

2025 TRAVEL GUIDE

VIRGINIA



VIRGINIA
RESTAURANT · LODGING · TRAVEL
ASSOCIATION

Published for VRLTA by VistaGraphics, Inc.

2025 MEDIA KIT - MEMBER RATES



TRANSFORMED LOOK



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



Explore wide open spaces. Relax in cozy places. Fill your Page Valley days with fresh-air adventures and small-town excursions. nplug, relax, and recharge near Shenandoah National Park.

↑ 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%).

Layout & Design. The 2025 Guide will continue to bring a clean, immersive design that evokes emotion and conveys the experiences offered by the destination. Our 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. 2025 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.



Iconic luxury. Seaside charm. Modern Virginia.



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 2025.



Come Feel the LOVE in Virginia This Summer
When considering all of the incredible destinations in our country, there are countless reasons to put the Commonwealth of Virginia at the top of the list for summer vacation spots. Virginia is a gorgeous region with a widely diverse landscape ranging from charming coastal towns, such as Virginia Beach and Cape Charles, on its eastern side to stunning mountain communities like Roanoke and Charlottesville in its western parts. Much more than a pretty place, Virginia boasts dynamic urban hubs like Richmond and Northern Virginia offering top-notch attractions and dining options to tranquil rural areas dotted with family farms and farm markets to award-winning wineries and vineyards. Does this sound like summer fun? Keep reading for



Wine and Other Tasty Libations
Wine lovers love Virginia and the Virginia Wine Country. Did you know that there are approximately 300 wineries in the Commonwealth? What better way to become acquainted with the region than sampling the local flavors of the area. Over the years Virginia has made a name for itself in the wine industry as well as other libations.

For an insider's look at Virginia libations, be sure to check out this article by Coastal Virginia Magazine Editor-in-Chief Leona Baker in which she presents a tasting tour taken by a small group of CoVo Magazine readers, who visited nearly 25 wineries, breweries and distilleries in Virginia. Read about their "Favorite Finds" at these stops:

- Waterhead Brewing
- Troll & Krone Distillery
- Vinea Brewing Company
- Spirit Lab Distilling
- Bayou's Cider & Brewery
- Bold Rock Hard Cider
- WildMathis Brewery
- Valley Road Vineyards
- Blue Mountain Brewery
- Veritas Vineyards and Winery
- Adna Mountain Vineyards
- Basic City Beer
- Flying Fox Vineyard
- Silverback Distillery
- Hill Top Berry Farm Winery & Meadery
- Blue Tread Hard Cider
- Devils Backbone
- Cardinal Point Winery
- North American Sake Brewery
- Three Nutch'd Brewing
- Sheridge Brewing
- Patch Brewing

[Click here to read the article](#)

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
Image: FALL in Love with Virginia Beach

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://virginia-beach-hotel-association.com/what-is-a-golf-course/	227	2.8%
2	https://virginia-beach-hotel-association.com/virginia-beach-the-best-fall-beach-weather/	489	5.9%
3	https://www.artsandculture.gov/spotlight/2021/	278	3.4%
4	https://virginia-beach-hotel-association.com/virginia-beach-the-best-fall-beach-weather/	228	2.8%
5	https://theartscenter.com/	280	3.4%
6	https://virginia-beach-hotel-association.com/veritas-wine-country/	554	6.7%
7	https://www.betterhomesandhometeam.com/US/Real-Estate/Agents/47148161/Real-Estate/47148161	337	4.1%
8	https://www.raleigh.com/	337	4.1%
9	https://www.raleigh.com/	244	3.0%
10	https://www.coastalweb.com/	252	3.1%
11	https://virginia-beach-hotel-association.com/veritas-wine-country/	191	2.3%
12	https://www.artsandculture.gov/spotlight/2021/	240	2.9%
13	https://www.artsandculture.gov/spotlight/2021/	339	4.1%
14	https://www.artsandculture.gov/spotlight/2021/	162	2.0%
15	https://virginia-beach-hotel-association.com/virginia-beach-the-best-fall-beach-weather/	556	6.8%
16	https://www.raleigh.com/	258	3.2%
17	https://www.raleigh.com/	110	1.3%
18	https://www.raleigh.com/	162	2.0%
19	https://www.dinevirginia.com/member-restaurant/	147	1.8%
20	https://www.dinevirginia.com/	188	2.3%
21	https://www.dinevirginia.com/	129	1.6%
		8,230	

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.**

Space Reservation: 2/14/25 Ad Approval Deadline: 2/28/24 Delivery: 3/25



Digital Specifications/Rates

Page Size	Annual Rate	Print +1 Million Email Campaign	Ad Dimensions (w x h)
Full Page Profile*	\$7920	\$11,990	8.375" x 10.875"
Full Page Display*	\$8,800	\$12,900	8.375" x 10.875"
Combo*	\$15,030	\$14,990	
Double Page Profile*	\$14,250	\$18,400	16.75" x 10.875"
Double Page*	\$15,840	\$19,960	16.75" x 10.875"
Combo*	\$26,990	\$30,990	
1/2 Page Profile	\$5,170	\$9,300	7.75" x 4.625"
1/2 Page	\$5,760	\$9,880	7.75" x 4.625" or 3.75" x 9.75"
Combo	\$9,860	\$13,980	
1/4 Page	\$3,460	\$7,580	3.75" x 4.75"
1/8 Page	\$2,060	\$6,180	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 2025.
 (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: 2/14/25 Ad Approval Deadline: 2/28/25 Delivery: 3/25

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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