaway Contest Visit Swansboro NC	5,313 (4.84%)	3,926 (5.7%)	1.35
<input type="checkbox"/>	6 Swansboro Independence Day Celebration -	4,901 (4.47%)	3,984 (5.78%)	1.23
<input type="checkbox"/>	7 Historic Downtown Shopping in Swansboro	4,140 (3.77%)	3,014 (4.38%)	1.37
<input type="checkbox"/>	8 Hammocks Beach State Park -	3,551 (3.24%)	2,948 (4.28%)	1.20
<input type="checkbox"/>	9 Swansboro Arts by the Sea Festival 2025	3,375 (3.08%)	2,694 (3.91%)	1.25
<input type="checkbox"/>	10 Latest News Visit Swansboro	2,740 (2.5%)	2,130 (3.09%)	1.29

Top Manual Sources

Session manual source	Active users	Sessions	Engaged sessions
Total	68,869 100% of total	79,149 100% of total	28,781 100% of total
1 google	28,417 (41.26%)	34,338 (43.38%)	16,513 (57.37%)
2 m.facebook.com	16,366 (23.76%)	17,999 (22.74%)	2,713 (9.43%)
3 fb	9,384 (13.63%)	10,479 (13.24%)	962 (3.34%)
4 (not set)	7,831 (11.37%)	9,063 (11.45%)	3,805 (13.22%)
5 bing	1,696 (2.46%)	2,034 (2.57%)	1,458 (5.07%)
6 l.facebook.com	720 (1.05%)	952 (1.2%)	380 (1.32%)
7 yahoo	718 (1.04%)	919 (1.16%)	558 (1.94%)
8 ActiveCampaign	755 (1.1%)	909 (1.15%)	588 (2.04%)
9 duckduckgo	499 (0.72%)	623 (0.79%)	346 (1.2%)
10 facebook.com	467 (0.68%)	468 (0.59%)	329 (1.14%)

For Reference as a Reminder of Reels – Here are Examples

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.



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



TAR HEEL REELS SOCIAL MEDIA SPONSORSHIP



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



Facebook & Instagram Metrics and Snapshot – April 2025 thru July 1, 2025






July 2025 Report:

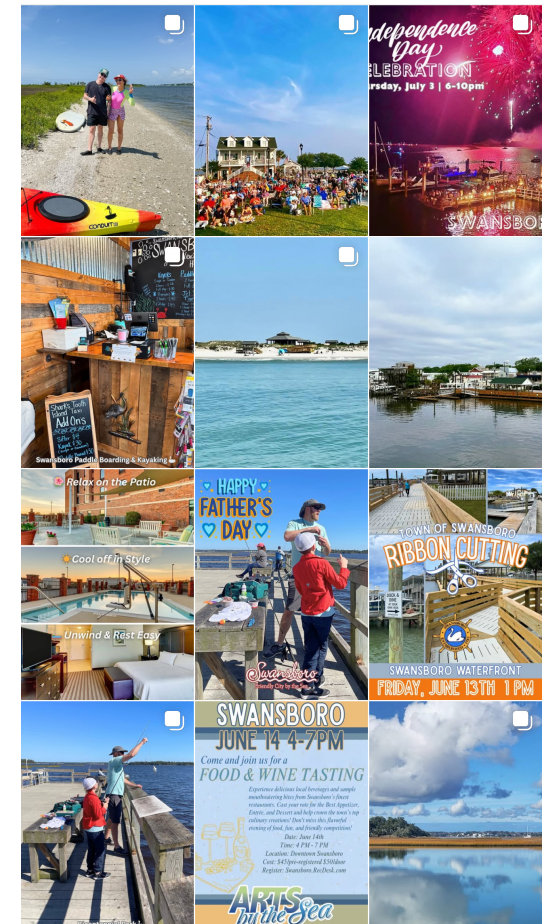
Facebook – 10,747 followers
Instagram – 2,696 followers

April 2025 Report:

Facebook – 10,000 followers
Instagram – 2,433 followers

Top 5 Posts by Views (Organic)

<input type="checkbox"/>		<p>It's exciting to share th...</p> <p>Published • May 14 at 12:57 PM</p>	...	41,156	39,157	369
<input type="checkbox"/>		<p>Sunday nights just got...</p> <p>Published • May 28 at 6:23 PM</p>	...	39,856	26,341	313
<input type="checkbox"/>		<p>Peach-pink skies over Swa...</p> <p>Published • May 3 at 7:38 AM</p>	...	25,014	19,021	400
<input type="checkbox"/>		<p>Happy Easter from Swansb...</p> <p>Published • Apr 20 at 5:48 AM</p>	...	23,899	18,129	369
<input type="checkbox"/>		<p>It's a beautiful & sunny S...</p> <p>Published • Jun 29 at 12:47 PM</p>	...	13,129	9,797	117



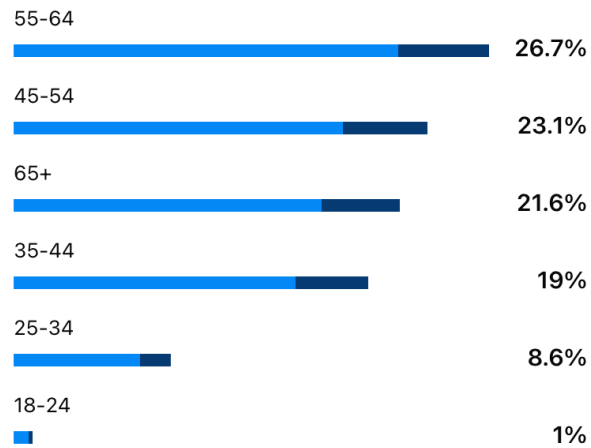


Facebook –Yearly Stats // July 1, 2024 to July 1, 2025

Age & gender ⓘ

Lifetime

● Women ● Men ● Unknown



31,751

Reactions ⓘ



1,636

Comments ⓘ




3,739

Shares ⓘ



Facebook/Instagram Ad Campaigns Summary Snapshot – April 2025 to Date...

Completed

 REEL_Pirate Fest 2025 - Weekend Getaway
Completed • Traffic


1,113	\$0.27	\$299.66
Link clicks	Cost per Link Click	Spent

 Pirate Fest 2025 - Weekend Getaway
Completed • Traffic

4,754	\$0.0841	\$399.97
Link clicks	Cost per Link Click	Spent

 Post: "🌸🐣 Spring Break Fun & Easter Week in Swansboro! -..."
Completed • Engagement

2,183	\$0.0549	\$119.89
Post engagements	Cost per Post Engagement	Spent

 Spring 2025 General Campaign
Completed • Traffic

3,662	\$0.19	\$699.96
Link clicks	Cost per Link Click	Spent

Completed

 Post engagements Ad: 🇺🇸🌞 The long Memorial Day weekend is alm...
Completed • Engagement

3,531	\$0.0340	\$120.00
Post engagements	Cost per Post Engagement	Spent


 REEL_Arts by the Sea 2025
Completed • Traffic

1,984	\$0.25	\$499.99
Link clicks	Cost per Link Click	Spent

Completed

 Post engagements Ad: Celebrate Father's Day Weekend in Swansbor...
Completed • Engagement

975	\$0.0399	\$38.92
Post engagements	Cost per Post Engagement	Spent


 Website visitors Ad: 🎣 Ready to level up your fly fishing game?
Completed • Traffic

547	\$0.18	\$99.96
Link clicks	Cost per Link Click	Spent

 June 2025 - ABTS, Independence Day & Recreation
Completed • Traffic

4,322	\$0.17	\$750.00
Link clicks	Cost per Link Click	Spent

Active




 Website visitors Ad: 🌟 4th of July Weekend in Swansboro? You're in f...
Active • Traffic

405	\$0.18	\$74.81
Link clicks	Cost per Link Click	Spent



Visit Swansboro Marketing Eblasts

Monthly Eblasts – May 2025 through July 1, 2025

<input type="checkbox"/>		July 2025 Eblast Campaign is actively running and not complete with resends Published Email • Published yesterday at 1:04pm EDT <u>1,508 sends</u> • <u>689 (47%) opens</u> • <u>32 (2%) clicks</u> • <u>40 (3%) bounces</u> • <u>4 (1%) unsubscribes</u>
<input type="checkbox"/>		June 2025 Eblast Published Email • Published May 29, 2025 at 7:00pm EDT <u>1,505 sends</u> • <u>931 (64%) opens</u> • <u>42 (3%) clicks</u> • <u>50 (3%) bounces</u> • <u>4 (1%) unsubscribes</u>
<input type="checkbox"/>		May 2025 Eblast Published Email • Published May 1, 2025 at 6:30pm EDT <u>1,484 sends</u> • <u>991 (69%) opens</u> • <u>38 (3%) clicks</u> • <u>49 (3%) bounces</u> • <u>9 (1%) unsubscribes</u>

Industry Standards:

Open Rate (Total)	Click Rate (Clicks/Delivered)	Bounce Rate

Overall:

32.55% 2.03% 10.31%

Travel & Hospitality:

31.02% 1.34% 8.81%

The Visit Swansboro Email List is **actively growing** – due to the promotional getaway contest ads we are running – branding Swansboro as a vacation destination.

To date, there are now
1,508 contacts our our list.





RALEIGH INSIDER

From Our Partners

Pack Your Bags—It's Time to Travel

Swansboro

Paddle into adventure just two and a half hours from Raleigh! Explore Swansboro's scenic waterways, kayak trails and ecotours. Nature and relaxation await. Follow on social for more!

[Discover More](#)



Raleigh Magazine – Travel Eblasts – Summer 2025 Issues

Sent June 2, 2025

Swansboro:

Open rate: 42.27%

CTR: 1.11%

Sent: 27,140

Individual clicks: 301

We will have a July & August placement as well...



May 2025



June 2025

Downtown Merchants & Restaurants Guide & Map – Spring 2025

Completed & Shipped to the 14 NC Welcome Centers & locally to Swansboro Merchants & Hampton Inn. (Thanks to merchants & Town of Swansboro (Justin Webb) for support in delivery locally.



1 Swansboro Paddle Boarding & Kayaking
(910) 325-4546 Paddle boards, kayaks, boat & jet ski rentals, island taxis, customized guided trips, apparel & more!

2 By The Bridge Restaurant
(910) 708-0208 Waterfront dining Dock and Dine Caribbean Fare – American fare Full bar, burgers, Sunday brunch Live music or DJ most weekends. Late night service Open daily 7:30am–8:10p

3 Glamour and Grace Boutique
(910) 325-8157 Offering a variety of men's and women's clothing & accessories.

4 Bone Low Country Kitchen "wineyard"
(910) 325-0502 Waterfront dining with open-air and covered seating Dock and Dine Steam pots, low country buns, pubby's & more Live music, full A/C, permits, Open Tues-Fri 12pm-9pm, Sat-Sun 11:30am-9pm

5 The BORO Restaurant & Bar "wineyard"
(910) 325-0502 Waterfront dining Dock and Dine Coastal Carolina cuisine with chef features and fresh local fish Live acoustic music Thurs-Sat Bar, courtyard, and pavilion seating Open daily 11am

6 Swansboro Front Street Grocery
(252) 725-1958 An artisanal grocery with a great assortment of snacks, drinks, beer, wine, Amish baked goods, local produce, ice cream and more.

7 Yana's Restaurant
(910) 326-5501 Talk of the Town 5 Star Award Winner A 1950's diner serving breakfast and lunch Burgers, shakes, famous fruit fritters, omelets and gourmet salads.

8 Gray Dolphin
(910) 326-4444 Unique gifts & accessories, Camille Beckman and gourmet foods.

9 Roque Banks Realty
(910) 325-0868 A proven leader in real estate sales.

10 To Be Announced

11 Poor Man's Hole
(252) 471-0020 Handcrafted furniture by Sprigitt Rhue, gifts and vintage art/facts.

12 The Mercantile
(910) 325-7004 Nautical gifts, antiques, fabrics, handcrafted outdoor furniture, art work, coastal heritage books, jewelry and more.

13 Instigator Fishing & Diving Charters
(910) 322-7815 Operating a 51' Contender for all of our fishing & freestyle charters and a 30' Zodiac and 45' Viking for our SCUBA diving charters. Dive charters that offer wreck, ledge and night diving, Spearfishing and Megalodon Food hunt.

14 The Lady Swan / Swansboro Boat Tours
(910) 325-1200 Sunset, Historical, Nature Cruises & Much More! Regularly scheduled and private trips available. Come Take A Ride With Us!

15 Bala Bottle & Brew
(910) 325-7550 Gift and book store offering beer, wine, coffee and Hershey's ice cream. Shop, sip and enjoy beautiful water views.

16 Willy Nilly Warehouse
(252) 355-0827 Waterfront destination for live music, beer, wine, slushies and unique gifts.

17 Saltwater Grill
(910) 326-7500 People come for the view and stay for the food – casual atmosphere, seafood, steaks, gourmet salads, full service bar featuring a superior wine selection.

18 Casper's Marina
(910) 326-4462 Easy docking, boat gas, dry stack facility, ship store, items and more. Variety of Swansboro logo merchandise.

19 Novelty Nook
(910) 325-7437 Gifts for all ages. Year round Christmas Store with ornaments, items and more. Variety of Swansboro logo merchandise.

20 Rocket Fizz
(910) 325-7300 Retro candy/oda pop/coc cream/foam! 5,000+ types of nostalgia & international candy! Come and be Willy Wonka for the day!

21 Giovanni's Brooklyn Bagels
(910) 325-7541 Offering fresh bagels, sandwiches, pretzels, pastries, and coffee! Open Mon – Sat, 7am to 2pm, Sun, 8am to 1pm.

22 Bella Hair & Boutique
(910) 909-8079 Modern hair stylist and colorist specializing in custom haircuts, coloring, extensions and keratin.

23 Reverse Aesthetics Medical Spa
(252) 764-1662 Cosmetic Injectors & Laser Specialist: Botox, Fillers, Laser Treatments, RF Microneedling and Skin Care Products. Call for more information.

24 Church Street Market & Pub
(910) 325-8546 Specialty sandwiches, soups, desserts, fine wines, beer & spirits.Trivia on Thurs nights at 6:30pm

25 Swansboro Visitors Center
(910) 326-4428 Temporarily closed for construction.

26 Swansboro Town Hall
(910) 326-4428 www.swansboro-nc.org

27 Cedro De Azmar/Cigar Shop
(252) 422-9500 Premium cigars, tobacco, quality pipes, humidors, outdoor seating with a waterfront view.

28 Silver Line Jewelry, Art & Unique Finds
(910) 325-7229 Coastal treasure made in the Carolinas. Proudly carrying Coastal earnings made for sensitive ears.

29 Gigi Nails
(910) 912-4448 Nail Salon offering manicures and pedicures.

30 To Be Announced

31 Jess' Boutique
(910) 325-8340 Ladies' and men's apparel, Women's accessories, purses, shoes and body care.

32 Bridalhouse Boutique
(252) 470-6032 Curated apparel, gifts & accessories for babies to ladies – where comfort, charm & affordability meet!

33 Merrow Boutique
(910) 325-8540 Effortless, endless resort style, thoughtfully curated for the wandering traveler in all of us.

34 Dini's Martinis and Desserts
(910) 325-8540 Dini's Martinis and Desserts is a craft cocktail and dessert bar that specializes in crafted cocktails, delicious desserts, every small bite and so much more!

35 Bone Girl Boutique
(910) 630-0056 Locally made art, custom furnishings, home decor, boutique clothing, jewelry & gifts. Located inside the iconic Russell's Building. Mon-Thurs 11:5 a.m. to 6 p.m., Sat 10 a.m. to 5 p.m., Sun 12-4 p.m.

36 Salt Marsh Cottage
(910) 708-1166 Most hours for Coastal Living!

37 Preston's Corner Bar & Grill & The Back Bar on Front Street
(910) 708-1805 Homemade coastal cuisine with southern influences. Open 7 days a week serving breakfast, lunch and dinner. Craft cocktails and two spacious bars that stay open late! Casual, friendly, comfortable setting.

38 Cameo Boutique
(910) 326-4208 Trendy fashions, shoes and accessories.

39 Il Cigno Italiano
(910) 325-7945 Waterfront dining Dock and Dine House-made Italian: gnocchi, pizza, macadamia. Chef specials with local fish. Full menu at the Copper Bar Open 4pm Closed Tuesdays.

40 Riverside Steak & Seafood
(910) 326-8847 Serving fresh caught NC seafood, premium steaks, nightly chef specials, accommodations for large families and children's menus, famous sweet potato muffins, full bar and extensive wine list.

41 Clyde Phillips Seafood
(910) 326-4448 "NC caught" "fresh local seafood" – fish, crabs, shrimp and fried fish.

42 Popple's Fishing Charters, Coastal Tours, Kayaking & Rental Center
(910) 325-7874 Coastal outdoor outfitter specializing in getting you out on the water in Swansboro!

43 Sound Side Outfitters
(910) 708-0333 The Crystal Coast's premier fly shop for all your fly fishing needs. Rods, reels, materials, flies, charters and more.

44 Popple's Bait & Tackle Shop
(910) 325-7874 Swansboro's premier bait & tackle, rods & reels shop specializing in live bait.

45 Nancy Lee III Fishing Charters, LLC
(252) 554-3474 Near coastal fishing for individuals or groups of up to 16 passengers. Specializing in bottom fishing & near shore trolling. USCG certified vessel.

JULY 2nd - We received a request from the I-95 Welcome Center that they already need 300 more! I will be printing some more as I had sent the 5,000 produced out already.



Northern Virginia Magazine – Readership, Audience, E-Newsletter Opportunities

Media Kit 2025

NorthernVirginia
MAGAZINE

Readership & Audience

Who are our Print Readers?

Average Income:
\$380,000

88% Between
30-60 Years Old
Average Age: 51

94% Own a Home

74% are Married

89% Have a
College Degree

52% Completed
Post-Graduate

70% Female
Readers



Distribution

Estimated Readership:
130,000+
Per Month

Total Circulation
35,000

27,000

Targeted Distribution

Residents (paid and prospective subscribers),
Businesses (waiting rooms - medical offices, salons & spas and etc.)

8,000+

Newsstands:

Balducci's • Barnes & Noble
CVS • Food Lion • Fresh Market
Giant • Harris Teeter • Safeway
Sprouts • Target
Walmart • Wegmans
Whole Foods

*Source: 2023 Audience Survey / Data Axi

Media Kit 2025

NorthernVirginia
MAGAZINE

Newsletter Specifications

Material Submission

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

FILE FORMATS: GIF (max 4 slides), JPEG, & PNG.

FILE SIZE: Maximum 300KB.

FILE DELIVERY: Email the files to onlineads@northernvirginiamag.com.

Please use your company name when naming the file.

NATIVE AD: Text is 60-90 words, including headline. Image size is 600px by 400px (image only, no logos or text). URL web link for headline, image and body text.

DISPLAY AD: 600px by 136px banner ad; URL web link for ad

Title	Description	Distribution	OPTED-IN SUBSCRIBERS
Things to do	The go-to guide for area events, shows, and weekend plans	Every Monday and Thursday	64,000+
Travel	Ideas and tips for vacation destinations and adventures.	Second and fourth Wednesday of the month	39,000+
Food & Drink	News on restaurant openings and dining reviews.	Every Tuesday and Friday	60,000+
Wellness	How to stay fit and healthy in Northern Virginia.	First and third Wednesday	23,000+
News	The latest news stories from the NoVA region.	Every Wednesday	52,000+
Family	Activities and events for the whole family.	Every Thursday	27,000+
Shopping	News on shop openings and guides on where to shop in NoVA.	Every Friday	44,000+
Home & Real Estate	Inspiring renovation, design, and gardening ideas. Listings, real estate trends, and buying and selling tips	Every Tuesday	27,000+
Education	Places to bring the kids, plus educational and student news.	Second and last Monday of the month	20,000+
Senior Living	Advice and activities for seniors.	Third Tuesday of the month	17,000+

THINGS TO DO



14 Places to See 'The Nutcracker' in Virginia and DC

Celebrate the season with this classic ballet that's perfect for all ages. [\[READ MORE\]](#)



TIME TO EAT
These Are the 50 Best Restaurants in Northern Virginia for 2024



Northern Virginia Magazine – Ad Placements // Newsletters & Banner Ad Placements

Newsletters:

You can mix and match the topics to get to a total of 3. Max of 2 sponsors per newsletter

TITLE	DISTRIBUTION	OPTED-IN SUBSCRIBERS	1X	3X
Food & Drink	Every Tuesday and Friday	60,313	\$980	\$820
Things to Do	Every Monday and Thursday	64,659	\$980	\$820
Travel	Second and fourth Wednesday of the month	39,946	\$900	\$750

WEBSITE ADS

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

Tie In with Promotional Getaway Contests to Swansboro for the 2025/2026 Fiscal

- (3) E-News Placements
- = \$2460
- (2) Rectangle Banner Ads on Website = \$1560

TOTAL INVESTMENT: \$4020

Availability: there is at least one sponsorship opportunity per topic and date

August

Food & Drink	8/1, 8/5, 8/8, 8/12, 8/15, 8/19, 8/22, 8/26, 8/29
Things to Do	8/4, 8/11, 8/14, 8/18, 8/21, 8/25, 8/28
Travel	8/13, 8/27

September

Food & Drink	9/2, 9/5, 9/9, 9/12, 9/16, 9/19, 9/23, 9/26, 9/30
Things to Do	9/8, 9/18
Travel	9/10, 9/24

October

Food & Drink	10/3, 10/7, 10/10, 10/14, 10/17, 10/21, 10/24, 10/28, 10/31
Things to Do	10/2, 10/6, 10/9, 10/13, 10/20, 10/23, 10/27, 10/30
Travel	10/8, 10/22

NorthernVirginia MAGAZINE 2025 Media Kit

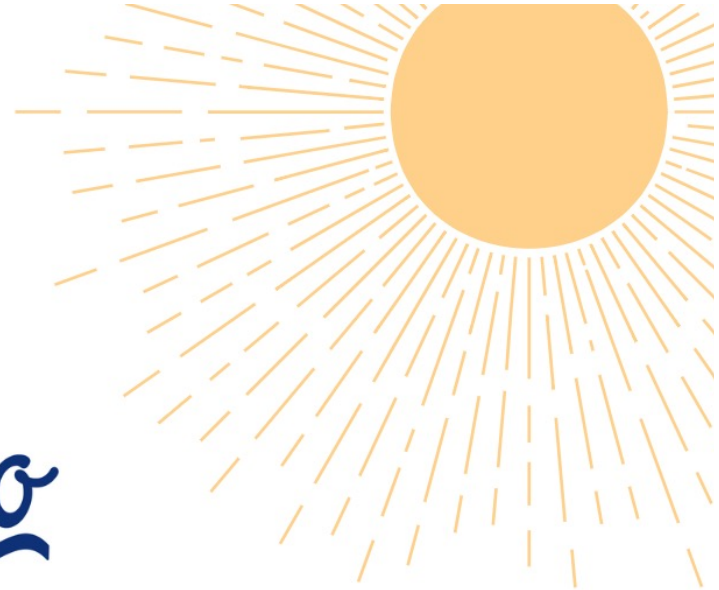




Swansboro

Friendly City by the Sea

APPENDIX





2024/2025 STDA Approved Contingency Budget – Snapshot - FINAL

SWANSBORO TDA / FY 2024-2025 // APPROVED Marketing, Advertising, Tourism Support

Media / Advertiser / Element		Budgeted	Actual	Remaining	Description
PRINT COLLATERAL	2024/2025 Merchant & Restaurant Guide - Printing Estimate (based on prior years actual) - Spring (April 2025) (2 reprints per year - cost split between TDA and merchants)	700.00	571.56	128.44	8.5" x 14" size double gate, 5,000 quantity, specs: 80# gloss text - in market piece Fall Reprint completed in October 2024 - Expense to be paid from Downtown Merchants Fund
WEBSITE	Dream Host - 2024/2025 Annual website hosting & Maintenance Plan	1,811.28	1811.28	0.00	Assumes \$203.40 for Annual Hosting + Monthly Management Fee & SEO Toolkit of \$134/month
WEBSITE	Misc. Tech Needs for Website Comment of 6.17.25: Rebuilt Aribnb Page using WordPress Block Builder/Gutenberg	400.00	400	0.00	
EBLAST TOOL	Constant Contact License - Estimate	600.00	742	-142.00	Cost for license will be between \$600 - \$900 annually depending on # of emails in our list. Prepayment gets 30% off. Next invoice is \$280 on 4.13.25
PRINT AD	2024/2025 Our State Magazine Coast Host Section Ads	9,338.00	9338	0.00	6 ADS TOTAL - 1/3 Page for Sept 24; 1/6 Pages for Oct 24, Mar 24, Apr 2024, May, 24, Jun 24
PRINT AD	2024/2025 Our State Magazine - Destinations Section Ad	1,675.00	1675	0.00	1 AD: 1/6 Page - Aug 24
PRINT AD	NEW 2024/2025 Our State Magazine - October 2024 Special Pub	1,600.00	1600	0.00	1 AD: 1/4 Page - "Foods in 100 Counties"
DIGITAL ADS	2024/2025 Our State Magazine - Sponsored Eblasts	2,790.00	2790	0.00	2 EBLASTS: Sunday Morning Read - Jan 24, 2025 - COMPLETE & Feb 25, 2025
PRINT AD	2024/2025 Raleigh Magazine - Travel Section	2,125.00	2125	0.00	July/Aug 2025 (Travel Issue) - Half Page - COMPLETE ; Feb 2025 - COMPLETE & April 2025 - 1/4 Page
PRINT AD	2024/2025 Raleigh Magazine - DECEMBER JANUARY Special Travel swapped out podcast midroll with full page ad	1,600.00	1500	100.00	Full Page Ad - Special Travel Section (due to Helene)
MEMBERSHIP	2025 NC Coast Host Membership Dues	350.00	350	0.00	Renewal



2024/2025 STDA Approved Contingency Budget – Snapshot - **FINAL**

SWANSBORO TDA / FY 2024-2025 // APPROVED Marketing, Advertising, Tourism Support

Media / Advertiser / Element	Budgeted	Actual	Remaining	Description
PRINT AD	2025 Emerald Isle Barefoot Guide - comes out in March 2025	950.00	877.5	72.50 Comes up for contract in October 2024 for March 2025 pub date
PRINT AD	2025 Bluewater Beacon Real Estate Guide	1,110.00	0	1110 Sign contract in May 2025 - goes to print in June 2025
	I've been informed that continuing producing this publication is under review and TBD			
DIGITAL ADS	2024/2025 Facebook Advertising	6,500.00	7210	-710.00 From July 1, 2024 to June 30, 2025
	5.12.25: includes \$500 / \$2000 total per festival - per Anna (Swansboro Festivals Budget) - took out \$500 for June - she needs a banner		spent as of 7.02.25	
PRINT AD	2025 Swansboro Area Chamber Directory - Full Page Ad	1,100.00	1100	0.00 Submitted in October 2024 for 2025 Guide
VIDEO PLACEMENT	OAJ Airport 2024/2025 - Video Placement	5,000.00	5000	0.00 Update Video Asset - twice a year, per contract with Honeycutt Advertising
SERVICES	Retainer Fee @ \$2016/month	24,192.00	24192	0.00
	GRAND TOTAL	61,841.28	61282.34	558.94

2024/2025 STDA Approved Contingency Budget – Snapshot - FINAL

	2024/2025 Approved Marketing Contingency Budget	6,900.00		
	<i>Additional Expenditures</i>			
	Shipping Costs - Fall 2024 Merchant Guides to Welcome Centers	401.37	complete	
	Additional Shipping Costs Merch Guide - Local Swansboro	43.77	complete	
	Raleigh Magazine Eblasts -- January 15 & February 5	1,500.00	complete	
	Promotional Gift Cards - Get Real Go Reel; Hearts & Horizons	203.00	complete	
	Fall 2024 Merch Guide Design Refresh	400.00	complete	
	Spring 2025 Merch Guide Design Refresh	400.00	complete	
5.12.25	New Banners & Promo Items for NTTW - at I95 Welcome Ctr.	198.26	complete	STDA CC
5.12.25	Tent Banner Design & Production	180.00	complete	May invoice
				Inclement Weather
5.12.25	Arts by the Sea_Photography & Drone - \$900	0.00	approx	Cancelled
5.12.25	Raleigh Magazine - Travel Destination Eblasts - 6/2, 7/14, 8/4	600.00	\$200/per	
5.12.25	Possible Addtl Facebook/Insta Ad	710.00	approx	
5.12.25	QR Code License with Tracking Capability	0.00	approx	not done yet
5.12.25	ESTIMATED Shipping costs - Spring 2025 Merch Guides to WCs	450.00	approx	
	Spent/Committed to Date	5,086.40		
	Remaining	1,813.60		

Comments:

I anticipate spending thru the Facebook/Instagram ad budget – thru June 30.

I will have actual costs for the Spring 2025 Merch Guide reprint by May – to follow.

As I understand it, the Bluewater Beacon has been discontinued, so we did not spend the \$1110.

I delayed ordering any new swag bags until a need arises or the Visitor Center remediation is completed, as this is where the bags have been stored.

Please note that the Budget Snapshots may not be exact – these are my best efforts to help in keeping expenditures up-to-date and for a common understanding.



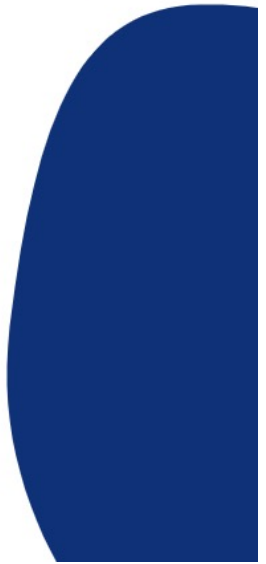
Swansboro

Friendly City by the Sea

2025/2026

PROPOSED BUDGET OPTIONS

Presented by: Anne Marie Bass, Front Row Communications





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

SWANSBORO TDA / FY 2025-2026 // APPROVED 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)			Fall 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 \$134/month
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"
VISIT NC CO OP	NEW 2025/2026 Visit NC - INSTAGRAM UGC	1,000.00	900	October 2025
VISIT NC CO OP	NEW 2025/2026 Visit NC - FEATURED EVENT - FACEBOOK	1,000.00	900	Christmas Flotilla (Thanksgiving Weekend)
VISIT NC CO OP	NEW 2025/2026 Visit NC - WELCOME JOURNEY - SMALL TOWNS	500.00	450	Eblast - Winter 2025/2026
DIGITAL ADS	2025/2026 Our State Magazine - Sponsored Eblasts	4,785.00		3 EBLASTS: Sunday Morning Read - Jan 25rd, Feb 22nd., 2026 + Additional Sept. 14, 2025



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

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

Media / Advertiser / Element	Budgeted	Actual	Remaining	Description
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
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 <small>includes \$500 per festival / \$2000 total - per Anna (Swansboro Festivals Budget - still TBD for 2025/2026 fiscal)</small>	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	72,549.00		
	Approved Amount - in "Option 1"	75,844.00		
	Approved - Visit NC Co-Op (awarded amount)	2,500.00		
	Difference - Added to Contingency	3,295.00		
	2025/2026 Approved Marketing Contingency Budget	3,500.00		



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

	2025/2026 Approved Marketing Contingency Budget	3,500.00	
	<i>Additional Expenditures</i>		
Starting Contingency	ADD \$3295 - From Originally Proposed & Approved Option 1 Amount	6,795.00	7.1.25
	Fall 2025 Merch & Rest Guide Shipping to Welcome Centers - EST	450.00	
	Spring 2026 Merch & Rest Guide Shipping to Welcome Centers - EST	450.00	
	BALANCE TO DATE	5,895.00	