

ISSUE FOUR MEDIA KIT

TERRITORY

brevard, north carolina



(828) 577-0905
contact@territorybrevard.com

43 South Broad St, Ste 102
Brevard, NC 28712

Welcome

By creating a visual storytelling about the local culture, livelihood, and tourism of Western North Carolina, each issue of *Territory* highlights the rebirth of small-town enterprise and the people who breathe life into our unique mountain town. Featuring the contributions of inspired artisans, innovative entrepreneurs, and community champions, *Territory* promotes the allure and quality of life found in Western North Carolina.

Territory's primary focus is a high-quality annual print publication that is supported by social media and web platforms. The benefits of working with Territory include:

Tailored Photography

A custom photoshoot of your business. Our creative team will provide pre-production planning, artistic direction, and a final pictorial spread that provides readers with a polished look at your establishment.

Non-Profit Features

Territory will offer complimentary full spread features for local non-profit organizations in each issue, highlighting their stories and the impact their service has on our community.

Custom QR Code

Each print issue of Territory will include a custom QR Code for every advertised vendor that takes the reader directly to the business' designated website.

Expert Design

Territory's design standard will separate this publication from the rest and truly represent the culture and business unique to Brevard. Your feature in Territory will be a collaboration of your business and our brand.

Web Presence

TerritoryBrevard.com will provide a virtual platform to promote your business. We have integrated Search Engine Optimization (SEO) to showcase both your establishment and our town with photographs and logos.

Community Launch Party

Upon publication of the first issue, Territory will host a release party celebrating local businesses, the community, and collaboration of Brevard's entrepreneurs and shop owners committed to sharing this new vision of our great city.

Broad Distribution Area

We have carefully selected multiple distribution venues to ensure broad circulation. These include Interstate Welcome Centers, Local Visitor Centers, Regional Airports, Hotels, Airbnbs, Participating Businesses, and more.

Social Media Exposure

Local businesses presented in Territory will be further promoted on our social media page @TerritoryBrevard on a rotating basis, extending the outreach to potential visitors and new customers.



Visit Our New Location!

Stop by to pick up a magazine, shop our line of merchandise, or learn more about what we do!

We are located in the South Broad Plaza behind Quixote and across from Wood & Vine at:
43 S Broad St, Ste 102



Print Features

Included in every print feature is your business headline, owner titles, an information block, a QR Code taking the reader directly to your business website, invitation to the launch party, and rotating content shared on our monthly email blast.

THE MICRO, \$1,400

Designed to give readers a quick reference of the heart and location of your business.

- one-third page layout
- one photo depicting business
- 100 word caption
- featured on *territorybrevard.com*
- one social post per month on Instagram and Facebook @territorybrevard

THE PAGE, \$3,000

Designed to provide a broader view of your services and business portfolio.

- one full page layout
- three-five photos depicting business
- 200 word narrative
- featured on *territorybrevard.com*
- one social post per month on Instagram and Facebook @territorybrevard

THE SPREAD, \$4,000

Designed to more fully illustrate the stand out qualities of your business.

- two pages layout
- four-seven photos depicting business
- 350 word narrative
- featured on *territorybrevard.com*
- one social post per month on Instagram and Facebook @territorybrevard

THE DOUBLE, \$6,800

Designed to highlight the full story and scope of your business.

- four page layout
- eight-twelve photos depicting business
- 700 word narrative
- featured on *territorybrevard.com*
- one social post per month on Instagram and Facebook @territorybrevard

The Fine Print: Territory is not an exclusive advertising opportunity. We aim to tell the stories of our entire community. We accept businesses until our pages are full regardless of volume of similar businesses featured. The magazine ads are sold on a first come, first serve basis and placement within the magazine, within your category is determined by date of sale. The categories include Adventure, Community, Creative, Eat & Drink, Home, Merchant, and Wellness and are subject to change.

Supplements

SOCIAL MEDIA BOOSTER, \$500

Upgrade your social media content to include an additional post and story per month plus six 15 second reels to be featured and shared on Instagram during the Issue Four annual timeline. Reels will be shot at the time of photoshoot and will be edited and produced by the Territory team.

NEIGHBORHOOD SPONSOR, \$300

Sponsor a Territory Neighborhood! Get your logo printed on the back of a Neighborhood shirt. Shirts are sold on our website, at our retail space, and at participating locations.

Neighborhoods include: Pisgah Forest, Dupont Forest, King Street, Brevard, Transylvania, Silvermont, Rosman, Rosenwald, Cedar Mountain, French Broad, and Blue Ridge Parkway.
Logos are printed in one color ink. Limit three sponsors/neighborhood.

FILM COMMERCIAL, STARTING AT \$2,000

The Film Commercial offering includes creative direction, videography, and production by our team resulting in video featurette advertising your business. This is a collaborative process and product to tell a more in-depth and visual story. This offering can stand alone and is available to clients who are not Issue Four Collaborators. The final product is shared with the client for full, unrestricted use.

PRINT MARKETING, price dependent on project

Territory offers print marketing for your business including but not limited to: rack cards, postcards, flyers, sell sheets, table tents, etc. Following the Territory aesthetic,* our team will use Territory assets* to market your business.

**This references paper quality, photography, copy, and layout.*

Cover Features

There is only one slot available per cover location. This is sold on a first come, first serve basis. No logos on cover feature. The cover features do not include the components of standard print features (ie: social media, web).

FRONT COVER, \$5,000

This feature depicts your business on the front cover of Territory Issue Four.

- one page, one photo layout
- business title, tagline, and page # on lower gutter
- cover design/direction will be a collaboration between Territory and the featured business

**Front Cover must be paired with a Print Feature.*

INSIDE FRONT, \$3,500

This feature showcases a dynamic pictorial expression of your business.

- two-page, one photo spread layout
- business title, tagline, and page # on lower gutter
- feature design/direction will be a collaboration between Territory and the featured business

INSIDE BACK, \$3,000

This feature showcases a dynamic pictorial expression of your business.

- two-page, one photo spread layout
- business title, tagline, and page # on lower gutter
- feature design/direction will be a collaboration between Territory and the featured business

DISCOUNTS

Early Bird Discount: 10% OFF
Sign up for Issue Four before July 1, 2024.

Non-profit Discount: 25% OFF
Non-profit organizations receive a discount.

**Discounts may not be combined.*

**Discounts only apply to Print Features, not Cover Features or Supplements.*

SPONSORSHIP

Support a local non-profit in Issue Four by sponsoring them with a Print Feature.

A 25% discount will be applied to the feature price for sponsorships.

**Example: Looking Glass Realty sponsored The Cindy Platt Boys & Girls Club in Issue Three.*

PAYMENT

Territory offers two payment options:

Payment in full with NET30 terms from sign-up date.

Payment in quarterly installments every three months from sign-up date.

TIMELINE

Photoshoots: **November 2024 Deadline**

Interviews: **November 2024 Deadline**

Production: **December 2024 - February 2025**

Proofing: **February - March 2025**

Social Media Coverage Begins: **March 2025**

Issue Four Launch Party: **April 2025**

