

Virginia Tourism Corporation

April 2009

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, 2009-April 30, 2009

MEDIA VEHICLES

Outdoor

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

Interactive

- Daily Candy (co-op)
- WashingtonPost.com
- WTOPNews.com

Print

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

DC SPRING 09 FLOWCHART

WASHINGTON DC				CY 09													
				MARCH					APRIL				MAY				
				23	2	9	16	23	30	6	13	20	27	4	11	18	25
OUTDOOR	AD UNIT	LOCATION															
STATION DOMINATION	VARIOUS	METRO CENTER	CO-OP							APRIL 1-30							
BRAND CARS (60)	CAR CARDS	ORANGE, BLUE, RED LINES								APRIL 1-30							
FULL BUS BACKS (25)	FULL BACKS	NOVA, DC	CO-OP							APRIL 1-30							
				23	2	9	16	23	30	6	13	20	27	4	11	18	25
INTERACTIVE	AD UNIT	SECTION															
DAILY CANDY	TEXT/AD	WEEKEND GUIDE SPONSOR	CO-OP						2	9	16	23	30				
	E-MAIL	DEDICATED E-MAIL								7							
WASHINGTONPOST.COM	INTERSTITIAL	ROS								APRIL 1-30							
	IPHONE APP	IPHONE CITY GUIDE								APRIL 1-30							
WTOPNEWS.COM	MONSTER BANNER	HOME, ROS								APRIL 1-30							
	TRAFFIC SPONSOR	TRAFFIC								APRIL 1-30							
				23	2	9	16	23	30	6	13	20	27	4	11	18	25
PRINT	AD UNIT	SECTION															
WASHINGTON POST EXPRESS	COVERWRAP	ENTIRE ISSUE	CO-OP						2								
RECREATION NEWS	CO-OP SECTION	VIRGINIA CO-OP	CO-OP							APRIL							

OUTDOOR

STATION DOMINATION

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 an entire metro station for one month.

Virginia will be utilizing the largest and most heavily trafficked metro station- Center City (aka Metro Center). The total daily ridership is over 57,000, which does not account for the thousands of transfers made within the station. It serves the Red, Orange and Blue Lines and 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. The value of Metro Center as a whole is \$300,000.

STATION DOMINATION

Timing:

- April 1-April 30, 2009

Pricing:

- See next slide for available packages
- Packages are first come first served

Value:

- Each package reflects approximately 50% in savings

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

STATION DOMINATION

Packages:

\$20,000			
Ad Unit	Specs	# of Units	Creative Executions
Platform Dioramas	43"H x 62"W	6	2
Two-Sheet Posters	46"H x 60"W		
Above Elevator Banners	7'H x 18'W		
Side Elevator Banners	6.5'H x 7'W	2	1
Platform Runners I	2.5'H x 6'W		
Platform Runners II	2.5'H x 34'W	4	1
Platform Runners III	2.5'H x 18'W		
Floor Graphics	9'H x 12'W		
Pylon Faces	80"H x 23"W	2	1
Pillar Wraps	8'H x 80"W Circumfrance	4	2

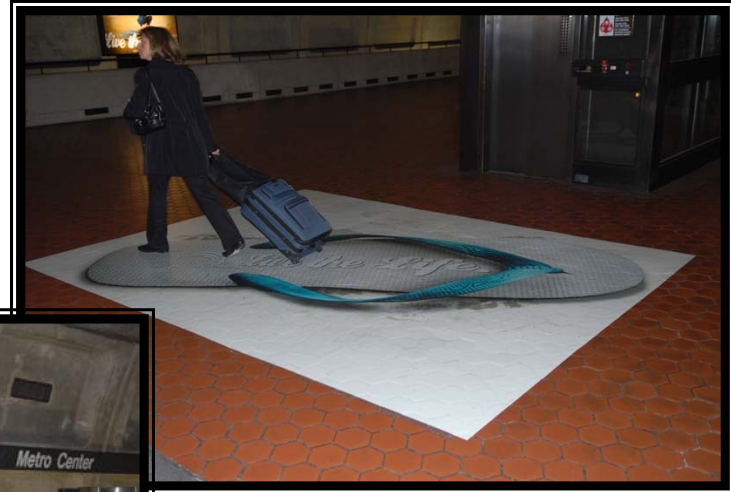
\$12,500			
Ad Unit	Specs	# of Units	Creative Executions
Platform Dioramas	43"H x 62"W		
Two-Sheet Posters	46"H x 60"W	10	3
Above Elevator Banners	7'H x 18'W	2	1
Side Elevator Banners	6.5'H x 7'W		
Platform Runners I	2.5'H x 6'W	1	1
Platform Runners II	2.5'H x 34'W		
Platform Runners III	2.5'H x 18'W		
Floor Graphics	9'H x 12'W		
Pylon Faces	80"H x 23"W	2	1
Pillar Wraps	8'H x 80"W Circumfrance		

\$10,000			
Ad Unit	Specs	# of Units	Creative Executions
Platform Dioramas	43"H x 62"W	7	2
Two-Sheet Posters	46"H x 60"W	10	2
Above Elevator Banners	7'H x 18'W		
Side Elevator Banners	6.5'H x 7'W		
Platform Runners I	2.5'H x 6'W	1	1
Platform Runners II	2.5'H x 34'W		
Platform Runners III	2.5'H x 18'W		
Floor Graphics	9'H x 12'W		
Pylon Faces	80"H x 23"W	2	1
Pillar Wraps	8'H x 80"W Circumfrance		

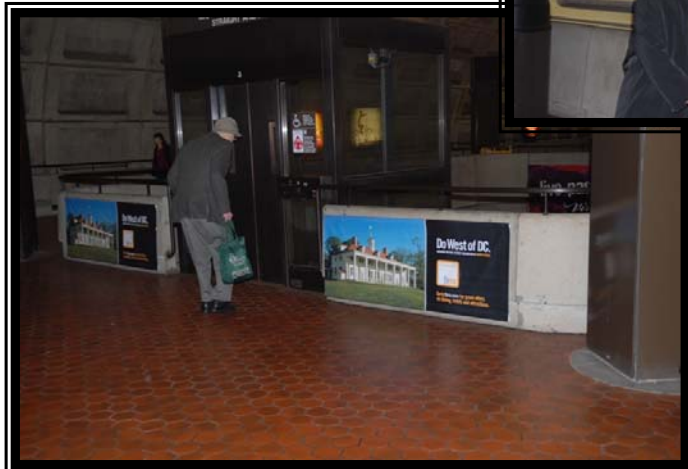
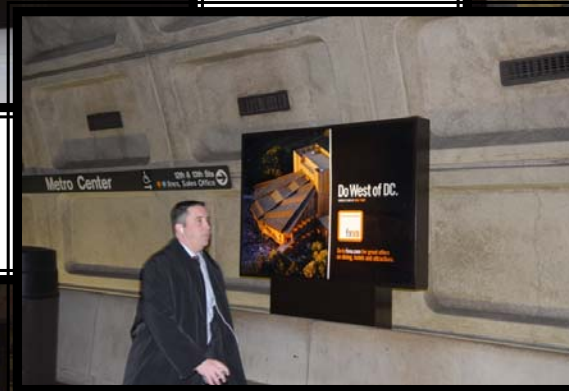
STATION DOMINATION- 2008 IMAGES



STATION DOMINATION- 2008 IMAGES



STATION DOMINATION- 2008 IMAGES



STATION DOMINATION- 2008 IMAGES



FULL BUS BACKS

Contact: Carey Mosser cmosser@boomyourbrand.com
757.497.4811

Details: In order to gain additional exposure in this high traffic region, VTC is purchasing 25 full bus backs that will circulate throughout Arlington, DC, and Fairfax during the month of April. These 25 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, 2009

Pricing:

- See next slide for available packages

Value:

- Each package reflects approximately 50% in savings

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 \$4,250			
Ad Unit	Specs	# of Units	Creative Executions
Full Bus Back	TBD	5	5

PACKAGE B \$3,000			
Ad Unit	Specs	# of Units	Creative Executions
Full Bus Back	TBD	3	3

PACKAGE C \$1,200			
Ad Unit	Specs	# of Units	Creative Executions
Full Bus Back	TBD	1	1

FULL BUS BACKS



INTERACTIVE



Contact: Abby Sroka asroka@dailycandy.com 646.230.8553

Details: Daily Candy is free daily e-mail newsletter and website. It is the insider's guide to what's hot, new, and undiscovered — from fashion and style to gadgets and travel. Targets women 25-54 with a HHI of \$75K+.

Goes directly to 80,300 subscribers of Daily Candy in Washington DC. These women are ready for a weekend girlfriend getaway or a trip with their significant other. They love their Daily Candy, and that's reflected in the high open rates and high click through rates of their advertisers.

VTC is doing a weekly co-op of the sponsorship of the Washington DC Weekend Guide. The sponsor receives a sponsored listing in their chosen e-mail date as well as a banner ad.

In 2008, VTC saw a 6% click through rate, making this an extremely cost efficient buy.



Dates Available:

- April 9
- April 16
- April 23
- April 30

Cost: \$4,000 per sponsor

Value: \$5,621

Due Dates:

- Sponsorship dates are available on a first come, first served basis, so contact Abby as soon as possible with your requests. She will provide material due dates at that time.

Specs:

- Contact Abby regarding mechanical specifications.

DAILY CANDY

DAILY CANDY WASHINGTON, D.C. [Send to a friend](#)

June 26, 2008
The Weekend Guide
What to Do This Weekend

The weekend forecast is sunny and sweet.

BUY
Reandy Anniversary Sale
 What: The home decor destination offers 20 percent off all Blu Dot furniture along with mimosas and nibbles.
 Why: 20% off ages.
 When: Thurs., 11 a.m.-8 p.m.; Fri. & Sat., 10 a.m.-8 p.m.; Sun., 11 a.m.-6 p.m.
 Where: 1515 U St. NW, b/t 15th & 16th Sts. (202-332-5699).

Proper Topper Celebration
 What: The Dupont spot shows off its face-lift with champagne; music by Brandon Butler; and up to 80 percent off lines like Edun, Robert Rodriguez and Rag & Bone.
 Why: It's top drawer.
 When: Party, Thurs. & Fri., 4-8 p.m.; sale, Sat.-July 13, Mon.-Fri., 10 a.m.-8 p.m.; Sat., 10 a.m.-7 p.m.; Sun., noon-6 p.m.
 Where: 1550 Connecticut Ave. NW, b/t Dupont Cir. N St. (202-848-9055).

DO
Crafty Bastards Arts & Crafts Fair
 What: Find tampion \$\$\$\$ and more from more than 75 vendors, plus live entertainment.
 Why: Flat bastards.
 When: Sat., 10 a.m.-5 p.m.
 Where: Pyramid Atlantic, 8230 Georgia Ave., Silver Spring (301-608-9101).

Parlour Salon
 What: Coif up for summer at this chic new hair studio.
 Why: Parlour 0008?
 When: Tues.-Fri., 10 a.m.-7:30 p.m.; Sat., 10 a.m.-6 p.m.; Sun., noon-5 p.m.
 Where: 1522 U St. NW, b/t 15th & 16th Sts. (202-986-0080).

EAT
Brasserie Beck Patio
 What: The Belgian emporium offers brews and bivalves on its spacious new patio.
 Why: Flex your mussels.
 When: Mon.-Thurs., 11:30 a.m.-11 p.m.; Fri., 11:30 a.m.-11:30 p.m.; Sat., 5-11:30 p.m.; Sun., 11:30 a.m.-8 p.m.
 Where: 1101 K St. NW, at 11th St. (202-408-1717).

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SPONSORED LISTING

ESCAPE
 What: Escape from everyday life on The Islands of the Bahamas. Enjoy snorkeling in crystal-clear waters, sunbathing on white sand beaches, sport fishing, sailing, playing golf, enjoying the vibrant nightlife, and more.
 Why: Water so clear, you can see through it from space. (So say the astronauts.)
 When: How quickly can you pack?
 Where: Book now at [Bahamas.com](#).

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Plan your escape
 at [bahamas.com](#)
 *Restrictions apply.

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 *Restrictions apply.

PRINT

express

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 182,297 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 2 issue with the new Virginia creative! Use this exciting and highly interruptive print opportunity to run your own ad. Our goal is to make this a very Virginia issue!

This opportunity is a great complement to our station domination initiative as it will be handed out and read while commuters are in the station Virginia and its partners will essentially take over.



Date: April 2, 2009

Cost: Contact Adam to inquire about your individual rate. Rates will vary based on existing contracts.

Space Close: March 20, 2009

Materials Due: March 25, 2009

Discounted Rates: All VTC partners participating in the April 2 issue will receive the 20x frequency discounted rate. Advertisers who run three (3) additional ads in April – during VTC’s DC Blitz will pay for all four (4) ads at the 50x rate.

Ad Size	Mechanical Specs	20x Net Rate	50x Net Rate
Full Page 4C	10 " x 12 "	\$4,194.60	\$3,786.60
Half Page 4C	10" x 6"	\$2,097.30	\$1,893.30
Third Page 4C	5.96" x 6"	\$1,258.38	\$1,135.97
Fifth Page 4C	3.94" x 6"	\$838.92	\$757.32

express

Virginia will wrap the front and back of the April 2 issue. Partners will have the opportunity to buy ad space within this issue.



Virginia 
is for Lovers®

Recreation News www.recreationnews.com

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 2009

Cost: See available sizes, rates and specs below

Space due: 3/10/2009

Materials due: 3/15/2009

Ad Size	Mechanical Specs	Net Rate
Full Page 4C	10.25" x 14"	\$2,700.00
Half Page 4C	10.25" x 7"	\$1,500.00
Quarter Page 4C	5" x 7"	\$821.00
Sixth Page 4C	3.25" x 7"	\$547.00
Eighth Page 4C	3.25" x 5"	\$391.00
Twelfth Page 4C	3.25" x 3"	\$199.00

Recreation News

www.recreationnews.com

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Public courtesy of www.barnham.com

ENTER TO WIN
An Exciting 2 Night
Getaway Package to
Virginia Beach,
including
Oceanfront Hotel
Accommodations
OR Dinner for 2
Single Entry

Paddling Virginia's Eastern Shore

By John & Mary Barnham

The bows of our kayaks clear the muddy banks of a marsh creek, wash in the autumn gold of spartina aniflora - saltmarsh cordgrass. Quiet shelter afforded by this tall grass gives way to rushing wind that churns the open water into a frothy chop. We scan a far-off island framed by tall pines and fringed with a sandy shoreline. Brown pelicans fly overhead in V-formation while a solitary white egret stands security.

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See our special
DESTINATION
MARYLAND
section inside

See our special
LIFE
PASSIONATELY
VIRGINIA
section inside



Virginia 
is for Lovers®