

Snow's Cut Media, LLC
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 www.pleasureislandvacationguide.com



Pleasure Island Vacation Guide



Vacation Coupons! Book



PleasureIslandVacationGuide.com

The number one way to reach visitors to
 Southern New Hanover County.

2010
 media kit



Pleasure Island Vacation Guide 2010

deadline for 2010
April 9!

SPECS:

50,000 copies printed
 A one-time printing
 64 pages
 Available for **FREE** at all hotels, property management companies, convenience stores, visitor centers, etc.
Hits news stands May 9, 2010



DISTRIBUTION

The Vacation Guide can be found in outdoor boxes and inside racks at visitor centers, chambers of commerce, convenience stores, gas stations and at the Fort Fisher/Southport ferry terminals.

It is also available in all local hotels, restaurants and property management offices. They are proud to distribute our magazines because they know that we represent the best that Pleasure Island has to offer to their visitors.

IN A NUTSHELL:

- What to do for kids and grown-ups on a sunny day or a rainy day!
- Colorful photos of the area to inspire action!
- Calendar of events through December 2010
- Comprehensive Dining Guide
- Articles about history, lifestyle, nature, etc.
- Anything and everything vacationers will need while visiting Carolina Beach, Kure Beach and Ft. Fisher...plus the best of the best of Wilmington too!

Weekly band schedules and specials will be updated on the event posters, the web sites and the E-news.
 This is your opportunity to brand your business!

Payment options:

Platinum Plan: Pay entire amount at time of contract. No billing necessary. 20% discount

Rock Star Plan: Paid before guide goes to press. (April 22) Two payments - half at time of contract, rest due by April 15. 10% discount

Basic Plan: Three payments during summer months (May 1, June 1, July 1). Full price/no discounts.

RATES 2010

Display Ad Pricing Rates (per year)	Platinum Plan	Rock Star Plan	Basic Plan
Full	\$3,000	\$3,375	\$3,750 (\$1250 x 3 months)
2/3	\$2,200	\$2750	\$3000 (\$1000 x 3 months)
1/2	\$1,600	\$1800	\$2000 (\$667 x 3 months)
1/3	\$1,100	\$1240	\$1375 (\$458 x 3 months)
1/4	\$900	\$1015	\$1125 (\$375 x 3 months)
1/6	\$650	\$735	\$815 (\$272 x 3 months)
1/9	\$500	\$565	\$625 (\$208 x 3 months)

Professional ad design is included in your print ad purchase!

For Directory Listings Only (minimum charge)

Restaurants	\$300
Services	\$150
Lodging	\$200
Property Management	\$200

There **IS** no better use of your summer advertising dollars!

Pleasure Island Vacation Guide.com

In addition to your ad, you will be featured on the appropriate page or pages that matches your business!



Advertisers will also be listed on our website at no additional cost! Advertisers with ads over 1/2 page size receive a complimentary banner ad on the website.



HORIZONTAL BANNER AD

RATES 2010

Web Only ADVERTISING RATES

Listing only (in appropriate category):	\$100 for one year
Rotating Horizontal Banner Ad	\$100/ year/ ad
Vertical Ad	\$50/year/ad

Please note: If you are an advertiser in the Vacation Coupons! Book or the Pleasure Island Summer Guide with a minimum 6-month contract, you will automatically be listed in the appropriate categories on www.pleasureislandvacationguide.com at NO CHARGE!

Terms:
Payment due prior to publishing.

Listing only on Web site

Vacation COUPONS BOOK

Measurable Results. Track your sales through coupon response and know that your advertising dollars are working.

Affordability. The Vacation Coupons Book has low rates. How else can you get placed throughout New Hanover County (and beyond) for as little as \$595?

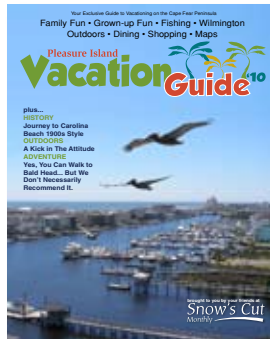
Visibility 24 hours a day, 365 days a year. 160,000 copies are printed and distributed annually in hundreds of locations throughout New Hanover County, Leland and Southport. 100% of the publication is distributed so 100% of your message is reaching your potential customer.

Focused and Targeted. Promote your services and products to people who can reach you. Every coupon is distributed close to you. 90% of the coupons are distributed within 30 minutes of your business.

Reference Value. Increased, continual reference to your ad due to the placement and portability (pocket-size) of the book.

Free Cross Marketing. The VCB and its advertisers are publicized in the *Pleasure Island Summer Guide* and *PleasureIslandVacationGuide.com*. Your business will be featured in these media outlets.

Influence. Vacationers are becoming increasingly cost conscious. Coupons are an excellent way to influence their purchasing decisions.



DISTRIBUTION

The *Vacation Coupons! Book* is printed once annually. Throughout the year, 160,000 copies are distributed at over 200 hotels, motels, rental cottages, real estate agencies, welcome centers, tourist attractions, restaurants, golf courses and retail outlets from Topsail Island to Southport and all areas in between. All distribution points are personally managed by the publisher to ensure quality of placement.

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RATES 2010

Display Ad Pricing Rates (per year)

	Platinum Plan	Rock Star Plan	Basic Plan
Full	\$1,895	\$2,132	\$2,369 (\$790 x 3 months)
1/2	\$995	\$1,120	\$1,244 (\$415 x 3 months)
1/4	\$595	\$670	\$744 (\$248 x 3 months)

Premium Pages:

Back Cover: Add 25% to Full Page Rate
 Inside Front and Back: Add 15% to Full Page Rate
 Center Spread: Add 15% to Double Page Rate

Rates include a listing on the book's map locator and advertiser index., a listing and link on VacationCouponsBook.com and PleasureIslandVacationGuide.com and feature in the *Pleasure Island Vacation Guide*.

Professional ad design is included in your print ad purchase!