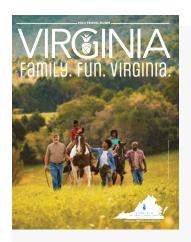




TRANSFORMED LOOK



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

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.







↑ DOUBLE PAGE PROFILE

← SINGLE PAGE PROFILE



Clean. immersive design that evokes emotion and shares the experience of the destination.





Large format provides more space on page and for larger more impactful imagery.

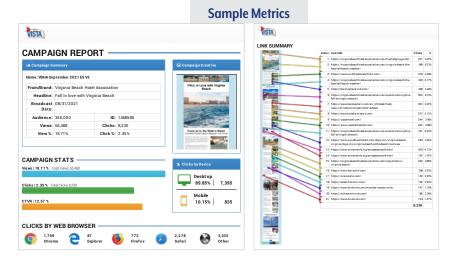
PAPER

Upgrades in cover basis weight (up 56%) and in paper brightness (up 11%).



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.





VIRGINIA

Come Feel the LOVE in Virginia This Summe



Wine and Other Tasty Libati







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.

ILLION 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.



Digital Specifications/Rates

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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" × 10.875"
Double Page*	\$15,840	\$19,960	16.75" × 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" × 4.75"
1/8 Page	\$2,060	\$6,180	3.75" × 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:

- Include a physical address, phone number, area code, and website if available.
- 2) Black body copy should be 100% K (NOT4 color).
- **3)** For ads with a coupon offer, add this disclaimer "Redeem this coupon to receive offer."

WHAT SHOULD ISEND?

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:

- 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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