

# Virginia Tourism Corporation

April 2011  
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, 2011-April 30, 2011

### CO-OP MEDIA VEHICLES

#### Outdoor

- Station Domination (co-op)- Gallery Place and Metro Center
- Bus Ultra Kings (co-op)

#### Interactive

- WashingtonPost.com (co-op)

#### Print

- Recreation News (co-op)

# DC SPRING 11 FLOWCHART

		2011																	
		JANUARY					FEBRUARY				MARCH				APRIL				
PUBLICATION	AD UNIT	27	3	10	17	24	31	7	14	21	28	7	14	21	28	5	12	19	26
<b>PRINT</b>																			
RECREATION NEWS	CO-OP															APRIL ISSUE			
<b>INTERACTIVE</b>																			
COMCAST.NET	VARIOUS															APRIL 1-APRIL 30			
WASHINGTONPOST.COM	VARIOUS															MARCH 28-APRIL 24			
VTC CO-OP NEWSLETTER	NEWSLETTER															5			
WEATHER.COM	VARIOUS															APRIL 1-APRIL 30			
<b>RADIO</b>																			
TOP STATIONS	TRAFFIC SPONSOR																APRIL 5-MAY 1		
<b>OUTDOOR</b>																			
METRO CENTER	STATION DOMINATION															APRIL 1-APRIL 29			
GALLERY PLACE	STATION DOMINATION															APRIL 1-APRIL 29			
ULTRA KING BUSES	ULTRA KINGS															APRIL 1-APRIL 29			

**OUTDOOR**

## STATION DOMINATION

**CO-OP**

### Contact:

Nicole Gostomski [nicole.gostomski@cbsoutdoor.com](mailto:nicole.gostomski@cbsoutdoor.com) 202.775.9115

### 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**

### **Details Continued:**

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.

**Total estimated impressions: 2,732,904**

## STATION DOMINATION



### Timing:

- April 1-April 30, 2011

### Pricing:

**\*See next slides for 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.***

***PACKAGES ARE SOLD AS IS AND CANNOT BE BROKEN UP.***

Space Close: December 27, 2011

Materials Due: February 14, 2011

# STATION DOMINATION- 2010 METRO CENTER



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# STATION DOMINATION

## Metro Center



### Packages:

Package Description	Media	Media Size	# Of Units	Rate Card Value	# of Creative Executions (Allowed 7 Total)
<b>PARTNER PACKAGE #1: \$20,000</b>					
Entrance/exits	Two-Sheet Posters	46"H x 62"W	42	\$51,000	Up to 5
	Dioramas	43"H x 62"W	5		Up to 2
<b>*Optional Package Upgrade Available*: Up to 4 extra Floor Graphics with 1 placed at each entrance/exit; \$2,500 net space/per floor graphic</b>					

Package Description	Media	Media Size	# Of Units	Rate Card Value	# of Creative Executions (Allowed 7 Total)
<b>PARTNER PACKAGE #2: \$10,000</b>					
Lower Level Orange & Blue Line Platform	Pillar Wraps	8'H x 80" W	7	\$20,000	Up to 3
	Dioramas	43"H x 62"W	7		Up to 4
<b>*Optional Package Upgrade Available*: Up to 1 extra Floor Graphic placed in center of the platform; \$2,500 net space</b>					

Package Description	Media	Media Size	# Of Units	Rate Card Value	# of Creative Executions (Allowed 7 Total)
<b>PARTNER PACKAGE #3: \$20,000</b>					
Upper Level Red Line Platform	Banners	6.5'H x 7'W	4	\$34,800	Up to 2
	Platform Runners	2.5'H x 18'W	2		Up to 2
	Dioramas	43"H x 62"W	6		Up to 3
<b>*Optional Package Upgrade Available*: Up to 2 extra Floor Graphics ; \$2,500 net space</b>					

# STATION DOMINATION

## Metro Center



**Packages continued:**

Package Description	Media	Media Size	# Of Units	Rate Card Value	# of Creative Executions (Allowed 7 Total)
<b>PARTNER PACKAGE #4: \$22,000</b>					
Main Level Mezzanine (12th & G Street/ Macy's )	Banners	7'H x 18'W	3	\$48,800	1
	Platform Runners	2.5'H x 34'W	2		1
	Platform Runners	2.5' H x 18'W	1		1
	Dioramas	46"H x 62"W	6		Up to 2
	Floor Graphics	9'H x 12'W	1		1
	Pylon Faces	90"H x 23"W	4		1
<b>*Optional Package Upgrade Available*: No</b>					

Package Description	Media	Media Size	# Of Units	Rate Card Value	# of Creative Executions (Allowed 7 Total)
<b>PARTNER PACKAGE #5: \$13,000</b>					
Partial Saturation- Main Level Mezzanine (12th & F Street)	Banners	7'H x 18'W	1	\$28,000	1
	Platform Runners	2.5' H x 18'W	1		1
	Platform Runners	2.5'H x 34'W	2		1
	Dioramas	46"H x 62"W	2		1
	Pylon Faces	90"H x 23"W	6		Up to 3
<b>*Optional Package Upgrade Available*: No</b>					

# STATION DOMINATION

## Metro Center



**Packages continued:**

Package Description	Media	Media Size	# Of Units	Rate Card Value	# of Creative Executions (Allowed 7 Total)
<b>PARTNER PACKAGE #6: \$22,000</b>					
Partial Saturation- Main Level Mezzanine (12th & F Street)	Banners	7'H x 18'W	1	\$35,200	1
	Platform Runners	2.5'H x 34'W	2		1
	Dioramas	46"H x 62"W	4		Up to 2
	Pylon Faces	90"H x 23"W	4		Up to 2
	Floor Graphics	9'H x 12'W	1		1
<b>*Optional Package Upgrade Available*: No</b>					

Package Description	Media	Media Size	# Of Units	Rate Card Value	# of Creative Executions (Allowed 7 Total)
<b>PARTNER PACKAGE #7: \$12,000</b>					
Partial Saturation- Main Level Mezzanine (12th & F Street)	Banners	7'H x 18'W	1	\$20,200	1
	Platform Runners	2.5'H x 34'W	2		Up to 2
	Dioramas	46"H x 62"W	4		Up to 2
	Pylon Faces	90"H x 23"W	2		Up to 2
<b>*Optional Package Upgrade Available*: No</b>					

# STATION DOMINATION- 2010 GALLERY PLACE



# STATION DOMINATION Gallery Place



## Packages:

Package Description	Media	Media Size	# Of Units	Rate Card Value	# of Creative Executions (Allowed 5 Total)
<b>PARTNER PACKAGE #1: \$10,000</b>					
Entrance/exits	Two-Sheet Posters	46"H x 62"W	17	\$25,000	Up to 3
	Pillar Wraps	85"H x 96"W	4		1
	Pillar Wraps	85"H x 114"W	4		1
<b>*Optional Package Upgrade Available*: Up to 3 extra Floor Graphics with 1 placed at each entrance/exit; \$2,500 net space/per floor graphic</b>					

Package Description	Media	Media Size	# Of Units	Rate Card Value	# of Creative Executions (Allowed 5 Total)
<b>PARTNER PACKAGE #2: \$10,000</b>					
Lower Level Yellow & Green Line Platform	Pillar Wraps	100"H x 76"W	2	\$16,600	1
	Pillar Wraps	100"H x 78"W	2		1
	Dioramas	43"H x 62"W	7		Up to 3
<b>*Optional Package Upgrade Available*: Up to 1 extra Floor Graphic ; \$2,500 net space</b>					

# STATION DOMINATION

## Gallery Place



### Packages Continued:

Package Description	Media	Media Size	# Of Units	Rate Card Value	# of Creative Executions (Allowed 5 Total)
<b>PARTNER PACKAGE #3: \$15,000</b>					
Upper Level Red Line Platform	Banners	4'H x 18'W	2	\$28,000	1
	Dioramas	43"H x 62"W	10		Up to 4
<b>*Optional Package Upgrade Available*: Up to 2 extra Floor Graphic; \$2,500 net space/per floor graphic</b>					

Package Description	Media	Media Size	# Of Units	Rate Card Value	# of Creative Executions (Allowed 5 Total)
<b>PARTNER PACKAGE #4: \$12,000</b>					
Upper Level Mezzanine	Platform Runners	2.5'H x 355"W	2	\$35,000	1
	Platform Runners	2.5'H x 11'W	2		1
	Pylon Faces	90"H x 23"W	12		Up to 2
	1 Floor Graphic	12'H x 20'W	1		1
<b>*Optional Package Upgrade Available*: No</b>					

# STATION DOMINATION

## Gallery Place



**Packages Continued:**

Package Description	Media	Media Size	# Of Units	Rate Card Value	# of Creative Executions (Allowed 6 Total)
<b>PARTNER PACKAGE #5: \$15,000</b>					
Main Level Mezzanine (7th & G side)	Pylon Faces	90"H x 23"W	9	\$35,000	Up to 2
	Dioramas	43"H x 62"W	4		1
	Banner	6'H x 11'4"W	1		1
	Banner	7'H x 11'W	1		1
	Banner	4'H x 10'W	1		1
<b>*Optional Package Upgrade Available*: Up to 2 extra Floor Graphic; \$2,500 net space/per floor graphic</b>					

Package Description	Media	Media Size	# Of Units	Rate Card Value	# of Creative Executions (Allowed 6 Total)
<b>PARTNER PACKAGE #6: \$15,000</b>					
Main Level Mezzanine (7th & H side)	Pylon Faces	80"H x 23"W	16	\$54,500	1
	Dioramas	43"H x 62"W	5		1
	Banner	6'H x 11'4"W	2		1
	Banner	7'H x 11'W	1		1
	Banner	4'H x 10'W	1		1
	Platform Runner	2.5'H x 11'W	1		1
<b>*Optional Package Upgrade Available*: Up to 2 extra Floor Graphic; \$2,500 net space/per floor graphic</b>					



## BUS ULTRA KINGS



**CO-OP**

### Contact:

Nicole Gostomski [nicole.gostomski@cbsoutdoor.com](mailto:nicole.gostomski@cbsoutdoor.com) 202.775.9115

### Details:

In order to gain additional exposure in this high traffic region, VTC is purchasing 25 bus ultra kings circulating through the DC Metro Area during the month of April. These 25 ultra kings will result in 30,331,000 impressions during the month.

## BUS ULTRA KINGS



### Timing:

- April 1-April 30, 2011

### Pricing:

- See next slide for pricing

### Value:

- VTC partners save over 40% per unit in space cost purchasing through the VTC Co-op

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

Space Close: December 27, 2010

Materials Close: February 21, 2011

# ULTRA KING 2010 IMAGES



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# BUS ULTRA KINGS



**Pricing:**

Only 25 Ultra Kings Available			
Ad Unit	Media Size	Media Value Per Unit	Industry Cost per Unit
Ultra King-Size Bus Poster	55"H x 233"W	\$1,800	\$1,000
<b>*All Bus Posters are sold separately on a first come, first served basis*</b>			

## ADDITIONAL OUTDOOR INFORMATION

CBS Outdoor will sell all co-op packages to partners, collect materials, and provide proofs from all partners.

The VIFL logo will be distributed to all participating partners, and is required to be placed on all ad units in the stations and on the buses.

Any cost to have materials be properly converted to correct specifications will be the responsibility of each individual partner. Partners may request BCF to properly convert to correct specifications at a fee (dependant on scope of work).

All outdoor partners will be invoiced from BCF prior to the start of the campaign.

**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 5, 2011

**Cost:** \$750

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

**Value:** This is a buy down opportunity.

**Space Close:** March 1, 2011

**Materials Due:** March 1, 2011



**48 HOUR GUILT-FREE GETAWAYS**

live passionately  
*Virginia*  
from 10/1

VISIT VIRGINIA.ORG

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**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](http://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](http://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](http://www.wintergreenresort.com)

**Visit Historic Culpeper, Virginia**  
Midway between the DC skyline and Skyline Drive, Culpeper is so close, yet a world away. Come for a long weekend and make some history of your own!  
[www.visitculpeper.com](http://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](http://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 houses, and golf, too.  
[www.shenandoahmuseum.org](http://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](http://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.thelakeofthevalley.com/Getaway](http://www.thelakeofthevalley.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](http://www.chatham.com)

**Simply Golf Package from \$289\* per night**  
Receive limited gift of 2 golf clubs on the day of arrival and all subsequent days of your stay plus overnight accommodations at Lantanae.  
[www.lantanaeresort.com](http://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 703.648.6511, or visit [www.foundersinn.com](http://www.foundersinn.com) to make reservations. Rates start at \$279/night.  
[www.foundersinn.com](http://www.foundersinn.com)

**18th-c Fair, Wine Festival at Mt. Vernon**  
See a 5th ed. award winning, 400+ local crafters & more at the Fall 18 Virginia wineries. See slaves, wearing hats at the Wine Festival.  
[mtvernon.org](http://mtvernon.org)

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.

***This portion of the WP.com campaign will also be a co-op***

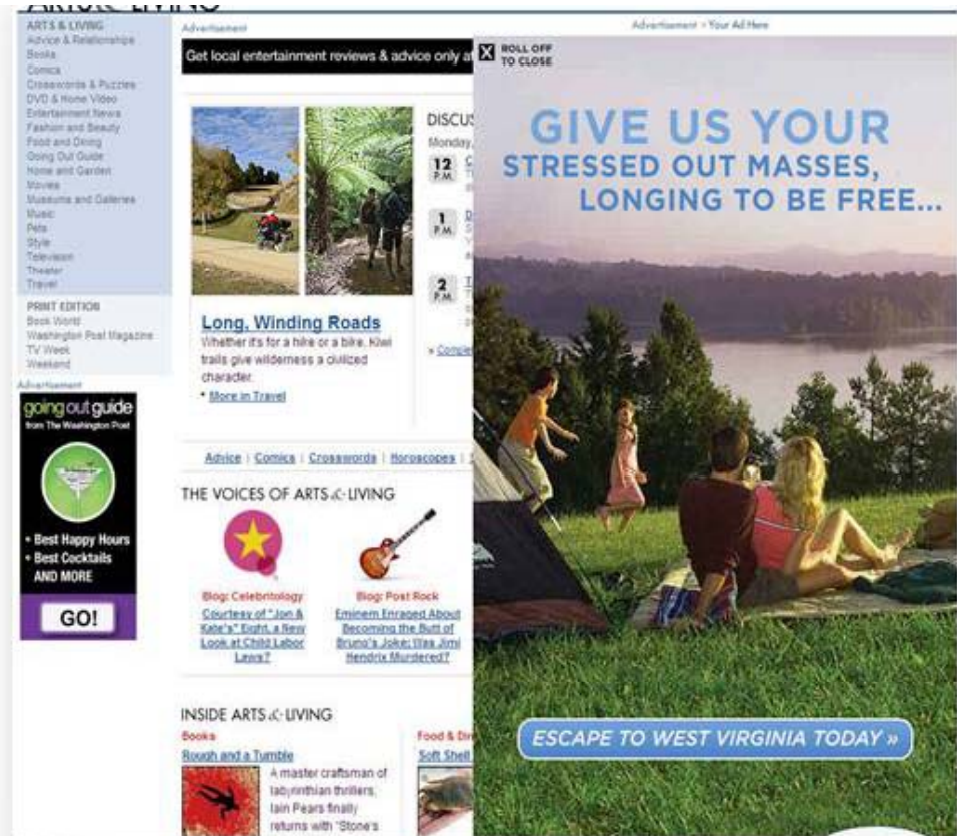
**Dates:** March 28- April 24, 2011

**Sections:** Arts & Living and ROS

**Impressions:** 1,600,881

UNLIMITED AD UNITS AVAILABLE			
Position	Ad Size	Mechanical Specs	Partner Net Cost
VTC Co-op	Display Co-Op Campaign Level 1	Half page ad and expanding leaderboard and tile and text on splash page. 450,000 impressions. 728x90 expanding to 728x360 336x850 120x60, 75 characters text, URL link <a href="http://www.washingtonpost.com/adspecs">www.washingtonpost.com/adspecs</a>	\$5,000.00
VTC Co-op	Display Co-Op Campaign Level 2	Expanding leaderboard and tile and text on splash page. 370,000 impressions. 728x90 expanding to 728x360 120x60, 75 characters text, URL link <a href="http://www.washingtonpost.com/adspecs">www.washingtonpost.com/adspecs</a>	\$3,500.00
VTC Co-op	Display Co-Op Campaign Level 3	Expanding leaderboard and tile and text on splash page. 210,000 impressions. 728x90 expanding to 728x360 120x60, 75 characters text, URL link <a href="http://www.washingtonpost.com/adspecs">www.washingtonpost.com/adspecs</a>	\$2,000.00

## WashingtonPost.com (web)



### Sample Expandable Pointing to Splash Page

This is a sample of what a co-op ad unit will look like. When a user clicks on this ad unit, it will take them to a splash page, with partners information. See next slide.

## WashingtonPost.com (web)

The screenshot shows a website for West Virginia tourism. At the top, there's a navigation bar with links for 'WV TRAVEL PLANNER', 'MORE WV ADVENTURES', and 'PACKAGES'. The main header features the 'West Virginia' logo and the slogan 'GIVE US YOUR TIRED, YOUR OVERWORKED, YOUR STRESSED OUT MASSES.' Below this is a large image of people camping in a forest. A horizontal menu below the image includes categories: 'EXPERIENCE WEST VIRGINIA FIRST HAND', 'ATV', 'MOTORCYCLE', 'GAMING', 'SPS', 'HERITAGE', and 'FAMILY'. The main content area is divided into two columns. The left column is titled 'ESCAPE TO WEST VIRGINIA' and contains text about escaping the city and enjoying nature. The right column is titled 'PARTNER DEALS' and lists 'Great Deals from our Advertising Partners' with logos for West Virginia State Parks and Forests, ACE Adventure Travel, CRUISE CRUIZING, river riders, and RIVER FESTIVAL. At the bottom, there's a footer with the website URL 'www.EscapetoWV.com', copyright information for 2009, and contact details for the West Virginia Division of Tourism.

### Sample Co-Op Splash Page

This is a sample of a splash page. Partner ad units will be within this splash page and each partner has a clickable link.

**PRINT**

# Recreation News



**Contact:**

Karl Teel [Publisher@RecreationNews.com](mailto: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



**Date:** April 2011

**Cost:** See available sizes, rates and specs below

**Space due:** February 28, 2011

**Materials due:** March 1, 2011

UNLIMITED AD UNITS AVAILABLE			
Position	Ad Unit	Mechanical Specifications	Partner Net Cost
VTC Co-Op	Full Page 4C	10.25" x 14" 4C	\$2,700.00
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