



# COLORFUL, FUN, FUNCTIONAL MAP AND DIGITAL GUIDE FOR WILMINGTON & BRUNSWICK COUNTY, NC

2024-25 Media Kit

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## DISCOVERY MAP OVERVIEW

Discovery Map International, based in Waitsfield, Vermont, has been America's favorite tourist map brand for more than 30 years. The maps are available in more than 100 popular destinations through the United States as well as Puerto Rico, the United Kingdom and Central America, and are popular for their full-color, hand-drawn layouts and well-organized service menus. The company's local franchise operators distribute more than 25 million travel maps a year in popular tourist destinations, the Brunswick County franchise distributes 125,000 copies each year and the Wilmington franchise distributes 125,000 copies each year. (See "Distribution" below).

Local franchisee Carolina Marketing Company, Inc. joined this powerful marketing team in 2012, bringing years of publishing experience and personal ties to the southeastern North Carolina community. Carolina Marketing Company, Inc. offers local businesses an opportunity to work with a familiar face in effectively reaching the thousands of tourists who visit the Brunswick County Beaches, Wilmington, Wrightsville Beach and Pleasure Island each year.

Discovery Map is a favorite of travelers for navigating local dining, attractions, businesses, cultural experiences. They can be found in local hotels, restaurants, shops, grocery stores, drug stores and other venues, as well as on DiscoveryMap.com



### CIRCULATION:

125,000 copies printed of Wilmington Discovery Map  
125,000 copies printed of Brunswick County Discovery Map

FREQUENCY: Annually

DISTRIBUTION: Regional locations such as Chambers of Commerce, State Welcome Centers, hotels, vacation rental properties, high traffic areas, area grocery and drug stores, etc.

EXPOSURE: A targeted audience for an entire year

AD DESIGN: Complimentary with your ad purchase

ADDED VALUE: Your business location is hand-drawn and labeled on the map...pointing people directly to you



## AD PRICING, SIZES AND SPECS

MAP AD RATES Rates are per map.	1 Space	2 Spaces	3 Spaces	4 Spaces
BASE PRICE 1/2 Paid With Order, 1/2 Due in 30 Days	\$750	\$1395	\$1995	\$2595
PREPAID PRICE Full Payment With Order	\$695	\$1320	\$1895	\$2470
4 Payments*	\$195	\$355	\$525	\$685
6 Payments*	\$135	\$240	\$355	\$465
12 Payments*	\$70	\$125	\$180	\$235

\*\*Guaranteed Placement: Additional 20%

### PAYMENTS

Check, Debit, Visa, Mastercard, Discover, American Express or Paypal. Please make all checks payable to: Carolina Marketing Company, Inc. with "Discovery Map" in the memo line.

\* See Account Executive for details

Advertising design is included for each ad purchase and includes up to 2 hours of graphic design work. Any additional time spent on ad design beyond 2 hours will be billed out a \$75 per hour. Any ads submitted to Carolina Marketing Company, Inc. for Discovery Map by client or agency that do not fit the correct specs and standards will be billed to client at \$75 per hour for any redesign or fixing.

### MAP AD SIZES



Half Space

.....1.524" x 0.7"



Single Space

.....1.524" x 1.524"



Two Spaces

Vertical.....1.524" x 3.174"

Horizontal.....3.174" x 1.524"



Three Spaces

Vertical.....1.524" x 4.824"

Horizontal.....4.824" x 1.524"



Four Spaces

Vertical.....1.524" x 6.473"

Horizontal.....6.473" x 1.524"

Square.....3.174" x 3.174"

### DEADLINE & RELEASE DATES

#### RELEASE

Spring 2024

#### CONTRACTS DUE

January 15

#### ARTWORK DUE

February 15

### GENERAL INFORMATION

Build ad document to the actual ad size specified on this page.

#### IMAGE RESOLUTION

300 dpi

#### COLOR SPACE

CMYK only. No spot colors

We cannot be responsible for color variations and quality of files submitted not following these guidelines. No advertisements may be canceled 60 days before press date. All finished art is due on or before the material deadline. Please make sure all supplied artwork, including photos, logos and camera-ready ads, are at 300 dpi. Only high resolution, press-quality PDFs in CMYK format with a color proof will be accepted.

### SEND AD MATERIALS TO

JustinW@DiscoveryMap.com

# SOCIAL MEDIA PACKAGES

@WilmingtonDiscoveryMap @WilmingtonToday @TopsailMagazine  
@NorthBrunswickMagazine @SouthBrunswickMagazine @SouthportOakIslandMagazine

## Reels \$350+:

5-15 seconds = \$350

20-30 seconds = \$450

45-60 seconds = \$875

- +\$40 Added as a collaborator (ability to gain insight and engagement on the post)
- +\$10 Pinned post
- +\$20 Online story +\$40 2 Online stories +\$60 3 online stories
- +\$10 Posted from any of our two accounts
- +\$20 Posted from any of our three accounts

## Reel & Story Package \$350+:

Reel, chooses the day to be posted and chooses 2 days to be featured on the story.

- +\$40 Added as a collaborator (ability to gain insight and engagement on the post)
- +\$10 Pinned post
- +\$20 Online story +\$40 2 Online stories +\$60 3 online stories
- +\$10 Posted from any of our two accounts
- +\$20 Posted from any of our three accounts

## Stories: \$75 per story post

## Post & Story Package \$150+:

2-3 photos/videos. Chooses the day to be posted and chooses 2 days to be featured on the story.

- +\$40 Added as a collaborator (ability to gain insight and engagement on the post)
- +\$10 Pinned post
- +\$20 Online story +\$40 2 Online stories +\$60 3 online stories
- +\$10 Posted from any of our two accounts
- +\$20 Posted from any of our three accounts

## Post, Story & Service Package \$135+:

Choose a date for team members to stop by and try their product/service. They will grab content & post a featured story w/ 3-5 slides.

- 1-4 still photo post OR +50\$ a creative reel post.
- +\$50 A review on the product/service
- +\$50 added as collaborator (ability to gain insight and engagement on the post)
- +\$10 Pinned post
- +\$20 Online story +\$40 2 Online stories +\$60 3 online stories
- +\$10 Posted from any of our two accounts
- +\$20 Posted from any of our three accounts

- **Giveaway Package \$100+:**
- \$140 Only Giveaway, must follow businesses, provide 2-3 photos (unless they come to take content)
- +\$100 to any package for a giveaway & extra day to be promoted and receive story features. Client provides giveaway product/service
- +\$50 added as collaborator (ability to gain insight and engagement on the post)
- +\$10 Pinned post
- +\$20 Online story +40 2 Online stories +60 3 online stories
- +\$10 Posted from any of our two accounts
- +\$20 Posted from any of our three accounts

### **Event Promotion Package \$300+:**

Add as cohost & get events seen by their followers. Client will send photos & details about event, pick 1 date to be posted, 1 collaboration post, 3–5 story shares. Can create an event on facebook (if requested)

- +\$75 Team member to show up to events & promote in real time. Includes story post leading up to the event, during, and if more events are to follow then promotions about the next event. 2 google reviews about your business
- +100 for an additional post
- +\$10 Pinned post
- +\$20 Online story +40 2 Online stories +60 3 online stories
- +\$10 Posted from any of our two accounts
- +\$20 Posted from any of our three accounts

### **Post & Story Packages for 3 Months, Quarterly, 6 Months, or Annual Features:**

Each package includes 1 post throughout the month, 2-7 story features throughout the month, likes and comments on your business page during the months you promote with us, event shares on our pages, receives insights within 72 hours of post

- 3 Months Package \$200: Pick any 3 consecutive months you want your business featured. Includes 2 story shares per month.
- 4 Month Package (quarter) \$280: Pick any quarter of the year you want your business featured. Includes 2 story shares per month.
- 6 Month Package \$410: Pick the 1st half of the year or 2nd half of the year to be featured and which day of the week you prefer. Includes 3-5 story shares per month.
- Annual Package \$830 (1 post per month): Choose the day of the month you want to be featured on and be guaranteed that spot for the year. Includes 5-7 story shares per month.
- +\$100 try the product/service and use our own photos in your monthly promotion
- +\$20 Online story +\$40 2 Online stories +\$60 3 online stories
- +\$10 Posted from any of our two accounts
- +\$20 Posted from any of our three accounts

### **Wilmington Discovery Map Ad + Social Media Package \$995**

1 ad space on Wilmington Discovery Map, 2-3 photos/videos, online article. Chooses the day to be posted and chooses 2 days to be featured on the story.

- +40\$ Added as a collaborator (ability to gain insight and engagement on the post)
- +10\$ Pinned post (for certain amount of time)
- +10\$ Posted from WilmingtonToday as well

## **SOCIAL MEDIA MANAGING PACKAGES**

### **STARTER: Starting at \$1999/mo**

- 3 Feed Posts Per Week
- 2 Reels Per Week
- 5 Stories Per Week
- Daily Engagement (10 mins M-F)
- Custom Hashtag Strategy
- Monthly Analytics & Strategy Review (60 mins)

### **INTERMEDIATE: Starting at \$2499/mo**

- 5 Feed Posts Per Week
- 3 Reels Per Week
- 10 Stories Per Week
- Daily Engagement (20 mins M-F)
- Custom Hashtag Strategy
- Monthly Analytics & Strategy Review (90 mins)

### **ADVANCE: Starting at \$4999/mo**

- 7 Feed Posts Per Week
- 5 Reels Per Week
- 20 Stories Per Week
- Daily Engagement (30 mins M-F)
- Custom Hashtag Strategy
- Monthly Analytics & Strategy Review (120 mins)