

2026 MEDIA KIT

ADVERTISING & SPONSORSHIP OPPORTUNITIES

Connect your brand with Virginia's hospitality and tourism leaders. Our engaged audience of decision-makers delivers measurable results.

OUR AUDIENCE

VRLTA members and subscribers include restaurant owners, hoteliers, attraction and DMO leaders, chefs, suppliers, and other tourism professionals across Virginia. They are engaged, decision-focused, and loyal to trusted partners.



2,200+

Hospitality & Tourism
Professionals Reached



40-45%+

Average Email Open
Rate



3.5-4%

Average Click-Through
Rate



1,000+

Engaged VRLTA
Members

ADVERTISING & CONTENT OPPORTUNITIES



SPONSORED EMAIL BLAST

Connect with our membership with your own branded message.

PLACEMENT	MEMBER RATE	NON-MEMBER
Dedicated Sponsored Email Blast (Full Membership)	\$750	\$1,250

Specifications: 16:9 image (minimum 1,200 px wide); 150-200 word copy, click through link

Segmented/ Targeted Email Blast	\$500	\$800
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Specifications: 16:9 image (minimum 1,200 px wide); 150-200 word copy, click through link

- ✓ Exclusive send to our entire membership list, or targeted segments, based on your organization's goals.



NEWSLETTER AD PLACEMENT

Promote your brand in The Slice, our bi-monthly e-newsletter.

PLACEMENT	MEMBER RATE	NON-MEMBER
Featured Placement	\$600	\$800

Specifications: 16:9 image (minimum 1,200 px wide); 50-150 word copy, click through link

Featured Banner	\$400	\$600
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Specifications: 1,200x400 image + alternative text; click through link

Standard Banner	\$300	\$400
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Specifications: 600x600 image + alternative text; click through link

Footer Banner	\$150	\$300
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Specifications: 1,200x170 image + alternative text; click through link

- ✓ Distribute to nearly 2,400 tourism professionals in our most engaging member communications channel.



SPONSORED WEB CONTENT

Share your expertise and build trust with evergreen content.

PLACEMENT	MEMBER RATE	NON-MEMBER
Sponsored Blog Post <i>*Pending Availability</i>	Included*	\$700

Blog Specifications: 1,000-1,500 preferred (500 word minimum) with all hyperlinks included; at least one 16:9 image (minimum 1,200 px wide) + photo credit; click through link

Blog Post + Social Promotion	\$300	\$1,000
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Blog Post + Newsletter + Social Promotion	\$500	\$1,250
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- ✓ Positions your brand as a thought leader in the hospitality community, while reaching an active audience.



CONTACT US TO LEARN MORE

If you're interested in taking advantage of one of our media opportunities, would like to become a member, or want to explore other ways of partnering with VRLTA - please reach out to our team. We look forward to collaborating!



Brittany Wojdyla

VICE PRESIDENT OF MEMBERSHIP & BUSINESS DEVELOPMENT

brittany@vrlta.org | 804-288-3065 ext. 204



Ryan Trapp

DIRECTOR OF MARKETING & COMMUNICATIONS

ryan@vrlta.org | 804-288-3065 ext. 205