



Fairfax County, Virginia
Connect with America

2019

VISIT FAIRFAX

OFFICIAL VISITORS GUIDE MEDIA KIT

CONNECT WITH TRAVELERS!

VISITORS TO FAIRFAX COUNTY SPEND
\$3.03 BILLION ANNUALLY!

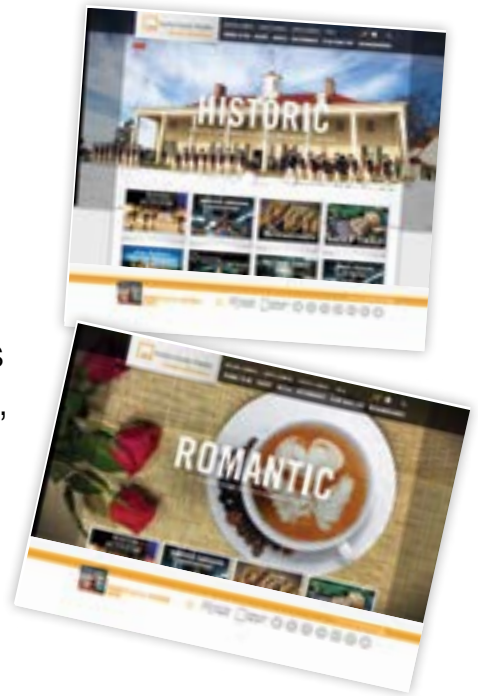


VISIT FAIRFAX

MARKETING THE REGION



Through a mix of paid and earned media, the Visit Fairfax team promotes Fairfax County as a vibrant, year-round destination for both domestic and international leisure, business and meeting travelers.



VISIT FAIRFAX MISSION STATEMENT

To market, sell and promote Fairfax County as a preferred destination for visitors in the areas of business, leisure and sports travel through exciting products, programs and activities that will distinguish Fairfax County and contribute to the overall economic and social growth for our citizens and communities.

\$3.03 BILLION
in annual visitor spending



Fairfax County Tourism
generates more than
\$200 MILLION
in state and local taxes annually.



Supports more than
30,000
local jobs.

CAMPAIGN HIGHLIGHTS

FXVA.com

Promoted through paid search, search engine optimization and social media outreach to more than 45,600 followers, the website generates more than 646,000 unique visitors each year.

Paid Media

In 2018, a paid digital media campaign promoting the region garnered 6 million impressions to targeted consumers.

Visitor Centers

The Visitor Center team welcomes thousands of visitors, utilizing the guide to help them plan their stay.

Direct Efforts

The sales team will attend more than 30 shows this year.

REACH MORE THAN 100,000 HIGHLY QUALIFIED VISITORS

WHO ARE ACTIVELY PLANNING THEIR TRIP TO FAIRFAX COUNTY – OR ARE ALREADY IN MARKET!

FAIRFAX COUNTY OFFICIAL VISITORS GUIDE

The Fairfax County Official Visitors Guide is the primary fulfillment piece for Visit Fairfax's marketing efforts. There's no better place to connect with visitors to Fairfax County who are searching for where to stay, and things to see and do while on their trip. The featured content and special events listings make trip-planning a breeze for individual, family, business and group travelers.

Total reach: **More Than 100,000!**

CIRCULATION: 50,000

DISTRIBUTION

Direct Request: Visitors can request a free copy from FXVA.com, allowing you to reach a qualified audience of visitors planning their trip even before they arrive.

Visitor Centers: Thousands of visitors pick up their free copy to decide what to see and do while they are here.

Trade Shows: The Visit Fairfax team uses the guide as an in-person tool to sell the destination to tour operators and event planners at trade shows.

INTEGRATED PRINT + DIGITAL EXPOSURE

Digital Reach: Extend your reach digitally. The guide is also available in an electronic version, which drove more than 24,000 pageviews in 2017! All advertisers receive a free link to their site.

Highlighted Listings: Advertisers' listings will be highlighted in the Dining, Accommodations and Things to Do sections, directing visitors to their corresponding ads.



More than 50% of American travelers use print when researching and booking travel.* Highest print visitors guide usage in over a decade!



VISITORS GUIDE EBOOK

** 24,695 pageviews
** 30+ pages per visit

*Source: 2017 Destination Analysts State of the American Traveler study

**Source: Google Analytics



ADVERTISING

DISPLAY RATES

Full Page.....	\$2,995
Half Page.....	\$1,885
Third Page.....	\$1,250
Sixth Page.....	\$850

PREMIUM RATES

Inside Front Cover (IFC).....	\$3,680
Facing Inside Front Cover.....	\$3,590
Back Cover (BC—2 sizes).....	\$3,780
Inside Back Cover (IBC).....	\$3,519
Facing Inside Back Cover.....	\$3,490
Other Premium Placements.....	+10%

LISTING RATES

Highlighted Photo Listings.....\$275
 Advertisers receiving a free highlighted listing can ADD A PHOTO for only \$100!

**ADVERTISING MATERIALS DUE
 SEPTEMBER 16TH, 2018**



Advertising Contact:
Carly Stedman
 Travel Media Sales and Marketing Executive
Carly.Stedman@milespartnership.com
 202-681-8169

Free Tourism Marketing Research and Resources!
budurl.com/MilesEssentials

*added-value digital placements to run in 2019 at Visit Fairfax's discretion.



MAKE YOUR LISTINGS STAND OUT!

Highlighted Photo Listings available for Things to Do, Dining and Accommodations!



All advertisers receive a FREE highlighted listing. Advertisers may upgrade to a highlighted PHOTO listing for an additional \$100!

NEW IN 2019: RECEIVE FREE DIGITAL ADDED-VALUE!

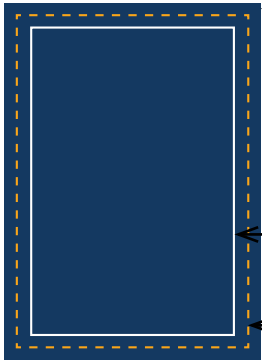
- **Full-page print** advertisers receive three free posts on one of Visit Fairfax's social media channels, plus one free display ad in a Visit Fairfax newsletter.
- **Half-page print** advertisers receive one free social media post.

All added-value placements are first come, first serve, and must be scheduled and approved in advance with Visit Fairfax.*



ADVERTISING SPECS & PRODUCTION REQUIREMENTS

HELPFUL TERMS

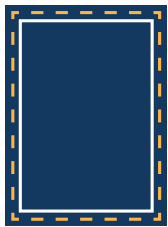


← **Bleed** is a printing term that refers to printing that goes beyond the edge of the sheet after trimming. It is very difficult to print exactly to the edge of a sheet of paper; to achieve this it is necessary to print a slightly larger area than is needed and then trim the paper down to the required finished size. Images, background images and fills which are intended to extend to the edge of the page must be extended beyond the trim line to give a bleed.

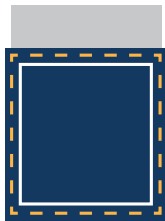
← The **live area** is a safe zone for important text or images. This is an area of your printed piece that is safe from cropping. Keep text and important graphics inside the live area.

← The final size of a printed page after excess edges have been cut off is the **trim size**.

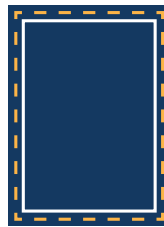
AD SIZES



Full Page (must incl. bleed)
trim size: 5.25 x 8.25
bleed size: 5.5 x 8.5
live area: 4.75 x 7.75



Back Cover (with mailer)
trim size: 5.25 x 6
bleed size: 5.5 x 6.125
live area: 4.75 x 5.75



Back Cover (without mailer)
trim size: 5.25 x 8.25
bleed size: 5.5 x 8.5
live area: 4.75 x 7.75

***Back Cover Ad** needs to be submitted in **both** sizes above, as the book will be printed both with and without a mailing panel.



Half Page
trim size: 5.25 x 4.125
bleed size: 5.5 x 4.375
live area: 4.75 x 3.625



Third Page
2.791 x 3.562



Sixth Page
1.333 x 3.562

Contact **Ashley Banks** at Ashley.Banks@MilesPartnership.com or **303-867-8295** for questions or help regarding ad materials or production details.

PRODUCTION REQUIREMENTS

Ad Requirements

Save all art as high resolution (300 dpi) and four-color process CMYK. (No RGB files will be accepted. Convert all spot colors to CMYK.)

Use only Adobe Type 1 (Postscript Level 1) fonts. No True Type fonts will be accepted.

Document size must be the same as ad size. Full-page ad must have bleed and adhere to live area. Please turn off the crop marks on your supplied ads and supply spread ads as single pages.

Apply rich black (C: 40 M:20 Y:20 K:100) to large areas of black.

Don't Forget

Reproduction of hairline rules or type smaller than 10 pt. cannot be guaranteed.

Publisher will not be liable for copy and images that exceed live area dimensions and accepts no responsibility for errors on materials supplied by advertiser.

FREE AD PRODUCTION!

Several ad sizes are available – and **all production costs to create your ad are included** in the published advertising rates. Contact Ashley Banks.

Submit Your Print Ready Ad

Submit your high resolution PDF/x-1a file to Ashley.Banks@milespartnership.com by the materials due date. Email questions or call Ashley Banks at 303-867-8295.