



**Dear Partner,**

**The Arlington Convention & Visitors Bureau is excited to offer valuable leisure marketing opportunity that will reach 400,000 potential Arlington visitors in 2018.**

**The 2018 Arlington Marketing Partners Coupon program is a continuation of the successful program that began in 2009 along with the STAR Restaurant program with more than 10 years of success. Once again we will distribute 400,000 pieces to area locations including key travel information spots as well as the “coveted” Six Flags Over Texas front gates.**

**Your investment in the Coupon Program includes your annual Arlington Marketing Partner investment as well. Please review the following information to see how you can benefit from this exclusive, exciting opportunity! Space is limited and this is a first-come, first-serve opportunity.**

**Please contact us if you have additional questions. We look forward to hearing from you!**

**Thank you!**

**April Luter, Director of Partnerships & Programs  
Arlington Convention & Visitors Bureau  
817.704.7570  
[april@arlington.org](mailto:april@arlington.org)**

**Neetu Singhal  
Partners & CRM Specialist  
817.704.7584  
[neetu@arlington.org](mailto:neetu@arlington.org)**

The Arlington Marketing Partners Coupon Program is a tremendous opportunity for your venue to reach visitors traveling to the Arlington area.

**DISTRIBUTION: 400,000**



## DISTRIBUTION LOCATIONS:

(Distributed year round)

- Six Flags Over Texas
- AAA Travel Offices (TX, LA, OK, AR)
- Arlington Visitor Center
- Arlington Hotels
- Certified Folder distribution (TX, LA, OK, AR)
- TXDOT Travel Information Centers (11 centers in Texas)
- TX CVB Visitor Centers
- Local Enterprise Office

Please review the following information to see how you can benefit from this exciting opportunity!

### ADVERTISING RATES

Product	Investment **
Coupon	\$3,000 (All rates are net)

\*\* Includes Arlington Marketing Partner Investment

### AD SIZES

Product	Size (WxH)
Coupon	3.25" x 1.5"

## BENEFITS OF PARTNERSHIP WITH ARLINGTON CVB ARE TREMENDOUS!

- Inclusion on our responsive website that adapts to all viewing devices
- Website listing including 40 words, logo and 5 images (within a single category)
- Arlington Marketing Partner designation
- Ability to display professionally produced brochures at the Visitor Center
- Ability to include one coupon on website
- Inclusion in ACVB in-house referrals
- Access to ACVB Partner Directory
- Weekly Partner Updates
- Inclusion in AMP meetings: networking and education
- Invitation to Arlington CVB Annual Meeting Breakfast
- Ability to advertise in ACVB publications, print and web (additional cost)
- Ability to participate in the Radio TV Network (RTVN) program (additional in-kind required)
- Partner-net access with a single partner-net login
- Partner-net training
- Ability to participate in other AMP exclusive opportunities throughout the year

### CONTACT INFORMATION

**April Luter**  
**817.704.7570**  
[april@arlington.org](mailto:april@arlington.org)

**Neetu Singhal**  
**817.704.7584**  
[neetu@arlington.org](mailto:neetu@arlington.org)

### DATES TO REMEMBER

Ad Close	December 1, 2017
Materials Due	January 5, 2018
Published	February 28, 2018