

2023 TRAVEL GUIDE

# VIRGINIA

FAMILY.  
FUN.  
VIRGINIA.



VIRGINIA  
RESTAURANT · LODGING · TRAVEL  
ASSOCIATION

2023 MEDIA KIT - MEMBER RATES

Published for VRLTA by VistaGraphics, Inc.

# PRINT

## Cooperative Email Program

HHI = \$70,000 - \$79,999

Presence of Children

Active Lifestyle

Living In:

Baltimore  
Charlotte  
Greensboro/High  
Point/Winston-Salem

Harrisburg/Lancaster/  
Lebanon/York

Philadelphia

Raleigh/Durham

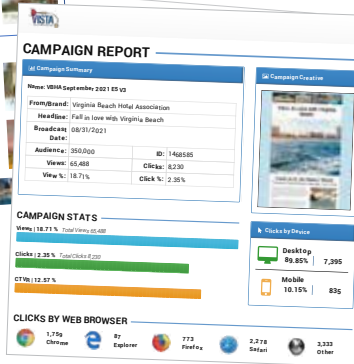
Washington, DC



LINK SUMMARY

Rank	Link Title	Clicks	%
1	1. https://www.vgnet.com/.../fall-in-love-with-williamsburg	257	2.9%
2	2. https://www.vgnet.com/.../budget-friendly-hampton	180	2.1%
3	3. https://www.vgnet.com/.../visit-yorktown-this-season	179	2.1%
4	4. https://www.vgnet.com/.../the-freshest-of-the-fresh-in-virginia-beach	164	1.9%
5	5. https://www.vgnet.com/.../fall-harvesting-fishing-&-farms-in-yorktown	152	1.8%
6	6. https://www.vgnet.com/.../fall-in-love-with-williamsburg	150	1.8%
7	7. https://www.vgnet.com/.../budget-friendly-hampton	147	1.7%
8	8. https://www.vgnet.com/.../visit-yorktown-this-season	146	1.7%
9	9. https://www.vgnet.com/.../the-freshest-of-the-fresh-in-virginia-beach	138	1.6%
10	10. https://www.vgnet.com/.../fall-harvesting-fishing-&-farms-in-yorktown	137	1.6%
11	11. https://www.vgnet.com/.../fall-in-love-with-williamsburg	136	1.6%
12	12. https://www.vgnet.com/.../budget-friendly-hampton	135	1.6%
13	13. https://www.vgnet.com/.../visit-yorktown-this-season	134	1.6%
14	14. https://www.vgnet.com/.../the-freshest-of-the-fresh-in-virginia-beach	133	1.6%
15	15. https://www.vgnet.com/.../fall-harvesting-fishing-&-farms-in-yorktown	132	1.6%
16	16. https://www.vgnet.com/.../fall-in-love-with-williamsburg	131	1.6%
17	17. https://www.vgnet.com/.../budget-friendly-hampton	130	1.6%
18	18. https://www.vgnet.com/.../visit-yorktown-this-season	129	1.6%
19	19. https://www.vgnet.com/.../the-freshest-of-the-fresh-in-virginia-beach	128	1.6%
20	20. https://www.vgnet.com/.../fall-harvesting-fishing-&-farms-in-yorktown	127	1.6%
21	21. https://www.vgnet.com/.../fall-in-love-with-williamsburg	126	1.6%
22	22. https://www.vgnet.com/.../budget-friendly-hampton	125	1.6%
23	23. https://www.vgnet.com/.../visit-yorktown-this-season	124	1.6%
24	24. https://www.vgnet.com/.../the-freshest-of-the-fresh-in-virginia-beach	123	1.6%
25	25. https://www.vgnet.com/.../fall-harvesting-fishing-&-farms-in-yorktown	122	1.6%
26	26. https://www.vgnet.com/.../fall-in-love-with-williamsburg	121	1.6%
27	27. https://www.vgnet.com/.../budget-friendly-hampton	120	1.6%
28	28. https://www.vgnet.com/.../visit-yorktown-this-season	119	1.6%
29	29. https://www.vgnet.com/.../the-freshest-of-the-fresh-in-virginia-beach	118	1.6%
30	30. https://www.vgnet.com/.../fall-harvesting-fishing-&-farms-in-yorktown	117	1.6%
31	31. https://www.vgnet.com/.../fall-in-love-with-williamsburg	116	1.6%
32	32. https://www.vgnet.com/.../budget-friendly-hampton	115	1.6%
33	33. https://www.vgnet.com/.../visit-yorktown-this-season	114	1.6%
34	34. https://www.vgnet.com/.../the-freshest-of-the-fresh-in-virginia-beach	113	1.6%
35	35. https://www.vgnet.com/.../fall-harvesting-fishing-&-farms-in-yorktown	112	1.6%
36	36. https://www.vgnet.com/.../fall-in-love-with-williamsburg	111	1.6%
37	37. https://www.vgnet.com/.../budget-friendly-hampton	110	1.6%
38	38. https://www.vgnet.com/.../visit-yorktown-this-season	109	1.6%
39	39. https://www.vgnet.com/.../the-freshest-of-the-fresh-in-virginia-beach	108	1.6%
40	40. https://www.vgnet.com/.../fall-harvesting-fishing-&-farms-in-yorktown	107	1.6%
41	41. https://www.vgnet.com/.../fall-in-love-with-williamsburg	106	1.6%
42	42. https://www.vgnet.com/.../budget-friendly-hampton	105	1.6%
43	43. https://www.vgnet.com/.../visit-yorktown-this-season	104	1.6%
44	44. https://www.vgnet.com/.../the-freshest-of-the-fresh-in-virginia-beach	103	1.6%
45	45. https://www.vgnet.com/.../fall-harvesting-fishing-&-farms-in-yorktown	102	1.6%
46	46. https://www.vgnet.com/.../fall-in-love-with-williamsburg	101	1.6%
47	47. https://www.vgnet.com/.../budget-friendly-hampton	100	1.6%
48	48. https://www.vgnet.com/.../visit-yorktown-this-season	99	1.6%
49	49. https://www.vgnet.com/.../the-freshest-of-the-fresh-in-virginia-beach	98	1.6%
50	50. https://www.vgnet.com/.../fall-harvesting-fishing-&-farms-in-yorktown	97	1.6%
51	51. https://www.vgnet.com/.../fall-in-love-with-williamsburg	96	1.6%
52	52. https://www.vgnet.com/.../budget-friendly-hampton	95	1.6%
53	53. https://www.vgnet.com/.../visit-yorktown-this-season	94	1.6%
54	54. https://www.vgnet.com/.../the-freshest-of-the-fresh-in-virginia-beach	93	1.6%
55	55. https://www.vgnet.com/.../fall-harvesting-fishing-&-farms-in-yorktown	92	1.6%
56	56. https://www.vgnet.com/.../fall-in-love-with-williamsburg	91	1.6%
57	57. https://www.vgnet.com/.../budget-friendly-hampton	90	1.6%
58	58. https://www.vgnet.com/.../visit-yorktown-this-season	89	1.6%
59	59. https://www.vgnet.com/.../the-freshest-of-the-fresh-in-virginia-beach	88	1.6%
60	60. https://www.vgnet.com/.../fall-harvesting-fishing-&-farms-in-yorktown	87	1.6%
61	61. https://www.vgnet.com/.../fall-in-love-with-williamsburg	86	1.6%
62	62. https://www.vgnet.com/.../budget-friendly-hampton	85	1.6%
63	63. https://www.vgnet.com/.../visit-yorktown-this-season	84	1.6%
64	64. https://www.vgnet.com/.../the-freshest-of-the-fresh-in-virginia-beach	83	1.6%
65	65. https://www.vgnet.com/.../fall-harvesting-fishing-&-farms-in-yorktown	82	1.6%
66	66. https://www.vgnet.com/.../fall-in-love-with-williamsburg	81	1.6%
67	67. https://www.vgnet.com/.../budget-friendly-hampton	80	1.6%
68	68. https://www.vgnet.com/.../visit-yorktown-this-season	79	1.6%
69	69. https://www.vgnet.com/.../the-freshest-of-the-fresh-in-virginia-beach	78	1.6%
70	70. https://www.vgnet.com/.../fall-harvesting-fishing-&-farms-in-yorktown	77	1.6%
71	71. https://www.vgnet.com/.../fall-in-love-with-williamsburg	76	1.6%
72	72. https://www.vgnet.com/.../budget-friendly-hampton	75	1.6%
73	73. https://www.vgnet.com/.../visit-yorktown-this-season	74	1.6%
74	74. https://www.vgnet.com/.../the-freshest-of-the-fresh-in-virginia-beach	73	1.6%
75	75. https://www.vgnet.com/.../fall-harvesting-fishing-&-farms-in-yorktown	72	1.6%
76	76. https://www.vgnet.com/.../fall-in-love-with-williamsburg	71	1.6%
77	77. https://www.vgnet.com/.../budget-friendly-hampton	70	1.6%
78	78. https://www.vgnet.com/.../visit-yorktown-this-season	69	1.6%
79	79. https://www.vgnet.com/.../the-freshest-of-the-fresh-in-virginia-beach	68	1.6%
80	80. https://www.vgnet.com/.../fall-harvesting-fishing-&-farms-in-yorktown	67	1.6%
81	81. https://www.vgnet.com/.../fall-in-love-with-williamsburg	66	1.6%
82	82. https://www.vgnet.com/.../budget-friendly-hampton	65	1.6%
83	83. https://www.vgnet.com/.../visit-yorktown-this-season	64	1.6%
84	84. https://www.vgnet.com/.../the-freshest-of-the-fresh-in-virginia-beach	63	1.6%
85	85. https://www.vgnet.com/.../fall-harvesting-fishing-&-farms-in-yorktown	62	1.6%
86	86. https://www.vgnet.com/.../fall-in-love-with-williamsburg	61	1.6%
87	87. https://www.vgnet.com/.../budget-friendly-hampton	60	1.6%
88	88. https://www.vgnet.com/.../visit-yorktown-this-season	59	1.6%
89	89. https://www.vgnet.com/.../the-freshest-of-the-fresh-in-virginia-beach	58	1.6%
90	90. https://www.vgnet.com/.../fall-harvesting-fishing-&-farms-in-yorktown	57	1.6%
91	91. https://www.vgnet.com/.../fall-in-love-with-williamsburg	56	1.6%
92	92. https://www.vgnet.com/.../budget-friendly-hampton	55	1.6%
93	93. https://www.vgnet.com/.../visit-yorktown-this-season	54	1.6%
94	94. https://www.vgnet.com/.../the-freshest-of-the-fresh-in-virginia-beach	53	1.6%
95	95. https://www.vgnet.com/.../fall-harvesting-fishing-&-farms-in-yorktown	52	1.6%
96	96. https://www.vgnet.com/.../fall-in-love-with-williamsburg	51	1.6%
97	97. https://www.vgnet.com/.../budget-friendly-hampton	50	1.6%
98	98. https://www.vgnet.com/.../visit-yorktown-this-season	49	1.6%
99	99. https://www.vgnet.com/.../the-freshest-of-the-fresh-in-virginia-beach	48	1.6%
100	100. https://www.vgnet.com/.../fall-harvesting-fishing-&-farms-in-yorktown	47	1.6%

Sample Metrics



Sample Email

## Print Included



The Virginia Restaurant, Lodging & Travel Association (VRLTA) is the unified voice for the Virginia restaurant, lodging, travel and hospitality suppliers, which creates value for members by promoting the legislative interests of the industry.

# \$23.7

## BILLION IN DIRECT TRAVEL-RELATED EXPENDITURES

Expand your reach to the customers you want. Don't miss your opportunity to come aboard and enjoy the benefits.

The official guide of the VRLTA features a high-quality, full-size magazine format with concise listings of hotels, motels, attractions and restaurants. It's the only statewide publication that publishes accommodation rates.

**Distribution:** Statewide distribution include the following:

- 200,000 copies annually
- Distributed to individual inquiries from travel professionals, AAA offices and other special requests.
- Dominant presence in all 12 Virginia Welcome Centers **PLUS, all 33 Safety Rest Areas.**

**Space Reservation:** February 18, 2023 **Ad Approval Deadline:** March 1, 2023

**RATES:** (All rates shown are net and apply only to VRLTA Members.) All print ads come with and Expanded Listing.

	FULL PAGE VIRGINIA GUIDE	HALF PAGE VIRGINIA GUIDE	1/4 PAGE VIRGINIA GUIDE	1/8 PAGE VIRGINIA GUIDE	EXPANDED LISTING
Print Ad Only	\$7,600	\$4,340	\$3,100	\$1,800	\$320
Plus 20% for all cover positions; Plus 10% for other special placement. Billing is upon publication, March 2023.					
Print + 1 Million Email Campaign (Limited to 6 ads per 1 million emails)	\$10,600	\$7,340	\$6,100	\$4,810	Email Only \$3,980

### SPACE RESERVATION, CLIENT SERVICES, DIGITAL SOLUTIONS

Call: 757-422-8979 ext. 156 | Email: sales@vgnet.com  
For billing questions, assistance, or credit card payments:  
Dawn Meehan at 757-422-8979 ext. 112 or dawn@vgnet.com

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