

2010 WATERSIDE STAR | COUPON BOOKLET



The 2010 Waterside Star handbill is offered FREE to every person attending *The Lost Colony*. In an average year this is between 65,000 and 70,000. This professional 4-color keep-sake publication puts your ad *in the hands of qualified buyers* who will need or want your product while they are in the area on vacation.

The unique exposure and the low advertising cost of this publication make it an affordable and effective way to market your business. Truly, there is no other advertising experience like this on the Outer Banks. As guests sit and await the production, they thumb through the pages of the program and see your ad.

Your advertisement is placed along with information about *The Lost Colony*, a listing of the characters and actors, and other ads from local businesses. At no additional charge, your ad will also appear in the online playbill at www.thelostcolony.org.

2010 RATES (contracts received after Feb. 15, 2010)

Full page	\$1,500
Half page	\$ 900
Quarter page	\$ 600
Eighth Page	\$ 200

FULL PAGE PREMIUM POSITIONS

these locations really get you noticed!

(contracts received after February 15)

Back Cover	\$2,100
Inside Front Cover	\$1,700
Inside Back Cover	\$1,700

EARLY BIRD DISCOUNT:

(contracts received before Feb. 15, 2010)

RATES:

Full page	\$1,450
Half page	\$ 850
Quarter page	\$ 550
Eighth Page	\$ 185

FULL PAGE PREMIUM POSITIONS:

Back Cover	\$2,000
Inside Front Cover	\$1,600
Inside Back Cover	\$1,600



NEW! Advertisers who purchase \$500 or more in Waterside Star/ Souvenir Program ads may also advertise in our premier Coupon Booklet for an additional \$200. 80,000 Coupon Booklets will be inserted into each Waterside Star Handbill, available to all visitors at Fort Raleigh and distributed at weekly PR appearances throughout the Outer Banks. The coupon booklet is conveniently pocket-sized (4 1/8 x 5 1/4) and will contain four full-color coupons per page.

Deliver this completed form to: *The Lost Colony*, 1409 National Park Drive, Manteo, NC 27954
 Office: 252-473-2127, ext. 225 FAX: 252-473-6000 E-mail: john@thelostcolony.org

Company Name: _____

Contact: _____ Phone: _____ Fax: _____

*E-mail: _____

Address: _____

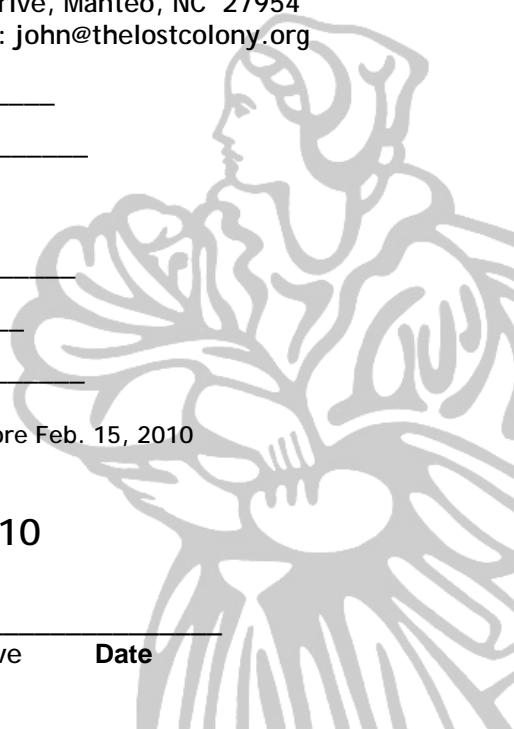
City: _____ State: _____ Zip: _____

Ad Size: _____ New Ad: _____ Same Ad as 2009: _____

Contract Rate: _____ Discounts apply only to those contracts relieved before Feb. 15, 2010

Balance Due: _____ (Balance due on or before March 1, 2010)

All camera-ready ads and payments are due by March 1, 2010



Advertiser Signature

Date

The Lost Colony representative

Date