

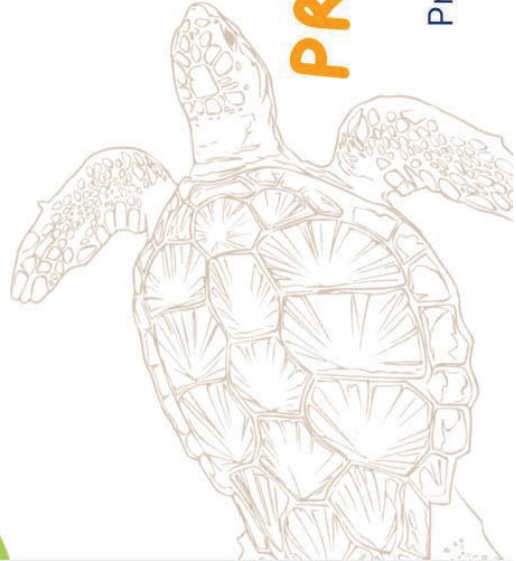


Swansboro

Friendly City by the Sea

2026/2027

PROPOSED BUDGET & OPTIONS



Presented by: Anne Marie Bass, Front Row Communications



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

Media / Advertiser / Element Budgeted Actual Remaining Description

Media / Advertiser / Element	Budgeted	Actual	Remaining	Description
PRINT COLLATERAL	815.00			2027 Merchant & Restaurant Guide - Printing Estimate (based on prior years actual) - Spring (April 2027)
				8.5" x 14" size double gate, 5,000 quantity, specs: 80# gloss text - in market piece <i>sent to 14 NC Welcome Centers</i>
	815.00			2026 Merchant & Restaurant Guide - Printing Estimate (based on prior years actual) - Fall (October 2026)
				8.5" x 14" size double gate, 5,000 quantity, specs: 80# gloss text - in market piece <i>sent to 14 NC Welcome Centers</i>
WEBSITE	1,788.00			Dream Host - 2026/2027 Annual website hosting & Maintenance Plan
WEBSITE	800.00			Misc. Tech Needs for Website - Estimate
EBLAST SOFTWARE	1,008.00			Constant Contact License - Estimate
PRINT AD	11,400.00			2026/2027 Our State Magazine - Print Ads - Coast Host Section Ads
DIGITAL ADS	3,300.00			2026/2027 Our State Magazine - Sponsored Eblasts
VISIT NC CO OP	1,000.00			2026/2027 Visit NC - Featured Event - Facebook
VISIT NC CO OP	500.00			2026/2027 Visit NC - Welcome Journey - Small Towns
VISIT NC CO OP	350.00			2026/2027 Visit NC - First in Fright - Featured Content
DIGITAL ADS	7,000.00			2026/2027 Facebook & Instagram Advertising <i>assumes \$2000 incl. from Swansboro Festivals (\$400/per event)</i>
PRINT ADS	2,000.00			2026/2027 Raleigh Magazine - Print Ads - Travel Section
PRINT ADS	1,500.00			2026/2027 Raleigh Magazine - Print Ads - November 2026 Issue
DIGITAL ADS	600.00			2026/2027 Raleigh Magazine - Banner Ad Placements on Site
				Assumes \$239.88 for Annual Hosting + Monthly Management Fee - \$129/month
				Care & Feeding, Tech Issues, Airbnb & VRBO pages, Plugin Support
				Annual Price is \$83.30/month - a Non Profit / Advance Pay discount may apply. Current Tier 2500-5000 emails
				6 ADS TOTAL: 1/3 Pag Ad Size for Sept 25; 1/6 Page Ad Size - for Oct 24, Mar 24, Apr 2024, May, 24, Jun 24
				2 EBLASTS: Sunday Morning Read - Dates TBD
				Christmas Flotilla (Thanksgiving Weekend)
				Eblast - Winter 2027 (Reaching New Subscribers each month to Visit NC ENews) Visit NC Website
				From July 1, 2025 to June 30, 2026
				3 ADS TOTAL: July/Aug 2026 (Annual Travel Issue) - Half Page ; Feb 2027; April 2027 - 1/4 Page
				1 AD: Full Page - Special Travel Section
				2 PLACEMENTS: August & September 2026 - \$300/per month

◆ 1. OUT-OF-STATE EXPANSION

Northern Virginia Magazine (Digital)

- Eblasts + Website Banners
- Targets DC Metro / high-income drive market
- Supports Facebook & Instagram campaigns

Investment: ~\$6,150

◆ 2. CONTENT & SOCIAL GROWTH

NC Tripping – Influencer Program

- Hosted visit + content creation
- Instagram + blog + video assets
- “Swansboro Insider” storytelling approach

Investment: ~\$6,000

◆ 3. AFFLUENT AUDIENCE REACH

Visit NC Co-Op – Garden & Gun

- Digital + Email Newsletter placements
- High-income, travel-oriented audience
- Strong engagement + click-through performance

Investment: ~\$7,500

◆ 4. IN-STATE AMPLIFICATION

Raleigh Magazine (Podcast)

- “Office Talk” mid-roll podcast placements
- Seasonal Event-aligned messaging (Fall)

Investment: ~\$1,600

NC Field & Family (Print)

- Direct mail to NC households
- Promotes events + statewide awareness

Investment: ~\$6,780



Proposed 2026/2027 Budget — Packaged Options

Options are structured to guide decision-making by budget level and desired reach.

◆ PLATINUM

Full Market Expansion + Maximum Visibility

- Includes all recommended placements
- Expands reach across in-state, Southeast, and DC Metro markets
- Highest level of visibility and frequency

Total Investment: ~\$100,874

◆ SILVER

Targeted Regional Reach

Focuses on strong in-state visibility and event-driven promotion

- Option A: Raleigh Magazine + NC Field & Family
- Option B: NC Tripping + Raleigh Podcast

Total Investment: ~\$80,444 – \$81,224

◆ GOLD

Strategic Growth in Key Markets

Combines strong NC reach with targeted out-of-state exposure

- Option A: NC Tripping + Northern Virginia Magazine
- Option B: NC Tripping + Garden & Gun

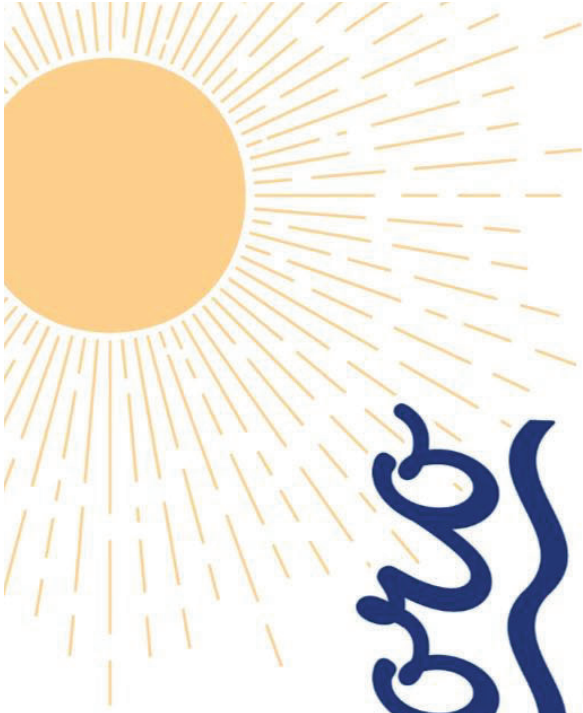
Total Investment: ~\$84,994 – \$86,344

◆ BRONZE

Focused Awareness + Content Growth

- Emphasis on content creation and social driven visibility
- NC Tripping influencer program

Total Investment: ~\$78,844



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**POSSIBLE ADDITIONAL PLACEMENTS
CIRCULATION & DEMOS**



Presented by: Anne Marie Bass, Front Row Communications





Our State

Audience Snapshot

Circulation: 180,000; Monthly Paid Sub – 150,000
Readership: 1,100,000
Distribution: Primarily subscription with statewide distribution. Largest paid circ of any NC magazine

Demographics

Median Age: 53
Females – 63% Males – 37%
HHI: \$180,500
17% are Millionaires
Geography: North Carolina (statewide)

Positioning

Established statewide publication with strong brand recognition.

Longstanding partnership with consistent visibility for Swansboro

RALEIGH MAGAZINE

Audience Snapshot

Hybrid Circulation: Paid – 28,000. Rack – 7,000
New Movers – 1,000
Readership: 90,000
Office Talk Podcast – 100,000 views per week. Top 10% global rank of 2.833M podcasts globally.

Demographics

Median Age: 25-54
HHI: \$125K +
College educated; Home Owners (Value of \$350K +) and Renters
Geography: Key targeted zip codes in Raleigh metro area

Positioning

Strong reach within a key in-state drive market
Established partnership with targeted regional visibility

Longstanding partnership with consistent visibility for Swansboro



NorthernVirginia

Proposed 2026/2027 Budget – Media Placements | Circulation & Demos



Audience Snapshot

Print Circulation: 35,000
Readership: 130,000+/month
Distribution: Paid – 28,000. Rack – 7,000

Audience Snapshot

Circulation: 608,000+ unique homes in NC
Distribution: Direct Mail – Quarterly Pub
NC Farm Bureau Insurance Members

Demographics

Median Age: 51 (88% between age 30-60)
Females – 70% Males – 30%
74% Married
HHI: \$380,000
Geography: Targeted zip codes in NVA (DC Metro Area)

Demographics

About 30,000 are involved in Farming
Geography: North Carolina (statewide)
1 out of every 15 HHs in NC (1 per HH – anyone with a policy))

Digital (E Newsletter Sponsorship)

Travel – 36,000+ Family – 25,000+

Digital (Website)

742,000+ Monthly Views 383,000 Unique Monthly Visitors

Positioning

Local Foods: cooking/restaurants/markets
Family farms/businesses producing foods we enjoy
In State Travel/Tourism & Events

Positioning

Water people (Potomac, Chesapeake, Lakes). Affluent audience.
Families from drive in market (6 hours)

NEW OPPORTUNITY – Print

NEW OPPORTUNITY - Digital



Audience Snapshot

In 2025...NC Tripping generated 1,181,658 impressions about Swansboro with 51,113 engagements

STDA Strategy/Content Generation

A hosted visit to Swansboro
Shoot and curate more current/up-to-date, in-depth and nuanced content
Focusing on the story telling and “Swansboro Insider” type of vibe.

Positioning

One of the most recognized North Carolina travel influencers, with proven engagement and statewide reach.
Familiar with Swansboro and have written blogs and created social media posts and video (via hosted visits sponsored by OCT & JTDA)

NEW OPPORTUNITY – Digital Influencer

Visit NC Special Interest Welcome Journey Eblasts – Small Towns

E-NEWS PROGRAMS

Welcome Journey Featured Content

As new individuals sign up for Visit NC’s e-news, they begin to receive a series of emails from Visit NC to get to know them better. This is called the Welcome Journey. The Welcome Journey builds the profiles of individuals in our database by asking questions to understand their personal preferences and interests. Partners can select to have their content featured as the itinerary recommendation that is served, aligning with specific interest categories, as well as inclusion in default content.

PARTNER BENEFITS

By associating with an interest category, you are guaranteed to get in front of an engaged audience seeking what you have to offer, allowing you to build awareness.

PRICE

\$1,000

INVENTORY

Limit one (1) per year per partner for the following interest categories (as well as inclusion in default content):

- Mountains
- Coast
- City
- Small Towns

With one (1) being reserved for Tier 1

Visit NC Haunted Tourism Initiative – First in Fright Eblast

First in Fright Featured Content

This program invites partners to be included in the body of the Visit NC First in Fright e-newsletter, part of our year-round haunted tourism initiative. The seasonal First in Fright email segment is composed of over 14,000 dedicated consumer leads looking to connect with local lore and one-of-a-kind spooky experiences.

The Welcome Journey is an ongoing send that is delivered to all new First in Fright leads, exposing them to your destination within 48 hours of sign-up.

PARTNER BENEFITS

Share your destination’s unique stories or relevant seasonal activities with an audience that has indicated a specific interest in paranormal tourism.

PRICE

\$350

SEASONAL EMAIL INVENTORY

Four (4) partner spots total per year (two [2] spots in the fall deployment; two [2] spots in the spring deployment)

WELCOME JOURNEY INVENTORY

Two (2) partner spots per year

NEW OPPORTUNITY

CONSIDERATION PROGRAMS



Proposed 2026/2027 Budget – Media Placements | Circulation & Demos

NEW Garden & Gun Due South E-Newsletter Program

The Garden & Gun e-newsletter program is available at investment levels starting at \$5,000.

Inspired by Garden & Gun's love for adventure, Due South is a weekly roundup of the best in Southern travel. With over 121,000 opt-in subscribers, a 51% open rate and an average 4.75% CTR, you are reaching an

engaged and affluent audience that is passionate about travel. Both enhanced and sponsored editions provide Visit NC partners with the opportunity to include branded content written by the Garden & Gun editors, images and a URL, providing them an authentic connection with the readers.



NEW OPPORTUNITY – Visit NC Co-Op

Investment Options	Channel	Campaign Elements	Assets Needed
\$5,000 Per Partner	Due South Newsletter: Inspired by G&G's love for adventure, Due South is a weekly roundup of the best in Southern travel.	Enhanced Edition <ul style="list-style-type: none"> Available in all weekly newsletters (minus fully sponsored editions) Mid-page inclusion 90-120 words of copy written by G&G to support your current campaign One (1) clickable hi-res image 	2-3 hi-res images (mix of horizontal and vertical) with brief captions and credits (if needed) 2-3 talking points with a call to action and URL Main point of contact for approvals Emails to include with newsletter deployment
\$8,000 Per Partner	Due South Newsletter: Inspired by G&G's love for adventure, Due South is a weekly roundup of the best in Southern travel.	Sponsored Edition <ul style="list-style-type: none"> Two sponsored editions each month 180-200 words of copy written by G&G to support your current campaign One (1) clickable hi-res image Partner's links and images included throughout narrative 	4-6 hi-res images (mix of horizontal and vertical) with brief captions and credits (if needed) 3-5 talking points with call to action and URL(s) Main point of contact for approvals Emails to include with newsletter deployment

DIGITAL PROGRAMS (CONTINUED)

Garden & Gun Digital Program

The Garden & Gun digital program is available at investment tiers of \$2,500, \$5,000 or \$10,000 per two-month flight.

This exciting opportunity allows you to reach Garden & Gun's digital audience (885,000+ monthly visitors) via a cross-device (desktop, tablet and mobile) display campaign.

Garden & Gun is the only brand that moves from the sporting life to lush land and gardens, from architectural pursuits to adventurous travel and from food and drink to visual splendor. At its heart, G&G is about the richness of the South, and how a deep appreciation for its character can enhance life both within the region and beyond. GardenandGun.com is a direct route to reach those looking for the charm of the South. Whether visitors are searching for great travel destinations, events or other possibilities, G&G hosts it all.

Partner display units will be served across the site, with the opportunity to hold a homepage takeover for one (1) week, leveraging exclusive positioning at 100% share of voice at the \$10,000 level. By partnering with G&G through the Visit NC program, you will receive:

- Priority with dates and special partner pricing
- Individualized reporting delivered at campaign end, including impressions, clicks and CTR — a 40% rate savings

Ten (10) partner maximum in total per flight; inquire about homepage takeover available dates.



Proposed 2026/2027 Budget – Media Placements | Circulation & Demos



Investment Options	Flight & Targeting Options	Available Channels & Media Rates	Required Assets	Rate Savings	Benchmarks
<p>\$2,500</p> <p>Per Partner</p>	<p>Flighting options: September-November 31, 2026; March 1-May 30, 2027</p> <p>Targeting GardenandGun.com site visitors cross-channel:</p> <ul style="list-style-type: none"> • Food & Drink • Home & Garden • Arts & Culture • Travel, Music, Sporting 	<p>Display</p> <ul style="list-style-type: none"> • 300 x 250, 320 x 50, 728 x 90, 970 x 250, 300 x 600 <p>200,000 guaranteed impressions</p> <ul style="list-style-type: none"> • \$12.50 CPM 	<p>Display</p> <ul style="list-style-type: none"> • 300 x 250, 320 x 50, 728 x 90, 970 x 250, 300 x 600 <p>Click-through URL</p>	<p>40% Rate Savings</p>	<p>Display Average CTR: 0.06%</p>
<p>\$5,000</p> <p>Per Partner</p>	<p>Flighting options: September-November 31, 2026; March 1-May 30, 2027</p> <p>Targeting GardenandGun.com site visitors cross-channel:</p> <ul style="list-style-type: none"> • Food & Drink • Home & Garden • Arts & Culture • Travel, Music, Sporting 	<p>Display</p> <ul style="list-style-type: none"> • 454,400 guaranteed impressions <ul style="list-style-type: none"> • \$11.00 CPM 	<p>Display</p> <ul style="list-style-type: none"> • 300 x 250, 320 x 50, 728 x 90, 970 x 250, 300 x 600 <p>Click-through URL</p>	<p>40% Rate Savings</p>	<p>Display Average CTR: 0.06%</p>
<p>\$10,000</p> <p>Per Partner</p>	<p>Flighting options: September-November 31, 2026; March 1-May 30, 2027</p> <p>Targeting GardenandGun.com site visitors cross-channel:</p> <ul style="list-style-type: none"> • Food & Drink • Home & Garden • Arts & Culture • Travel, Music, Sporting 	<p>Display</p> <ul style="list-style-type: none"> • 691,000 guaranteed impressions <ul style="list-style-type: none"> • \$10.75 CPM 	<p>Display/Homepage Takeover (HPTO)</p> <ul style="list-style-type: none"> • 300 x 250, 320 x 50, 728 x 90, 970 x 250, 300 x 600 <p>Click-through URL</p> <p>Homepage takeover at 100% share of voice; reserve one (1) week from five (5) total options within flight on a first-come, first-served basis.</p>	<p>41% Rate Savings</p>	<p>Display Average CTR: 0.06%</p> <p>HPTO Avg. CTR: 0.10%</p>

NEW OPPORTUNITY – Visit NC Co-Op