

2024 TRAVEL GUIDE

# VIRGINIA



Published for VRLTA by VistaGraphics, Inc.

**2024 MEDIA KIT - MEMBER RATES**

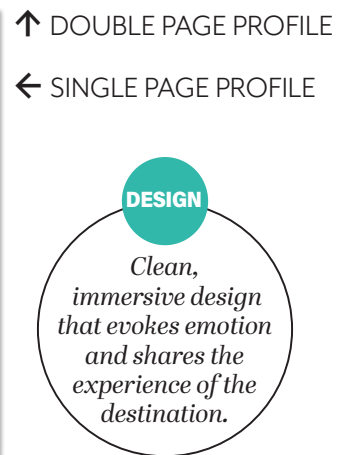
# NEW LOOK



## EXCITING NEW OPPORTUNITIES AND IMPROVED OPPORTUNITIES TO GET YOUR MESSAGE IN FRONT OF VIRGINIA'S LUCRATIVE TRAVEL MARKET.

**Total Redesign.** The 2024 Guide will bring a new clean, immersive design that evokes emotion and conveys the experiences offered by the destination. Our new oversized, large format will allow for more space on page and larger, more impactful imagery. Our heavier cover stock and brighter text stock will showcase the new design in the best possible way. The overall effect is a quality keepsake that will continue to sell the destination and your business long after the visitor returns home with their souvenir guide in hand.

**Storytelling.** 2024 is time to tell your story—on our pages. Let our crisp white pages and colorful vibrant magazines connect with those visitors who want to learn about your business. Engage them with your unique story, establish and enhance your brand in their eyes and connect with those visitors who want to learn more about your business. Our talented writers can help you make your business the “must see—must do” experience in Virginia.



↑ DOUBLE PAGE PROFILE

← SINGLE PAGE PROFILE

**DESIGN**  
Clean, immersive design that evokes emotion and shares the experience of the destination.

**PAGE SIZE**  
Large format provides more space on page and for larger more impactful imagery.

**PAPER**  
Upgrades in cover basis weight (up 56%) and in paper brightness (up 11%).



# EMAIL / PRINT

## Cooperative Email Program

Direct email going to households making over \$80,000 per year who are interested in traveling to Virginia. 1 million emails are planned with 4 deployments of 250,000. The planned months are March, May, August and October 2024.

### Sample Metrics

**CAMPAIGN REPORT**

**Campaign Summary**

Name: VBHA September 2021 ES V3  
 From/Brand: Virginia Beach Hotel Association  
 Headline: Fall in love with Virginia Beach  
 Broadcast: 08/31/2021  
 Date:  
 Audience: 350,000 ID: 1468585  
 Views: 65,488 Clicks: 8,230  
 View %: 18.71% Click %: 2.35%

**Campaign Creative**

**CAMPAIGN STATS**

Views | 18.71% Total Views 65,488  
 Clicks | 2.35% Total Clicks 8,230  
 CTR | 12.57%

**Clicks by Device**

Desktop 89.85% | 7,395  
 Mobile 10.15% | 835

**CLICKS BY WEB BROWSER**

1,799 Chrome | 87 Explorer | 773 Firefox | 2,278 Safari | 3,333 Other

**LINK SUMMARY**

Index	Link URL	Clicks	%
1	https://virginiabeachhotelassociation.com/travelingguide	227	2.8%
2	https://virginiabeachhotelassociation.com/virginiabeach-beachfallbeachweather/	89	1.1%
3	https://www.visitvirginiabeach.com/	278	3.4%
4	https://virginiabeachhotelassociation.com/virginiabeach-beachfallbeachweather/	228	2.8%
5	https://www.visitvirginiabeach.com/	280	3.4%
6	https://virginiabeachhotelassociation.com/news-comings-to-fall-in-virginia-beach/	554	6.7%
7	https://www.visitvirginiabeach.com/news-comings-to-fall-in-virginia-beach/	303	3.7%
8	https://www.visitvirginiabeach.com/news-comings-to-fall-in-virginia-beach/	307	3.7%
9	https://www.visitvirginiabeach.com/news-comings-to-fall-in-virginia-beach/	244	3.0%
10	https://www.visitvirginiabeach.com/news-comings-to-fall-in-virginia-beach/	252	3.1%
11	https://www.visitvirginiabeach.com/news-comings-to-fall-in-virginia-beach/	191	2.3%
12	https://www.visitvirginiabeach.com/news-comings-to-fall-in-virginia-beach/	240	2.9%
13	https://www.visitvirginiabeach.com/news-comings-to-fall-in-virginia-beach/	339	4.1%
14	https://www.visitvirginiabeach.com/news-comings-to-fall-in-virginia-beach/	162	1.9%
15	https://www.visitvirginiabeach.com/news-comings-to-fall-in-virginia-beach/	256	3.1%
16	https://www.visitvirginiabeach.com/news-comings-to-fall-in-virginia-beach/	208	2.5%
17	https://www.visitvirginiabeach.com/news-comings-to-fall-in-virginia-beach/	192	2.3%
18	https://www.visitvirginiabeach.com/news-comings-to-fall-in-virginia-beach/	192	2.3%
19	https://www.visitvirginiabeach.com/news-comings-to-fall-in-virginia-beach/	147	1.7%
20	https://www.visitvirginiabeach.com/news-comings-to-fall-in-virginia-beach/	186	2.2%
21	https://www.visitvirginiabeach.com/news-comings-to-fall-in-virginia-beach/	120	1.5%
		<b>8,230</b>	



### Why to Say Yes to Visiting Virginia This Spring

The weather is warming and nature is blooming. It is officially spring and the perfect time to be curious, playful and travel! Think about revisiting plans you imagined for this year and also considering new ones. The Commonwealth of Virginia is a wonderful destination offering visitors endless opportunities to explore and discover exciting places and experiences.

### Amazing Places to Visit

From a mountain getaway in the western region of Virginia, to areas such as Virginia's Blue Ridge and the Shenandoah Valley, to a stay near the state's beautiful coastline in popular resort areas like Virginia Beach, there is so much to do and see. Historically rich Williamsburg, Charlottesville and Richmond are fantastic family-friendly destinations, full of remarkable attractions, museums and sightseeing. Like Richmond, Northern Virginia is a metropolitan area that offers incredible cultural attractions. Not to be overlooked are charming small towns such as Albion, Cape Charles and Southfield, which provide unique experiences centered around local businesses and traditions.

### Stay and Play

No doubt, you will also be sure to find plenty of lodging to meet your needs during your stay in Virginia, no matter what part you visit. From larger hotels loaded with amenities to delightful inns and cottages to more rustic accommodations, including cabins and campgrounds, many convenient options are available that will be close to the activities planned for your trip.

Outdoor enthusiasts will be thrilled by the region's national and state parks and all of the recreational activities that abound here, from hiking, bicycling, paddling and so much more. Make plans to spend some time at one of Virginia's amusement parks, such as Busch Gardens or Kings Dominion, or other fun attractions including zip-lines, go-karts, trampoline parks and escape rooms.

### Eat and Drink

The restaurant scene throughout the state is equally impressive. From locally owned to large chain restaurants, and family style to fine dining to local eateries, enjoy overflowing options that will keep everybody satisfied. Consider sampling local foods and beverages in the towns that you visit. Over the years, Virginia has established a name for itself in the wine industry with its award-winning wines. Sampling local wines and craft beers is an excellent way to get to know a region. Also consider stopping in and tasting distilleries, meaderies and ciders as well and try something new!

Whether traveling by car, train or plane and whatever your interests, start planning your trip to Virginia today. Get ready to make new lifelong memories!

**Start Planning**

**YOU DO VIRGINIA. WE'LL DO THE DRIVING.**

**USA TODAY'S BEST RESTAURANT OVER FIVE YEARS**

**Learn More**

**Learn More**

## 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.



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

# \$23.7 BILLION

## IN DIRECT TRAVEL-RELATED EXPENDITURES

**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.**



## Digital Specifications/Rates

Page Size	Annual Rate	Print +1 Million Email Campaign	Ad Dimensions (w x h)
Full Page Profile*	\$7,690	\$11,690	8.375" x 10.875"
Full Page Display*	\$8,540	\$12,540	8.375" x 10.875"
Combo*	\$14,600	\$14,600	
Double Page Profile*	\$13,840	\$17,840	16.75" x 10.875"
Double Page*	\$15,380	\$19,380	16.75" x 10.875"
Combo*	\$26,200	\$30,200	
1/2 Page Profile	\$5,040	\$9,040	7.75" x 4.625"
1/2 Page	\$5,600	\$9,600	7.75" x 4.625" or 3.75" x 9.75"
Combo	\$9,580	\$13,580	
1/4 Page	\$3,360	\$7,360	3.75" x 4.75"
1/8 Page	\$2,000	\$6,000	3.75" x 2.265"

\* Full page and double page add .125" all around for bleed, live area is safe within .5" within trim.  
 Plus 20% for all cover positions; Plus 10% for other special placement. Billing is upon publication, March 2023.  
 (Limited to 6 ads per 1 million emails)

### AGENCY AD SUBMISSION INFO

#### IN YOUR AD PROVIDED:

- 1) Include a physical address, phone number, area code, and website if available.
- 2) Black body copy should be **100% K** (NOT 4 color).
- 3) For ads with a coupon offer, add this disclaimer "Redeem this coupon to receive offer."

### WHAT SHOULD I SEND?

#### WE ONLY ACCEPT:

- PDF format
- Image resolution of **300 DPI**
- All fonts must be embedded
- All color must be **CMYK**
- No spot colors or RGB

### HOW TO SEND ARTWORK:

- 1) Email artwork to the Client Relations Manager
- 2) Send large files via file sharing sites, such as WeTransfer, MediaFire, 4shared, & Dropbox

**Space Reservation: 2/16/24    Ad Approval Deadline: 3/1/24    Delivery: 3/24**

### 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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