

2020 MEDIA KIT
HELP QUALIFIED VISITORS FIND YOU

VIRGINIA IS FOR LOVERS[®]
VIRGINIA.ORG

BE *WHERE* YOUR PROSPECTS ARE
WHEN THEY'RE SEARCHING
FOR A GETAWAY

INTEGRATE YOUR MESSAGE IN 2020

FORMATTED DIGITAL RATES FOR VIRGINIA.ORG

Ad Size	Total Impressions	Rate Per Month	CPM
Top Native Rectangle	50,000/ad	\$1,248	\$24.96
	100,000/ad	\$2,400	\$24.00
Middle Native Rectangle	50,000/ad	\$900	\$18.00
	100,000/ad	\$1,700	\$17.00
	150,000/ad	\$2,400	\$16.00
Lower Native Rectangle	50,000/ad	\$720	\$14.40
	100,000/ad	\$1,360	\$13.60
	150,000/ad	\$1,920	\$12.80
Leaderboard - Below Fold	50,000/ad	\$900	\$18.00
	100,000/ad	\$1,700	\$17.00
	150,000/ad	\$2,400	\$16.00

Ad creative produced at no charge

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%

PLAN NOW!
VIRGINIA.ORG AD INVENTORY
SELLS OUT WELL IN ADVANCE!

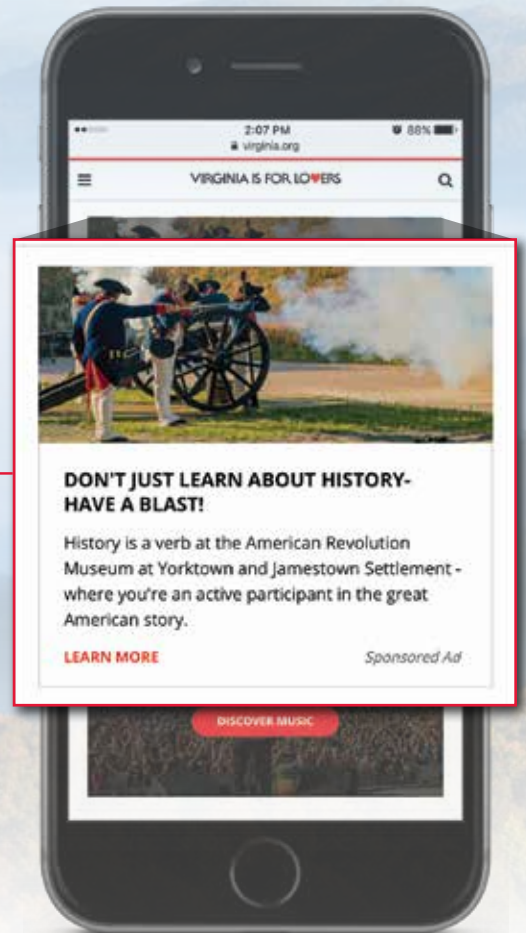
Reach a mobile market – 60% of traffic is mobile. Responsive design means your ad is effective on any device. 100% of impressions are adjacent to content about travel in Virginia with so much content being added, differentiating yourself with an ad is critical.

TOP RECTANGLE

MIDDLE RECTANGLE

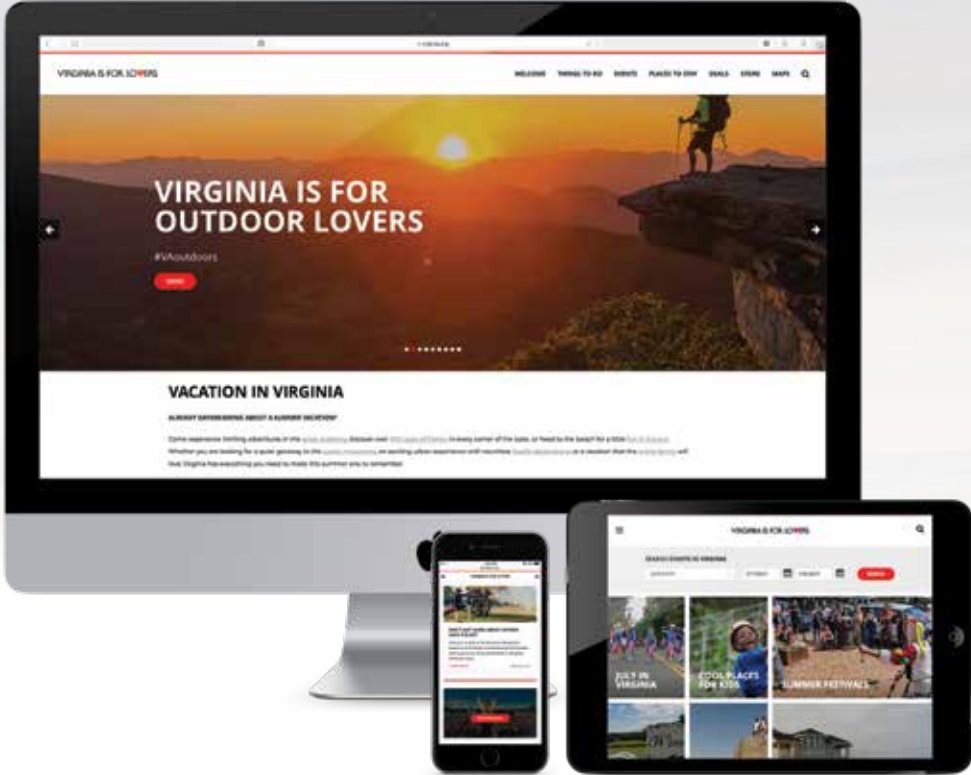
NEW!
LOWER RECTANGLE

LEADERBOARD
2 images, 2 hotlinks
(desktop only)



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. You can leverage this marketing machine powerhouse with your ad on Virginia.org.




13,742,238 UNIQUE VISITORS

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

TOP VISITOR DMA'S

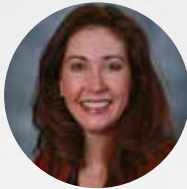
01. Washington DC
02. Richmond Metro Area
03. Newport News, Portsmouth
04. Canada, Europe, International
05. New York
06. Roanoke/Lynchburg Area
07. Philadelphia
08. Charlottesville
09. Raleigh, Durham Area
10. Atlanta



“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

**FOR ADDITIONAL
INFORMATION, CONTACT
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