

2018 Media Kit



**VIRGINIA'S
BLUE RIDGE®**

VISITVBR.COM

To ALL Visit VBR Partners -

We look forward to working with you to customize the best possible advertising plan for your business. Please utilize this media kit to become more familiar with Visit VBR's current media plan. For a list of all advertising opportunities and prices, please reference the attached Advertising Agreement. The Public Affairs Department will assist you in establishing the best plan for you and your budget.

Contact –

Brady Woolwine, Public Affairs & Destination Development Coordinator
Visit Virginia's Blue Ridge

partnership@visitvbr.com (540) 342-6025 Ext. 126

2018 Partner Opportunities:

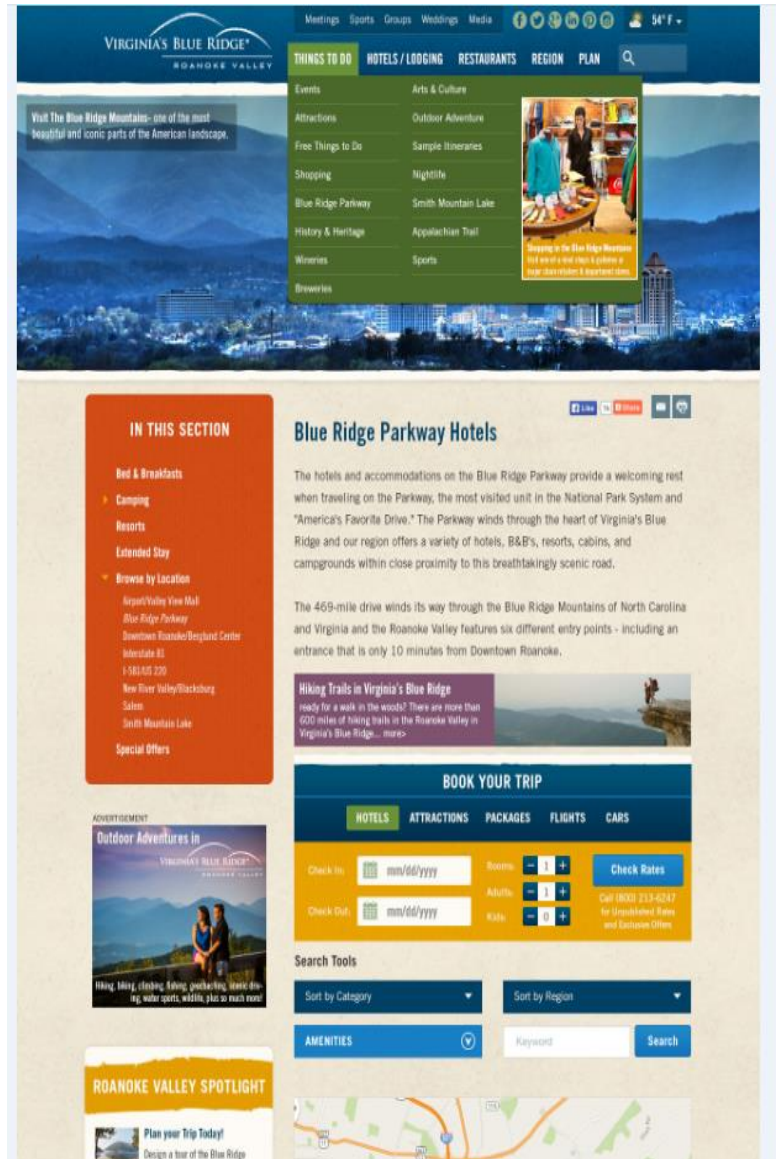
- DTN- VisitVBR.com
- E-newsletter- Outdoors, Arts & Culture and Family Fun
- Retargeting- VisitVBR.com
- Virginia.org
- Virginia Travel Guide
- Blue Ridge Digest
- Virginia Business- Virginia Meeting & Conference Planner
- Coming Soon – Details about the 2019 Visitor's Guide & Map

DTN- provides customized ad exposure on VisitVBR.com

Online advertising can easily be tailored to meet almost any budget.

Contact us to start building your customized online marketing package.

For more information contact -
Meredith E. Sasser
Account Executive
Destination Travel Network (DTN)
(703) 517-3429
msasser@destinationtravelnetwork.com



DTN- provides customized ad exposure on VisitVBR.com



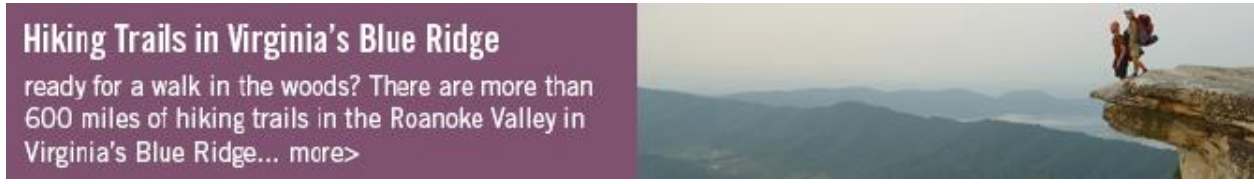
BANNERS:

Banners have the advantage of being **“Run of Site,”** appearing across most pages of the website. The banner is great for branding and has a direct link to the advertiser’s website. A small number of advertisers typically rotate in the banner or you can choose to be the exclusive advertiser. Banners can be updated regularly so that the message is timely.

- **Banner Size: 300x250 px**
- **Brief Call to Action: up to 50 characters with spaces**
- **Links directly to your website**

PAGE SPONSORSHIPS: Prices vary per page-

Page Sponsorships are essentially stationary banners that are affixed to a specific page of the website, offering the advertiser exclusive placement. The benefit of the page sponsorship is that it allows an advertiser to have a concentrated, highly visible presence on a specific page of the website that gives an advertiser access to their “perfect customer.”



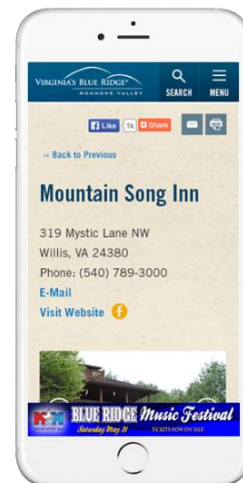
- **Horizontal Page Sponsorship Size: 1070x155 px**
- **Image Size: 340x100 px (or a few small thumbnail photos)**
- **Title Copy: Up to 40 characters**
- **Body Copy: Up to 80 characters**
- **Links directly to your website**



MOBILE SPECIFIC BANNER:

If you are a restaurant, hotel, entertainment or retail venue, and someone searches for your service on their mobile device, do you think they might want to eat right now, book their room right now, or simply spend some money right now? Yes; in fact, research shows that being found by a mobile user results in a visit to the business, or a purchase, within 24 hours. This occurs 80% of the time and this is what makes mobile advertising so powerful and advantageous. Mobile advertising can have some of the highest click-through rates of any online advertising medium. Don't miss out on new customers!

- **Mobile Run of Site Banner: 320x50 px**
- **Includes brief call to action and thumbnail photo**
- **Links directly to your website**



SPOTLIGHT LINKS:

The Spotlight Text Link is extremely powerful since it appears on nearly every page of the website “**Run of Site**,” and is designed to constantly alert website visitors about unique events, promotions and attractions. A link to the advertiser’s website (or other URL) is contained in the text link. Each spotlight text link participant enjoys tens of thousands of monthly page views, like the run of site banner. Spotlight text links are easy to update and can be regularly adjusted to promote different events and activities.

- **Image Size: 105x70 px**
- **Title Copy: Up to 30 characters with spaces**
- **Body Copy: Up to 45 characters with spaces**
- **Links directly to your website**



FEATURED LISTINGS:

In some sections like Things to Do, Restaurants, or Hotels where there are dozens of businesses listed in alphabetical order, we recognize that businesses want to ensure that you “stand out from the crowd”. The “Featured Listing” gives you an opportunity to do so. With this program, your listing is enhanced and moved to the very top of the listing section where it will be highlighted with just a select few others. This will ensure that your business will be one of the first to be seen by online users researching their options.

- **Image Size: 245x175 px**
- **Copy: Can range from 150 to 250 characters**



***Limited to 10 advertisers per category.*

E-NEWSLETTER PROGRAM



e-Newsletter Program \$500 Partner Option

Visit Virginia's Blue Ridge has worked hard to obtain an opt-in database of over 179,000. Within this database, we have opt-ins for niche markets.

Be featured in one of the two second row spots!

Niche Markets:

- **Outdoors**
 - 41,000+
 - May (**SOLD OUT**) and August
- **Arts & Culture**
 - 46,000+
 - March and October
- **Family Fun**
 - 20,000+
 - June and November

Partner Receives :

- Image
- Brief Description
- Link to Partner Website



Plan the Perfect Family Outing

From Rail, Aviation, to Automotive, the Virginia Museum of Transportation showcases the history that's helped mold our region into a thriving city. It's our goal to preserve Virginia's transportation history and bring these engineering marvels to life for your education & enjoyment.

[SEE MORE](#)



New at Mountain Lake Lodge

This summer, Mountain Lake Lodge will be adding its newest addition to their Adventure Center, the "Sky Slide." Standing at **five stories tall**, the Sky Slide will be the tallest inflatable water slide on the East Coast. Add this adrenaline filled ride to your list of family fun activities this summer.

[SEE MORE](#)



FAMILY FUN
ITINERARY

Salem Red Sox Baseball
Haley Toyota Field at Salem Memorial Ballpark
Multiple Dates

Roanoke Harry Potter Festival
Downtown Roanoke
May 13

Ramble Weekend
Blackwater River & Pigg River
May 19-21



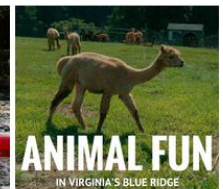
TOP SPOTS FOR
SELFIES

Local Colors Annual Festival
Elmwood Park
May 20

Kids to Parks Day
Wasena Park
May 20

Festival in the Park
Elmwood Park
May 26-28

611 Steam Train Excursions
Downtown Roanoke
May 27-29



ANIMAL FUN
IN VIRGINIA'S BLUE RIDGE

Lebanese Festival
St. Elias Church
June 2-4

Giant Jam Sandwich
A FloydFest Family Picnic
Elmwood Park
June 4

Anniversary of D-Day
National D-Day Memorial
June 6

[SEE MORE EVENTS](#)



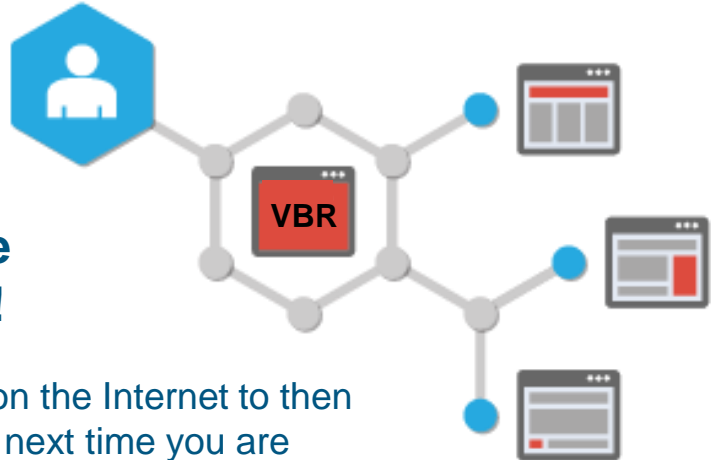
#BlueRidgeDay

[FOLLOW US ON INSTAGRAM](#)



VisitVBR.com RETARGETING

**Maximize your exposure
by retargeting from
Virginia's Blue Ridge's
millions of unique Website
& Facebook page visitors!**



Have you ever looked up a product on the Internet to then notice that an ad has popped up the next time you are searching for something? That's ad retargeting! Once you show interest in something, the company then can follow you to try to reengage you to buy (or use) their product, or click on their ad.

Through our aggressive multi-channeling marketing, advertising and promotional efforts, we are driving prospective visitors to VisitVBR.com, and regularly engaging with them on our Facebook page – and now you can directly retarget to this highly qualified and motivated audience...one that is already interested in what we have to offer in Virginia's Blue Ridge!



What you get for \$625/month and the 4 month program:

- **2,000+ GUARANTEED CLICKS** (\$2,500 = \$1.25/click maximum)
- **4,250+ GUARANTEED CLICKS** (\$5,000 = \$1.17/click maximum)
- **6,500+ GUARANTEED CLICKS** (\$7,500 = \$1.15/click maximum)

VIRGINIA.ORG


VIRGINIA IS FOR LOVERS[®]

With Virginia.org banner ads, you get to choose which months and how many impressions you would like to run. The leaderboard ads are designed to share exposure between you and the Virginia's Blue Ridge brand. You receive one image + one link and the Visit VBR receives the same.

Your ad will run on the directory pages of the site where the average click thru is 8 times industry average with many clients getting 15 times the industry average. And your ad will run as added value on the articles section of the site – this is where the page view growth is exploding with 150% growth. Half of your impressions will run on the directory section and half of your impressions will run on the article section. Double the impressions for your dollar.

16,729,141
UNIQUE VISITORS


**More Domestic
Visitors
Over the Past 6
Months
Than any other
state**



Virginia's Blue Ridge Railroad Heritage

Experience the splendor of the Roanoke Valley on a Blue Ridge Mountain Getaway! The N&W Class J 611 steams home to Roanoke May 30! Join the celebration! [More](#)

Sponsored Ad





Virginia Science Festival

October 4-11, 2014
Featuring events across the state, the Virginia Science Festival is a big party where the guest of honor is SCIENCE! [More](#)

Sponsored Ad

Ad Size	Total Impressions	Rack Rate	Co-Op Rate
Below Fold Leaderboard	50,000/ad	\$900	\$450
	100,000/ad	\$1,700	\$850
	150,000/ad	\$2,400	\$1,200
Premium Native Rectangle	50,000/ad	\$1,248	
	100,000/ad	\$2,400	
Below Fold Native Rectangle	50,000/ad	\$900	
	100,000/ad	\$1,700	
	150,000/ad	\$2,400	

VIRGINIA TRAVEL GUIDE

VIRGINIA IS FOR LOVERS®

Be a part of Virginia's primary fulfillment piece!
The Virginia Travel Guide is the State's exclusive fulfillment piece
Used By 1 Million+ Travelers

Reach Millions of Visitors Planning Their Virginia Vacations. Put the Power of Virginia's \$7 Million marketing campaign To Work For You! Synergy & research drive the Travel Guide like never before. 3 Key Markets: Put the focus on Experience and Interests. Boomers, Gen X Moms with Kids, Millennials with HHI \$40K+. Engage the Virginia Visitor with the interactive digital edition. Print + Digital = Synergy

- Print Distribution= 500,000
- Every page of Virginia.org promotes the Travel Guide.

\$750

- Free Listing
- Access to Leads
- Includes Digital Guide

Great for All Business Types!



RISE & SHINE in Virginia's Blue Ridge.

Discover the many ways to fill your days with fun and adventure in Virginia's Blue Ridge, like hiking on the famous Appalachian Trail and mountain biking on the renowned trails at Carvins Cove. Head over to Smith Mountain Lake for fun on the water. Check out the stunning views from the Blue Ridge Parkway, America's favorite scenic drive.

Or, try all of the above.

PLAN YOUR BLUE RIDGE DAY AT
VisitVBR.com

VIRGINIA'S BLUE RIDGE® #BlueRidgeDay 800.635.5535 VIRGINIA IS FOR MOUNTAIN LOVERS®

HOW WILL YOU ENJOY YOUR BLUE RIDGE DAY?

Enjoy a fun-filled day that takes you from outdoor adventure to urban delights in the largest metropolitan area in Virginia's mountains.

 <p>Historic Downtown Salem 288-WASALEN VisitSalemVA.com</p>	 <p>National D-Day Memorial 800-351-DDAY DDay.org</p>	 <p>Virginia's Blue Ridge Beerway VisitVBR.com/Beerway</p>	 <p>Virginia's Blue Ridge Blueways VisitVBR.com/Blueways</p>
 <p>Sheraton Roanoke Hotel & Conference Center 540-563-9300 SheratonRoanoke.com</p>	 <p>The Inn at Virginia Tech and Skelton Conference Center 877-200-3360 InnAtVirginiaTech.com</p>	 <p>Virginia Museum of Transportation 540-342-5670 VMT.org</p>	 <p>The Hotel Roanoke & Conference Center, Cario - A Collection by Hilton 540-985-5900 HotelRoanoke.com</p>

REGISTER ONLINE TO WIN A BLUE RIDGE MOUNTAINS GETAWAY

BLUE RIDGE DIGEST MAGAZINE



With the Blue Ridge Digest Magazine Co-Op, you get to choose which issues you would like to participate in. (Spring, Summer or Fall) This branded ad will provide you an image with you business name, phone number and website.

The Blue Ridge Digest is the most widely available travel publication in the Mountains! With a press run of **150,000 copies printed per year**. Distribution area includes from North Georgia to Charlottesville, from Pidgeon Forge/Gatlinburg to Boone, and many NC, VA and TN AAA offices. Distribution at attractions, motels and almost all travel information centers in the mountains.

Magazine includes information the mountain visitor needs; all important area map, stories on the region, area calendar of events. You can view past issues at www.blueridgedigest.com

RISE & SHINE in Virginia's Blue Ridge.

Discover the many ways to fill your days with fun and adventure in the Roanoke Valley in Virginia's Blue Ridge, like hiking on the famous Appalachian Trail and mountain biking on the renowned trails at Carvin's Cove. Head over to Smith Mountain Lake for fun on the water. Be surrounded by beauty, from the stunning scenery along the famous Blue Ridge Parkway to the splendor of arts and culture in the region's many museums, galleries and performance venues.
Or, try all of the above.

PLAN YOUR BLUE RIDGE DAY AT
VisitVBR.com

VIRGINIA'S BLUE RIDGE®

#BlueRidgeDay
800.635.5535

VIRGINIA IS FOR MOUNTAIN LOVERS

 <p>Mill Mountain Zoo 540-243-2244 MMZoo.org</p>	 <p>The National D-Day Memorial 800-551-0804 DDay.org</p>	 <p>Smith Mountain Lake 540-721-1200 VisitSmithMountainLake.com</p>	 <p>Virginia Transportation Museum 540-342-5570 VTM.org</p>
---	--	--	--

REGISTER ONLINE TO WIN A BLUE RIDGE MOUNTAINS GETAWAY

\$225/ per issue

**Choose your Issues:
(one of more)**

- **Spring- SOLD OUT**
- **Summer-2018**
- **Fall- 2018**

Great for
Attractions,
Hotels & Events!

VIRGINIA BUSINESS- VIRGINIA MEETING & CONFERENCE PLANNER



This special section is bound in the October issue of Virginia Business, reaching over 28,500 business, professional and government leaders in Virginia; including pass-along, reaching over **85,500 readers**.

In addition it is printed as a stand-alone piece and distributed at the **VSAE Fall Educational Symposium & Expo in Richmond**, reaching a prime audience of Virginia association and corporate meeting planners.

RISE & SHINE

Meet in Virginia's Blue Ridge.

The **Blue Ridge Mountains** have an uplifting effect on meetings and conventions. The beautiful scenery and fresh air inspire creativity, big ideas and increased productivity. It's time to elevate your meetings in **Virginia's Blue Ridge**, where you'll find first-class facilities, great outdoor recreation, excellent shopping and plenty of options for dining and night life.

PLAN YOUR BLUE RIDGE MEETING AT
VisitVBR.com/Meetings

VIRGINIA'S BLUE RIDGE®

#BlueRidgeDay
800.635.5535

VIRGINIA IS FOR MOUNTAIN LOVERS™

<p>Berglund Center 540-853-6860 TheBerglundCenter.com</p>	<p>Charter Hall at the City Market Building 540-986-5992 CityMarketBuilding.com</p>	<p>Hilton Garden Inn Roanoke 540-776-3400 Roanoke.HGI.com</p>	<p>The Hotel Roanoke & Conference Center, Curio - A Collection by Hilton 540-985-5900 HotelRoanoke.com</p>	<p>Holiday Inn Tanglewood 540-774-4400 HolidayInn.com/roa-tanglewood</p>
<p>The Inn at Virginia Tech and Skelton Conference Center 877-200-3350 InnatVirginiaTech.com</p>	<p>Natural Bridge Historic Hotel & Conference Center 540-291-2121 www.NaturalBridgeVa.com</p>	<p>Salem Civic Center 540-375-3004 SalemCivicCenter.com</p>	<p>Sheraton Roanoke Hotel & Conference Center 540-563-8300 SheratonRoanoke.com</p>	<p>Vinton War Memorial 540-983-0545 VintonWarMemorial.com</p>

REGISTER ONLINE TO WIN A BLUE RIDGE MOUNTAINS GETAWAY

IDEAL FOR MEETING
HOTELS AND
CONFERENCE
VENUES!

\$700- October 2018
Issue

Each property receives:

- 1 Image
- Phone & website
- Property description in the editorial section.