

milepost

STUCK HERE ON PURPOSE. OUTER BANKS, NC

Why Milepost?

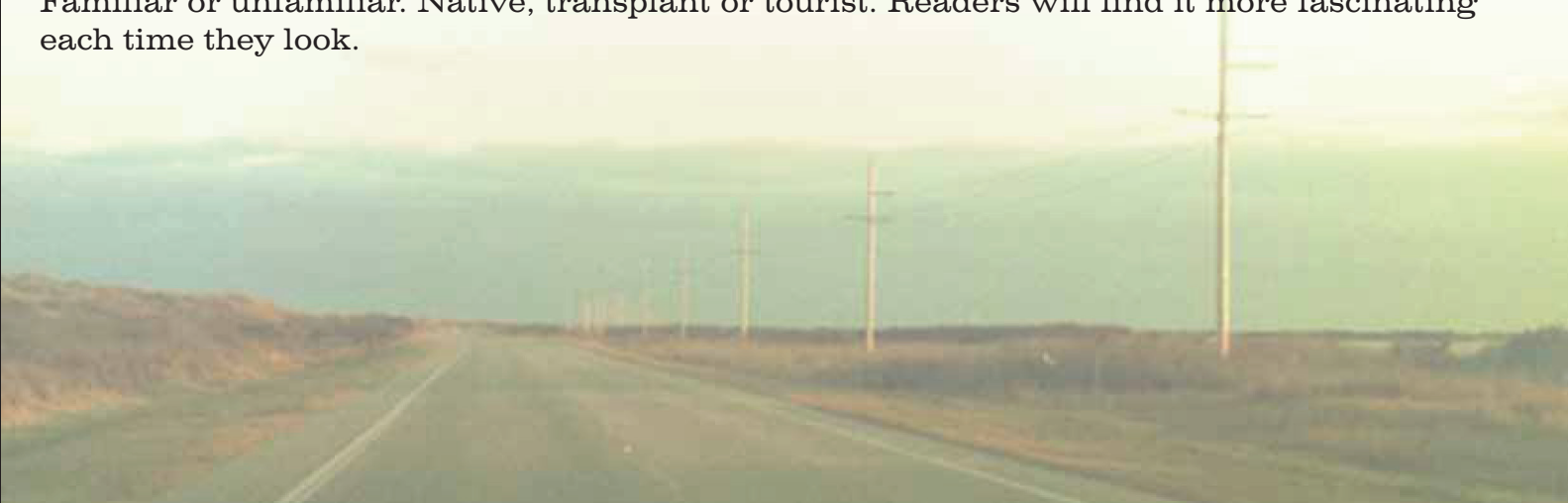
We know... we know: Outer Banks locals don't use mileposts — unless it's to help visitors with a random question like, "Where's a good steamer joint?" or "What's there to do on Saturday night?" In our opinion, that makes residents the real mileposts. Standing tall no matter the season. Ready to offer help, but at the same time showing people how lost they really are — and grinning the whole time. And that's what Outer Banks Milepost aims to be: a straight-up resource for info and entertainment that celebrates the local way of life. A cultural positioning system that lets everyone from natives to newcomers know just where they're at.

Why newsprint?

What makes the Outer Banks so special is its lack of pretense. For some people, maybe owning a second home "in the 252" is a status symbol. But for those who live here, just living here says it all. You gotta be gritty. Savvy. Humble. And most of all, committed. We're not printing Milepost to impress people with our glossy exterior; we want them to talk about our content and character. Because the only thing that survives, thrives and counts on this barrier island is your willingness to stay put. (Besides, websites and weeklies require 24-hour attention — and we live at the beach for a reason.)

Just plain why?

We know what you're thinking: isn't the Food Lion foyer crowded enough? Yes, there's plenty of printed matter that claims "Outer Banks." And they almost always target visitors with prefab lists of area attractions and slick sales pitches while offering little for those who actually live here. Milepost wants to reflect Outer Banks life from an insider's perspective — and put it where residents do their real living. We'll inform some. Rant some. Laugh plenty. But all of it will feature local values and flavor. Not only telling folks what they might have missed — but celebrating the unique elements we all willingly share. Think of it as a mirror that magnifies the Outer Banks' most quirky and compelling features to the world at large. Familiar or unfamiliar. Native, transplant or tourist. Readers will find it more fascinating each time they look.



Issues:

Issue 4.1 (Spring '15)

Ad/Money In: Jan. 5 • Mag Out: March 2

Issue 4.2 (Summer '15)

Ad/Money In: April 6 • Mag Out: May 25

Issue 4.3 (Fall '15)

Ad/Money In: July 6 • Mag Out: Aug. 31

Issue 4.4 (Winter '15)

Ad/Money In: Oct. 5 • Mag Out: Nov. 23

Price per issue:

Full page	\$1250.00
1/2 page	\$800.00
1/4 page	\$500.00
1/8 page	\$325.00
Back Cover	\$1,600.00
Inside Front Cover	\$1,500.00
Inside Back Cover	\$1,400.00

No Fooling:

That means no inflated print runs. And no oversized mag drops. Every four months, we strategically place 10,000 to 15,000 copies in more than 270 highly frequented, independent businesses to reach locals and visitors from Corolla to Frisco. And just to make sure no one misses a page, each issue lives online forever at www.outerbanksmilepost.com.

Sizes & Specs: (Width x Height)

Full page		10.375" x 10.125"
Half page	(V)	5.0625" x 10.125"
	(H)	10.375" x 4.875"
Quarter page	(H)	5.0625" x 4.875"
	(V)	2.4375" x 10.125"
Eighth page	(V)	2.4375" x 4.875"
	(H)	5.0625" x 2.3125"

Outer Banks Milepost can provide templates in all sizes.

Feedback:

"How nice to have a publication so professionally done in an area that prides itself on being so laidback." — **Alan X.**

"I have lived here my whole adult life — 17 years! — and I have never read such a great mag written from a local perspective. I laughed out loud, got engrossed in stories I remember, smiled at pics of people I know." — **Alicia F.**

"Our family looks for Milepost whenever we visit. We're actually disappointed when we find a stack and realize we've read it already." — **Edith H.**

"I'm sure you hear this all the time, but Milepost may be the best rag/mag/paper I have ever read. Hilarious. Smooth. Full of content. It's the HEAT!" — **Cheryl B.**

"The writing, art, photography, layout and general level of creativity are first rate! I was so impressed that I perused the back issues on your website." — **Clinton K.**

"It's the only local magazine with any substance. Really." — **Pam G.**

"Where's the 'like' button on this thing?" — **Mark Zuckerberg**

Acceptable Formats:

300dpi. PDF or TIFF files only, please. A proof must be supplied for all ads to be 'print ready'. Contact us with any questions or for FTP info; or use YouSendIt.com to: sales@outerbanksmilepost.com

No ad? No worries. Milepost can help you craft a compelling message. Contact us for details.

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