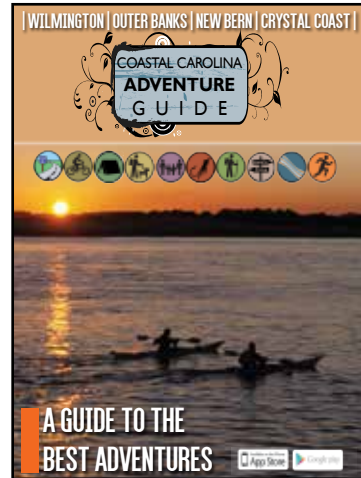




MEDIA KIT





Since 2008, The Adventure Collective has been connecting people with the best local and regional outdoor adventures through print and digital adventure guides. In 2017, we will print three separate travel guides in the Carolinas with a total circulation of 300,000 copies. The guides are published in an 8.5" x 11" full glossy, magazine-style format and distributed at more than 200 locations in each market.

OUR GUIDES

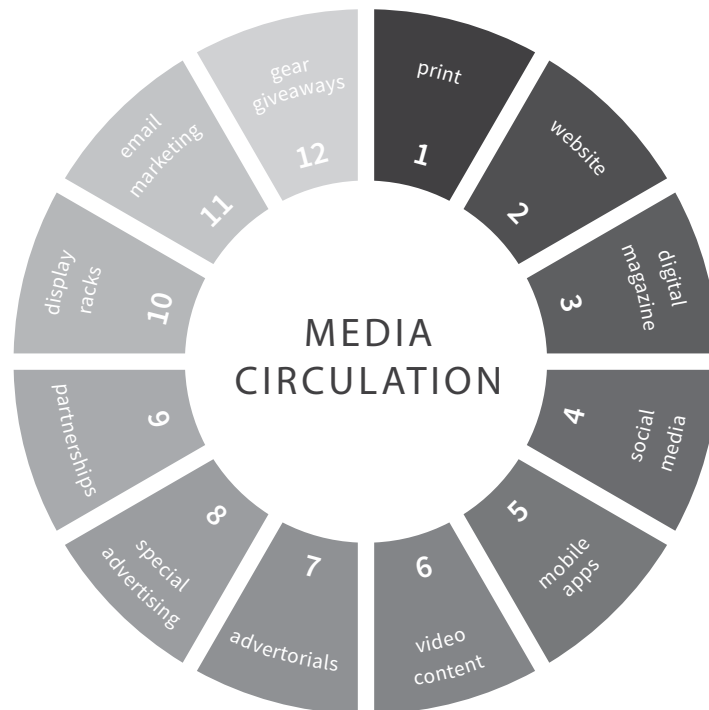
The market-specific content includes detailed descriptions and directions to each adventure, related resources, and engaging articles about photography, gear and destinations. Furthermore, the local "Best Of" content is organized in user-friendly categories such as hiking, biking, running, climbing, family friendly, events/races, fishing, dog friendly, paddling, etc. In total, each guide has information about many of the best outdoor adventures and activities in each region.

ERIC CREWS

828-278-9891 | eric@advguides.com

ABOUT US

The aim of The Adventure Collective is simple: get more people outdoors. While some of this information can be found in various guide books and websites, our easy to use print and digital guides are the only free resources that consolidate market-specific and regional information covering numerous activity categories.



KEY STATS

25k+
monthly
website
visitors

45k+
monthly
page
views

300k
print
guides
annually

250+
print
pickup
locations

20k+
digital
magazine
views

EDITORIAL CALENDER

COASTAL NC GUIDE

AD SPACE DEADLINE DEC. 1

We'll print 50,000 copies of the Coastal NC Adventure Guide on Jan. 15 with delivery to over 200 locations in North Carolina Feb. 1. Second issue prints June 15.

SOUTH CAROLINA GUIDE

AD SPACE DEADLINE DEC. 1

We'll print 50,000 copies of the South Carolina Adventure Guide on Jan. 10 with delivery to over 200 locations in Charleston, Columbia, Greenville and beyond Feb. 1. Second issue prints June 15.

WNC ADVENTURE GUIDE

AD SPACE DEADLINE JAN 15

We'll print 50,000 copies of the WNC Adventure Guide on March 1 with delivery to over 200 locations in WNC and beyond scheduled for March 15. Second issue prints July 15 with ad space deadline June 15.

DISTRIBUTION STRATEGY

The goal of the distribution strategy is to reach active adults looking for adventure. Distribution points include retail (outdoor sports, running, biking, hiking, etc.), lodging locations, restaurants, visitor centers, resorts, and breweries/bars. Distribution is typically over a 12 month period with the highest pick-up rates from April to October. In addition to being distributed to over 200 locations within the regional market, each adventure guide will be distributed to 20 of our most popular pickup locations outside of the immediate market in our three-tiered magazine racks.

IN EACH GUIDE

The market-specific content includes detailed descriptions and directions to each adventure, related resources, and engaging articles about photography, gear and destinations. Furthermore, the local “Best Of” content is organized in categories such as hiking, biking, running, climbing, family friendly, events/races, fishing, dog friendly, paddling, etc. In total, each guide has information about many of the best outdoor adventures and activities in the region.

LOCAL EVENTS & RACES

We highlight some of the best events and races in each region throughout the year with a brief overview of what makes each event so unique.

- Races & Events
- Music & Film Festivals

HAND-PICKED ADVENTURES

We work with local writers and local experts to highlight a handful of adventures in a variety of categories for each location we cover. In a short & descriptive style we make the case for why each adventure is one worth pursuing.

DRIVING DIRECTIONS & MAP

There’s nothing worse than being miles from the nearest glimmer of civilization without cell reception trying to find your way to a trailhead when visiting a new area. For that reason, we include detailed driving directions for all of our adventures. The feedback we’ve received from local retailers who carry the guides is overwhelmingly positive and they cite the driving directions as one of the reasons they recommend our guides to their clients and visitors time after time. For those times when cell reception is better, however, you’ll find GPS-enabled turn-by-turn directions for each adventure on our website and mobile apps.

LOCAL RESOURCES & PARTNERS

Our local partners are the backbone of our collective. We turn to our sponsors and supporters for info on their favorite adventures and, as a result, they recommend our guides to their clients and store visitors in turn. It’s a symbiotic relationship that comes full circle when we turn our readers and website visitors their way. Whether our readers are looking for a great guided adventure, a local gear shop, a place to grab food or drinks after a big day or a place to sleep at the end of an adventure-packed day, our carefully selected local partners fill a specific niche that we believe our readers will appreciate and find beneficial.

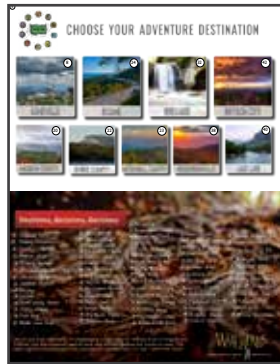
AD MEDIA RATES

AD MEDIA SPECS	SINGLE ISSUE	TWO ISSUES	TWO YEARS
Full Page Ad	\$1500.00	\$ 2750.00	\$ 5500.00
Half Page Ad (Stand-Alone)	\$1200.00	\$ 2000.00	\$ 4000.00
Quarter Page Ad (Stand-Alone)	\$750.00	\$1400.00	\$2800.00
Half Page (Mixed Ad Page)	\$650.00	\$1200.00	\$2400.00
Quarter Page (Mixed Ad Page)	\$375.00	\$700.00	\$1400.00
Single-Column Partner	\$750.00	\$1400.00	\$2800.00
Double-Column Partner	\$1250.00	\$2250.00	\$4500.00
Inside front cover	\$1,950.00	\$7,000.00	\$10,000.00
Inside back cover	\$1,750.00	\$6,500.00	\$9,000.00
Back Cover	\$1,950.00	\$7,000.00	\$10,000.00
Advertorial page	\$1400.00	\$2500.00	\$5000.00
Advertorial 2 pages	\$2,650.00	\$5,000.00	\$10,000.00
Advertorial 4 pages	\$4,000.00	\$7,500.00	\$15,000.00
Special Ad Section (1/6 page)	\$250.00	\$450.00	\$900.00

AD LAYOUT OPTIONS



Full Page Ad



Half Page Ad (Stand-Alone)



1/4 Page Ads (Stand-Alone)



Mixed Ad Page



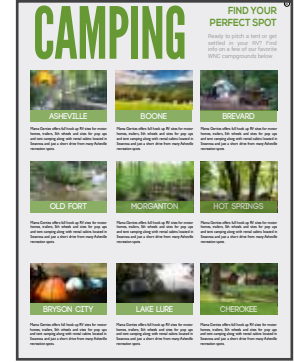
Single-Column Partner



Double-Column Partner



Advertisorial Page



Special Section



Advertisorial Spread

GENERAL ADVERTISING: WEB COMPONENT

Each general advertiser (full page, half page, quarter page & sixth page) will receive the following web package as part of their annual membership to the Adventure Collective.

- Featured listing in the online Local Resources section that will include contact info, logo, website link, video and general business information.
- Small logo ad in sidebar rotator on web.
- Featured listing on our free mobile app.

ADVENTURE CATEGORY PARTNERS: WEB COMPONENT

- Exclusive featured sponsorship of one or more regional adventure categories. Featured adventure category sponsorship gives your business expert status in the sponsored category for your region (ex. Boone Hiking Expert) and locks out the competition.
 - One ad unit in print and web versions of the guide within your preferred section and premium ad placement at bottom of page.
 - Web ad at top of sidebar, large ad in category, and “Local Expert” box with phone number, link to website and info in all related adventure content, as well as business info added to our online Local Resources with logo, description, video, website link and contact info.
- This section of the guide is exclusive in there is only one available sponsorship for each category in print and online for each geographic region or area.

ADVERTORIALS

- Our one and two-page destination guides provide an in-depth look at attractions and destinations across the Carolinas. These mini-guides profile attractions such as Ziplines, Adventure Parks, specific geographic areas and other types of attractions.

These guides include advertorial content written by our team of writers with assistance from the staff of the attractions

we profile in the guide. In addition to photos, writeup and contact information, these mini-guides also include an assortment of ad options. Online, our mini-guides include additional information and adventures that go well beyond what readers will find in the guide with direct links throughout to increase click through traffic to the attraction’s own website. In 2017, we will also be offering an optional video package. Inquire if interested.

advertising AGREEMENT



This agreement must be submitted in order to reserve your ad space. Once submitted, the contact you provide here will receive artwork specifications for your advertisement. Ads are due 2 weeks after agreement is submitted in order to maintain your priority in ad placement location.

Contact: _____ E-mail: _____
Title: _____ Phone: _____
Company Information Please provide the contact information that should be in our permanent record:
Company name: _____ Agency: YES NO
Phone: _____ Fax: _____
Address: _____ City, State, Zip: _____
Advertiser (if different than above): _____ Advertiser Web Site: _____

Category

Please choose the applicable advertiser category:

Outdoor Retailer Guide Service Lodging + Rentals Shopping Dining Organization Other _____

Type of Ad: _____

Total Cost: \$ _____ Term (# of issues): _____

Ad Design/Submission

- Please check here if you would like us to design your ad. Includes 2 proofs.
- Submitted camera-ready (no proof necessary)
- Submitted camera-ready proof requested (\$15 fee)

Advertisement Materials

All images and advertisements must be 300 dpi. If you would like Land of Sky Media to design your ad for a fee, please submit copy and photos. Ad materials are due 2 weeks from contract submission.

Payment Information

Deposit Amount (at least one-half total cost or full payment on credit card): \$ _____

Initial Payment Method: Check Credit Card (MC, VISA) A \$25 fee will be charged for any contract submitted without a credit card number.

Credit Card # _____ Exp. Date _____ Cardholder's Name _____

Billing Address _____

Ad Agreement Submission / Ad Materials Submission

Please mail or email this form. Contact: Eric Crews | office: 828.278.9891 | cell: 828.773.0738 | eric@advguides.com

Contract: This contract is between the publisher, Land of Sky Media, LLC., and the advertiser above. The publisher reserves the right to reject any advertising, which he/she feels is not in keeping with publication standards. No portion of the publication may be reproduced in any form without written consent.

A. Publisher Liability: Advertisers and advertising agencies assume liability for all content of advertisements printed, and for any subsequent claims against the publisher and further agree to indemnify publisher for any damages incurred resulting from such claims. It is agreed that no other liability shall arise between the advertiser and the publisher by reason of this advertising contract.

B. Ad Submission: If advertiser does not approve advertisement within 14 days from submission of proof, or prior to publication date (whichever comes first), Land of Sky Media, LLC will print advertisement as is, and advertiser releases Land of Sky Media, LLC from any liability for omissions or errors. Any outstanding balance will be automatically applied to the credit card on file. If advertiser fails to submit any artwork prior to press, Land of Sky Media reserves the right to design and print an advertisement to publisher specifications. Any associated design fees will be charged to advertiser and applied to credit card on file.

C. Payment: All advertisers are required to have a valid credit card on payment if they want to pay on a month-by-month basis. Without a credit card on file, full payment for the agreed upon amount of time will be required at time of contract signing.

I HAVE READ THE ABOVE INFORMATION AND AGREE TO THE TERMS AND CONDITIONS SET FORTH BY LAND OF SKY MEDIA, LLC:

Signature _____ Date _____

Print Name _____ Title _____