

**2018
MEDIA KIT**
HELP QUALIFIED
VISITORS FIND YOU!

VIRGINIA IS FOR LO♥ERS[®]

Virginia.org

**PUT THE POWER OF VIRGINIA'S
HIGHLY SUCCESSFUL MARKETING
CAMPAIGN TO WORK FOR YOU
ONLINE**



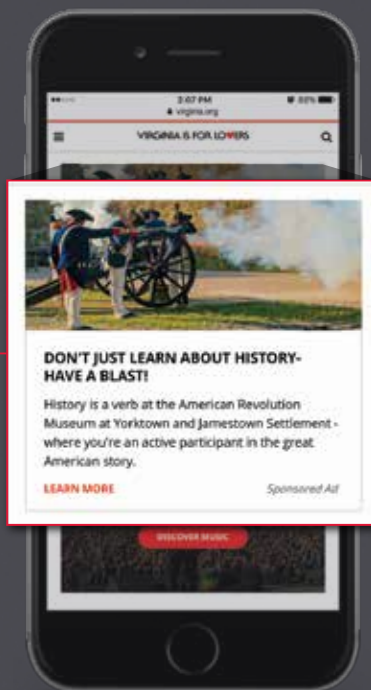
INTEGRATE YOUR MESSAGE IN 2018

Reach a mobile market – 60% of traffic is mobile. Responsive design means your ad is effective on any device. 100% of impressions are adjacent to content about travel in Virginia with so much content being added, differentiating yourself with an ad is critical

01
FIRST RECTANGLE
above the fold

02
SECOND RECTANGLE
great value

03
LEADERBOARD
2 images, 2 hotlinks
(desktop only)



PLAN NOW!
**VIRGINIA.ORG AD INVENTORY
SELLS OUT IN SEVERAL MONTHS!**

FORMATTED BANNER RATES FOR VIRGINIA.ORG

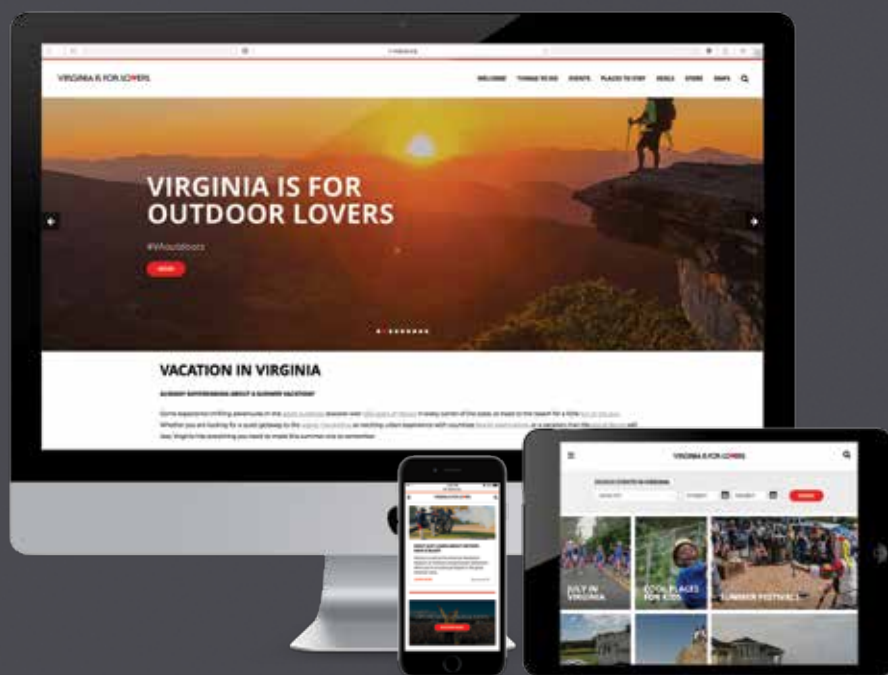
Ad Size	Total Impressions	Rate	CPM
Premium Native Rectangle	50,000/ad	\$1,248	\$24.96
	100,000/ad	\$2,400	\$24.00
Medium Native Rectangle - Below Fold	50,000/ad	\$900	\$18.00
	100,000/ad	\$1,700	\$17.00
	150,000/ad	\$2,400	\$16.00
Leaderboard - Below Fold	50,000/ad	\$900	\$18.00
	100,000/ad	\$1,700	\$17.00
	150,000/ad	\$2,400	\$16.00

TRAVEL GUIDE REWARDS PROGRAM

Ad Size Purchased in Travel Guide	Discount on the Virginia.org Ad
One-sixth	5%
One-third	10%
One-half	15%
Full page	20%

VIRGINIA.ORG: A MARKETING MACHINE POWERHOUSE

100% of all VTC advertising drives people to Virginia.org. From Facebook ads and blog posts to television and programmatic — VTC's multi-million dollar advertising budget drives thousands to Virginia.org each week. The growth is incredible. You can be a part of this growth and leverage this marketing machine powerhouse with your ad on Virginia.org



7 IN 10 USERS OF VIRGINIA.ORG CONVERT AND VISIT!

TOP VISITOR DMA'S

01. Washington DC
02. Richmond Metro Area
03. Newport News, Portsmouth
04. Canada, Europe, International
05. New York
06. Roanoke/Lynchburg Area
07. Philadelphia
08. Charlottesville
09. Raleigh, Durham Area
10. Atlanta

16,729,141
UNIQUE VISITORS

**MORE DOMESTIC VISITORS
OVER THE PAST 6 MONTHS
THAN ANY OTHER STATE**



"Virginia.org has become an integral element to our online campaigns; it consistently ranks among our most efficient and effective tactics to promote awareness and inquiry results."

KIM MURDEN, TOURISM MANAGER

CHESAPEAKE CONVENTION & VISITORS BUREAU

LEISURE360
MEDIA



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LISTINGS & LODGING COOP ADS

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