

# Take Aim...

▶ **With your highly targeted message to Virginia's top decision makers in the hospitality industry.**

Each issue is direct mailed to more than 2000 VRLTA members and friends of Virginia's lucrative hospitality industry. Each issue features current and informative news on the people, events and proposed legislation that affect our industry. Each issue is a valuable resource for member benefits, industry meetings and networking opportunities.



## Publication Schedule

September (2025 Fall Issue)  
January (2026 Winter Issue)

## Ad Size Members

## Rate

Full Page	(9" X 10.875" add .125" Bleed)	\$1,380
1/2 Page	(7.625" X 4.7")	\$1,020
1/4 Page	(3.7" X 4.7")	\$620

## Ad Size Non-Members

## Rate

Full Page	(9" X 10.875" add .125" Bleed)	\$2,400
1/2 Page	(7.625" X 4.7")	\$1,380
1/4 Page	(3.7" X 4.7")	\$980

## ▶ Important deadlines:

**September (2023 Fall Issue):** Advertising Space: 08/01/25 | Ad Approval/Supplied Ads: 08/08/25  
**January (2024 Winter Issue):** Advertising Space: 12/02/25 | Ad Approval/Supplied Ads: 12/11/25

FOR MORE INFORMATION, PLEASE CONTACT

Paul Brannock: (757) 422-8979 ext. 103 | sales@vgnet.com

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# Digital File Specifications

## ► 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

## What Should I Send?

### ***WE ONLY ACCEPT:***

- PDF format (version 5 or later)
- Image resolution of **300 DPI**
- All fonts must be embedded
- All color must be **CMYK**
- No spot colors or RGB to be included in final PDF

## How To Send Artwork?

- 1) Email artwork to the Client Relations Manager
- 2) Send large files via a file sharing sites, such as dropbox, mediafire, rapidshare, zippyshare, 4share.

## Ad Production Contact:

**Julie Mathews**, Client Relations Manager

**E-Mail:** mbethune@vgnet.com or Call: 757-422-8979 ext.125

### **Mailing Address:**

VistaGraphics (attn: Client Relations Manager)  
1264 Perimeter Parkway Virginia Beach, Va. 23454