

Virginia Tourism Corporation

April 2010
DC Media Blitz Strategy

MEDIA STRATEGY

To create a media environment in the DC market in which Virginia advertisers can participate to communicate their brand messages in a cost effective manner

To allow multiple points of contact to increase both reach and frequency to potential visitors for Virginia destinations

To provide affordable advertising opportunities to Virginia partners in a key market during a key timeframe

TIMING

April 1, 2010-April 30, 2010

CO-OP MEDIA VEHICLES

Outdoor

- Station Domination (co-op)
- Full Bus Backs (co-op)

Interactive

- WashingtonPost.com (co-op)

Print

- Washington Post Express (co-op)
- Recreation News (co-op)
- Washington Post Magazine (co-op)

DC SPRING 10 FLOWCHART

				CY 10													
WASHINGTON DC				MARCH				APRIL				MAY					
				1	8	15	22	29	5	12	19	26	3	10	17	24	
OUTDOOR																	
	AD UNIT	LOCATION							APRIL 1-30								
METRO CENTER STATION DOMINATION	VARIOUS	METRO CENTER	CO-OP						APRIL 1-30								
GALLERY PLACE STATION DOMINATION	VARIOUS	GALLERY PLACE	CO-OP						APRIL 1-30								
METRO STATION 2 SHEETS	2 SHEET POSTERS	VARIOUS METRO STATIONS	ADDED-VALUE						APRIL 1-30								
FULL BUS BACKS (28)	FULL BACKS	NOVA, DC	CO-OP						APRIL 1-30								
INTERACTIVE																	
	AD UNIT	SECTION															
DAILY CANDY	E-MAIL	DEDICATED E-MAIL	NON-CO-OP						6								
WASHINGTONPOST.COM	HALF PAGE EXPANDING	DC ONLY ROS	NON-CO-OP						APRIL 1-30								
WASHINGTONPOST.COM	E-BLAST	VA E-BLAST	CO-OP						6								
PRINT																	
	AD UNIT	SECTION															
WASHINGTON POST EXPRESS	COVERWRAP	COVERWRAP	CO-OP					1									
WASHINGTON POST MAGAZINE	CO-OP SECTION	SPRING TRAVEL	CO-OP				28										
RECREATION NEWS	CO-OP SECTION	VIRGINIA CO-OP	CO-OP					APRIL									
RADIO																	
	AD UNIT	SECTION															
METRO TRAFFIC RADIO	:10 SECOND SPOT	AM, MD, PM	NON CO-OP						APRIL 1-30								
EXISTING MEDIA FROM 18 MO PLAN																	

OUTDOOR

STATION DOMINATION



CO-OP

Contact:

Carey Mosser cmosser@boomyourbrand.com 757.497.4811

Details:

CBS Outdoor is offering Virginia and its partners the opportunity to “own” all of the advertising in two DC metro stations for one month.

Virginia will be utilizing 2 of the largest and most heavily trafficked metro stations- **Center City (aka Metro Center) and Chinatown Verizon Arena Station (aka Gallery Place)**. The total daily ridership for each station is over 50,000, which does not account for the thousands of transfers made within the stations. Metro serves the Red, Orange and Blue Lines and Gallery Place serves the Red, Yellow and Green lines.

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STATION DOMINATION



CO-OP

Metro Center is in the center of DC, close to shopping, hotels, museums and government buildings; the Warner, Ford and National theaters are all served by the Metro Center/Center City station.

Gallery Place, in addition to servicing the Verizon Center which is home to the Capitols and the Wizards (both of whom will still be in season during the month of April) this station also services what's become a popular entertainment district. Immediately outside this station are an array of new retail shops, great restaurants, and museums. There are also major government office buildings in this neighborhood as well including the Department of Justice, Tech World (this is a new complex of tech firms and offices of Dept of Homeland Security), US Attorney's offices, offices of the FBI and ICE.

STATION DOMINATION



Timing:

- April 1-April 30, 2010

Pricing:

- Due to high demand, all Metro Center packages have been sold as of November 7
- There are 3 remaining Gallery Place packages.

Value:

- Each package reflects approximately 50% in savings

ALL PACKAGES ARE FIRST COME FIRST SERVED. WE ARE UNABLE TO RESERVE SPACE WITHOUT A WRITTEN COMMITMENT FOR A SPECIFIC PACKAGE.

STATION DOMINATION

Gallery Place



Packages:

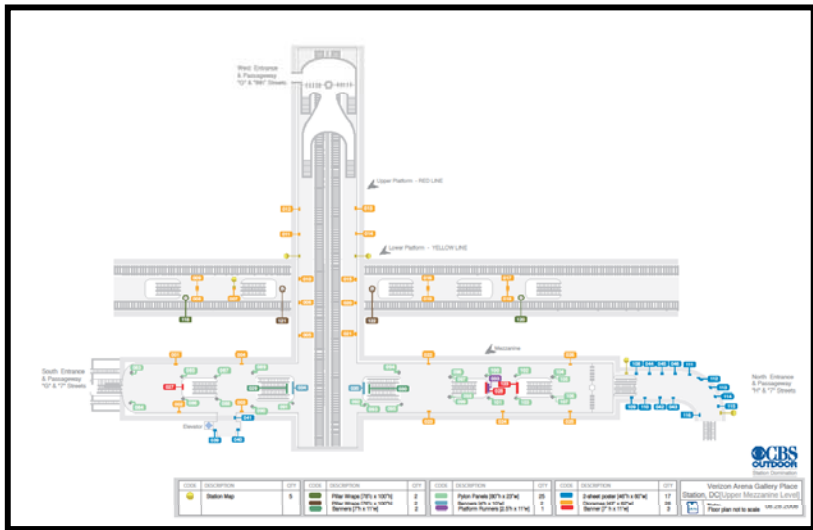
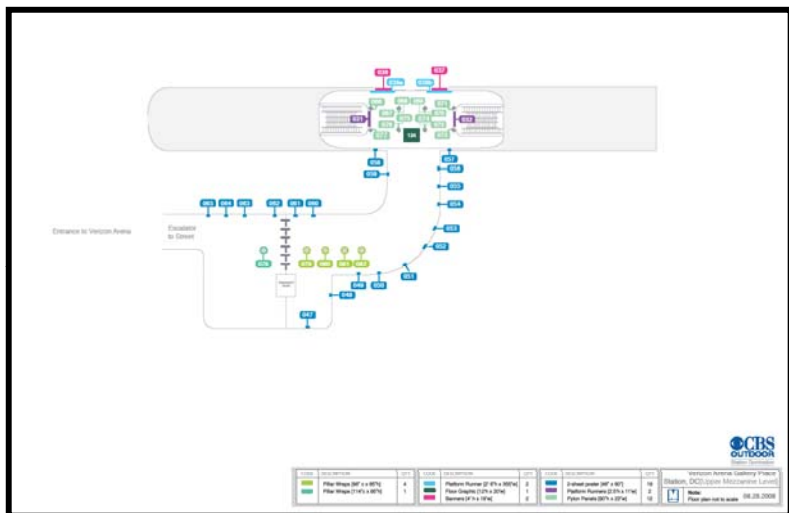
Package Description	Media	Media Size	# Of Units	Rate Card Value	Suggested # Of Creatives
PACKAGE A: \$12,200					
Red Line Platform	Platform Dioramas	43"H x 62"W	10	\$18,000	Up to 4
	Station Banners	4'H x 18'W	2	\$10,000	Up to 2
				\$28,000	
PACKAGE B: \$21,300					
Main Level Mezzanine	Pylon Faces	80"H x 23"W	25	\$25,000	Up to 5
	Platform Dioramas	43"H x 62"W	9	\$16,200	Up to 3
	Station Banners	6'H x 11.4'W	2	\$10,000	Up to 2
	Platform Runner	2.5'H x 11'W	1	\$1,000	1
				\$52,200	
PACKAGE C: \$14,600					
All Entrance/Exits	2-sheet Rail Posters	46"H x 60"W	36	\$36,000	Up to 5
	Pillar Wraps II	85"H x 114"C	1	\$1,000	1
	Pillar Wraps II	85"H x 96"C	4	\$4,000	Up to 4
				\$41,000	

STATION DOMINATION

Gallery Place



Station Map:



STATION DOMINATION- 2009 IMAGES

TWO SHEET POSTERS



PLATFORM DIORAMAS



ABOVE ELEVATOR BANNER

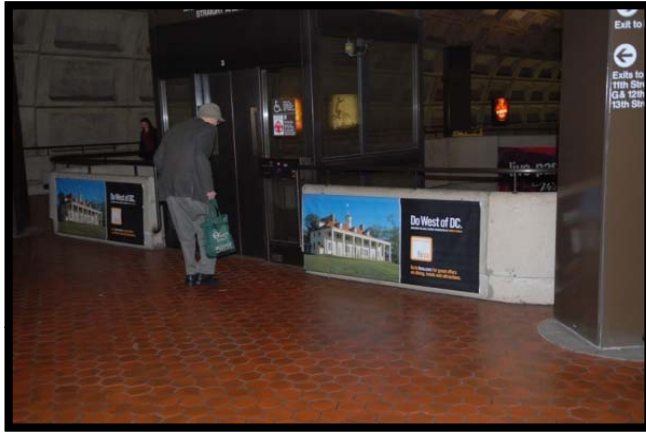


SIDE ELEVATOR BANNER



STATION DOMINATION- 2009 IMAGES

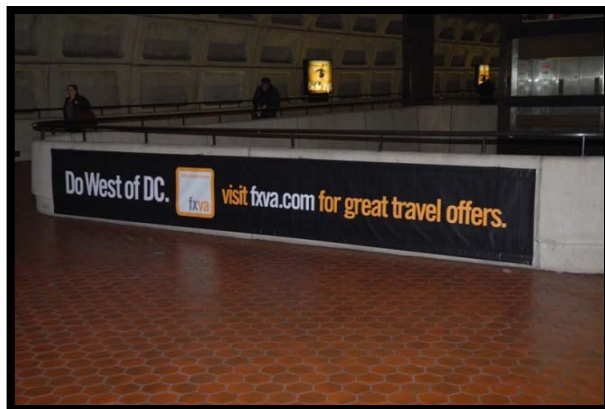
PLATFORM RUNNERS I



PLATFORM RUNNER II



PLATFORM RUNNER III



FLOOR GRAPHIC



STATION DOMINATION- 2009 IMAGES

PYLON FACE



PILLAR WRAP



FULL BUS BACKS

CO-OP

Contact:

Carey Mosser cmosser@boomyourbrand.com 757.497.4811

Details:

In order to gain additional exposure in this high traffic region, VTC is purchasing 28 full bus backs that will circulate throughout Arlington, DC, and Fairfax during the month of April. These 28 bus backs will result in 12,500,000 impressions during the month.

These bus backs are not standard units, but rather wraps of the back of the bus.

The total value of the full bus back package is approximately \$50,000.

FULL BUS BACKS



Timing:

- April 1-April 30, 2010

Pricing:

- See next slide for available packages
- There are only 28 buses on the plan, so first come first served.

Value:

- Each package reflects approximately 50% in savings with waived printing fees paid for by VTC

Production:

- See next slide for the # of creative executions allowed per ad unit.

Due Dates:

- Packages are first come, first served, so please contact Carey Mosser as soon as possible.
- Specs and due dates will be available in the next few weeks

FULL BUS BACKS



Packages:

PACKAGE A \$7,000				
Ad Unit	# of Units	Media Value	Creative Executions	Waived Production
Full Bus Back	10	\$12,000.00	10	\$5,750.50
PACKAGE B \$4,250				
Ad Unit	# of Units	Media Value	Creative Executions	Waived Production
Full Bus Back	5	\$6,000.00	5	\$2,875.25
PACKAGE C \$2,850				
Ad Unit	# of Units	Media Value	Creative Executions	Waived Production
Full Bus Back	3	\$3,600.00	3	\$1,725.15
PACKAGE D \$1,000				
Ad Unit	# of Units	Media Value	Creative Executions	Waived Production
Full Bus Back	1	\$1,200.00	1	\$575.05

FULL BUS BACKS- 2009 IMAGES



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INTERACTIVE

**18 mo.
Plan**

washingtonpost.com

CO-OP

Contact:

Terri Mays Teresa.Mays@wpost.com 703.469.2681

Details:

WashingtonPost.com reaches 1.5 million readers each month in the DC DMA, making it the largest reach against other local sites. Targets adults 25-54 with an average HHI of \$103K. 505,000 of those readers have visited Virginia in the past year.

VTC is offering an e-newsletter co-op (currently listed on the 18-month media plan) to industry partners. This is an extremely affordable opportunity that goes out to over 135,000 registered users. Partners receive a listing in the newsletter with image and copy.



washingtonpost.com



Date: April 6, 2010

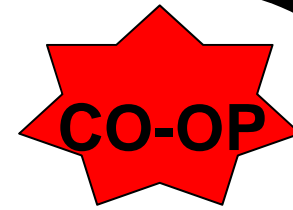
Cost: \$750

Specs: Listing- 120x60, 75 characters text, URL link

Value: This is a buy down opportunity.

Space Close: March 30, 2010

Materials Due: March 30, 2010



48 HOUR GUILT-FREE GETAWAYS

live passionately
Virginia

VISIT VIRGINIA.ORG

Live the Life in Virginia Beach
Virginia Beach is all about freedom of expression. It's what we Live For. Start your morning today!
www.visitvirginia.org

Enjoy the Colors of Autumn
Ride the scenic waters of the Shenandoah River for an unforgettable day of fun & adventure in Front Royal, VA.
www.shenandoahriver.com

Buy 2 Nights, Get 3rd Night FREE!
Extend your stay - and SAVE! Golf, tennis, spa, hike, dine - all in Virginia's Blue Ridge Mountain splendor this fall.
www.wintergreenresort.com

Visit Historic Culpeper, Virginia
Midway between the DC skyline and Skyline Drive, Culpeper is so close, yet a world away.
www.visitculpeper.com

Experience Historic Appomattox, Virginia
The final days of the American Civil War come to life in Historic Appomattox Virginia. Where Our Nation Reunited!
www.visitappomattox.com

Modern Art in the Shenandoah Valley!
Matisse, Picasso, and Modern Art in Paris is at Museum of the Shenandoah Valley! Gardens, historic house, and cafe, too.
www.shenandoahmuseum.org

The Crooked Road: Virginia's Heritage Music Trail
Traditional old time and bluegrass mountain music is as beautiful and rugged as the landscape itself. Discover it all with a trip down The Crooked Road.
www.thecrookedroad.org

Wouldn't you like to Getaway?
Experience mature mountain beauty, enjoy a night of theater or a glass of handcrafted wine, soak up local history. Experience, escape, getaway.
www.thelifeofthehill.com/Getaway

Enjoy a \$150 credit with a two-night stay
See why Travel + Leisure named this Chesapeake Parkway Virginia's Best Resort, with \$250 for golf, spa, dining or whatever you like!
www.chatham.com

Simply Golf Package from \$289* per night
Receive limited gift of 2 golf balls on the day of arrival and all subsequent days of your stay plus overnight accommodations at Lantanae.
www.lantanaeresort.com

Getaway to The Founders Inn and Spa
The Founders Inn and Spa is the perfect location to getaway whether it be a special occasion or just because. Call 703.648.6533, or visit www.foundersinn.com to make reservations. Rates start at \$279/night.
www.foundersinn.com

18th-c Fair, Wine Festival at Mt. Vernon
See a the 48th. Grand reentry, 400 local crafters & more at the Fall 18 Virginia wineries. See blues, swing, jazz at the Wine Festival.
mtvernon.com

Virginia Tourism Corporation
901 East Byrd Street
Richmond, VA 23219

This email contains an advertisement from Virginia Tourism. To unsubscribe from future emails from Virginia Tourism, click here.

PRINT



Contact:

Adam Bodenmiller BodenmillerAD@washpost.com 202-334-4532 OR
Ellen Gerhard gerharde@washpost.com 202-334-7762

Details:

Express, the #2 read paper in DC, is a commuter newspaper published by the Washington Post. Circulation is 183,916 and is distributed around the DC metro area. You can find the publication in 1,800 boxes and being handed out by hawkers at DC metro stations including Metro Center.

Virginia will be wrapping the entire edition of the April 1 issue with Virginia creative. Use this exciting and highly interruptive print opportunity to **run your own ad on the inside of the front and back Virginia branded covers.**

This opportunity complements our station domination initiative as it will be handed out and read while commuters are in Metro Center and other high foot traffic areas.



Date: April 1, 2010

Cost: See available sizes, rates and specs below

Value: Each package reflects a 43% savings

Space Close: March 1, 2010

Materials Due: March 1, 2010

PACKAGE A- 2 SPACES AVAILABLE			
Position	Ad Unit	Mechanical Specifications	Partner Net Cost
Inside Front Cover	3 column x 5.25" 4C	3 col (5.66") x 5.25" 4C	\$1,015.00
PACKAGE B- 2 SPACES AVAILABLE			
Position	Ad Unit	Mechanical Specifications	Partner Net Cost
Inside Back Cover	3 column x 5.25" 4C	3 col (5.66") x 5.25" 4C	\$875.00
PACKAGE C- 2 SPACES AVAILABLE			
Position	Ad Unit	Mechanical Specifications	Partner Net Cost
Inside Front Cover	2 column x 5.25" 4C	2 col (3.74") x 5.25" 4C	\$675.00
PACKAGE D- 2 SPACES AVAILABLE			
Position	Ad Unit	Mechanical Specifications	Partner Net Cost
Inside Back Cover	2 column x 5.25" 4C	2 col (3.74") x 5.25" 4C	\$575.00



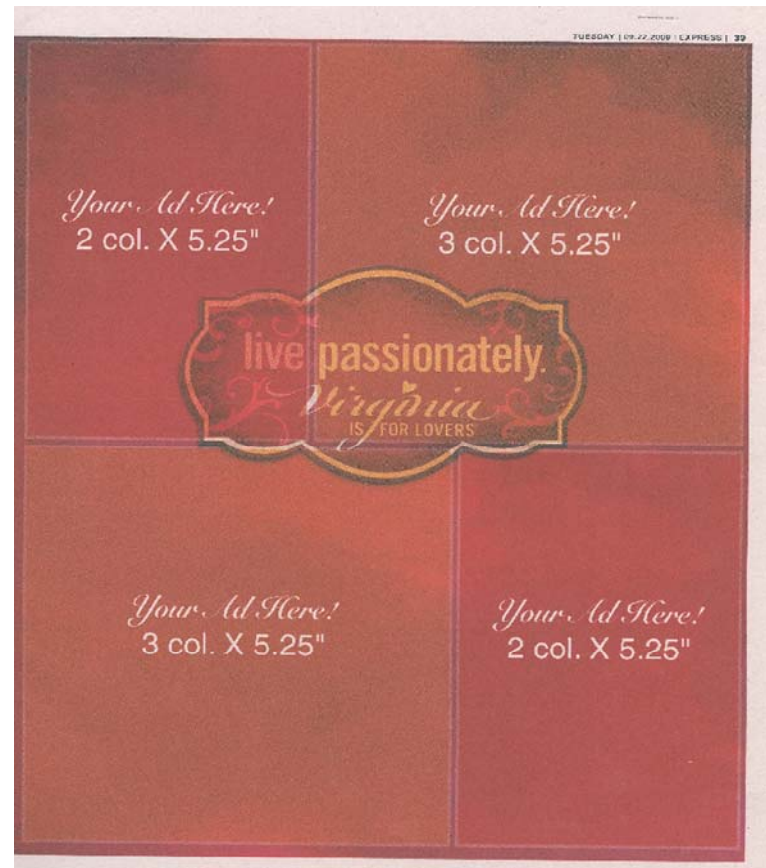
express

CO-OP

FRONT COVER



INSIDE FRONT COVER

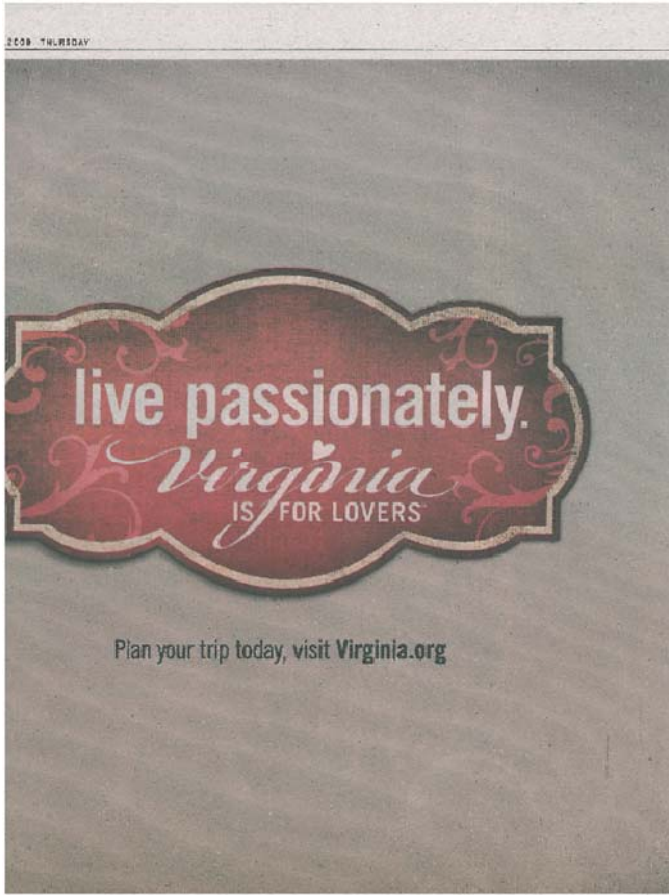


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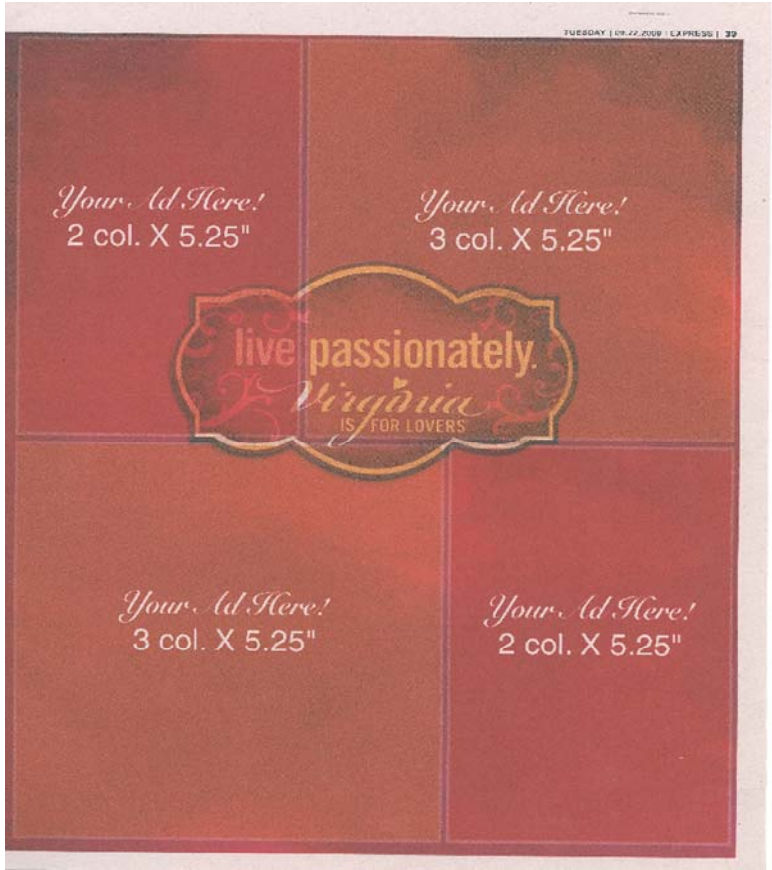
express



BACK COVER



INSIDE BACK COVER



Recreation News



Contact:

Karl Teel Publisher@RecreationNews.com 410.638.6901

Details:

Recreation News is the largest monthly travel and leisure tabloid in the Mid-Atlantic. They provide information on family vacation destinations in Virginia, West Virginia, Maryland, Pennsylvania, Delaware, and Washington, D.C. Editorial mix includes active outdoor recreation, family vacation destinations, romantic getaways, historic sites, and cultural activities.

Total circulation is over 100,000, with 80,000 being distributed to the DC area. It is the official publication for Rec Gov employees in MD, DC and VA.

Recreation News has been a significant media partner to VTC and has serviced our industry partners for many years.

Recreation News www.recreationnews.com



Date: April 2010

Cost: See available sizes, rates and specs below

Space due: 3/10/2010

Materials due: 3/15/2010

UNLIMITED AD UNITS AVAILABLE			
Position	Ad Unit	Mechanical Specifications	Partner Net Cost
VTC Co-Op	Half Page 4C	10.25" x 7" 4C	\$1,500.00
VTC Co-Op	Quarter Page 4C	5" x 7" 4C	\$821.00
VTC Co-Op	Sixth Page 4C	3.25" x 7" 4C	\$547.00
VTC Co-Op	Eighth Page 4C	3.25" x 5" 4C	\$391.00
VTC Co-Op	Twelfth Page 4C	3.25" x 3" 4C	\$199.00

**18 mo.
Plan**

The Washington Post Magazine

CO-OP

Contact:

Ellen Gerhard gerharde@washpost.com 202.334.7762

Details:

Washington Post Magazine is a weekly publication inserted into the Washington Post newspaper each Sunday. It's circulation is 878,000 with 91% of circulation is in the DC DMA, which includes DC, Northern VA and MD. Their demographics are 59% female, 61% A25-54, 56% HHI \$75K+

VTC is offering a co-op (currently listed on the 18-month media plan) to industry partners.

**18 mo.
Plan**

The Washington Post Magazine

CO-OP

Date: March 28, 2010

Cost: See available sizes, rates and specs below

Space due: 1/29/2010

Materials due: 2/12/2010

LIMITED CO-OP SPACE AVAILABLE			
Position	Ad Unit	Mechanical Specifications	Partner Net Cost
VTC Co-Op	Full Page 4C	See sales representative	\$26,009.15
VTC Co-Op	1/2P 4C	High Res photo JPG (300 dpi, 3" w x 3" h, 4 Color), a High Res JPG logo (300 dpi, 4 Color), phone number, URL and maximum of 125 words of copy on CD.	\$13,004.58
VTC Co-Op	1/3P 4C	High Res photo JPG (300 dpi, 2" w x 2" h, 4 Color), a High Res JPG logo (300 dpi, 4 Color), phone number, URL and maximum of 65 words of copy on CD.	\$8,669.72
VTC Co-Op	1/6P 4C	High Res photo JPG (300 dpi, 2.5" w x 1.75" h, 4 Color), a High Res JPG logo (300 dpi, 4 Color), phone number, URL and 50-60 words of copy on CD.	\$4,334.86
VTC Co-Op	1/12P 4C	High Res photo JPG (300 dpi, 1.25" w x 0.875" h, 4 Color), phone number, URL and 20-25 words of copy on CD.	\$3,167.43

