

**2022 MEDIA KIT**  
HELP QUALIFIED VISITORS FIND YOU

VIRGINIA IS FOR LOVERS<sup>®</sup>  
VIRGINIA.ORG

**BE *WHERE* YOUR PROSPECTS ARE  
*WHEN* THEY'RE SEARCHING**

# INTEGRATE YOUR MESSAGE!


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

Reach a mobile market – 65% 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.

## FORMATTED DIGITAL RATES FOR VIRGINIA.ORG


Ad Size	Total Impressions	Rate Per Month	CPM
Native Rectangle	50,000/ad	\$1,248	\$24.96
	100,000/ad	\$2,400	\$24.00
Native Spotlight	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




**SPONSORED**  
**SUMMER SAVINGS TOO GOOD TO MISS!**  
 Receive up to two complimentary length of stay admission tickets when you book direct with Colonial Williamsburg Resorts!

[LEARN MORE](#)




**SPONSORED**  
**YOU ARE CLEARED FOR TAKEOFF.**  
 The National Air and Space Museum's Steven F. Udvar-Hazy Center in Chantilly. Free admission (timed passes required), parking fees apply.


[LEARN MORE](#)




**SPONSORED**  
**HISTORIC TOWNS TO REFRESHING TRAILS**  
 Find wine & beer trails, farm-fresh dining, outdoor adventures and small town treasures when you branch out in Loudoun County.



**SPONSORED**  
**Hunt Club Farm**  
 Visit the farm for an ice cream cool-off. Explore the one-of-a-kind Petting Farm, BirdWalk Aways and NEW TreeWalk Adventure!



**SPONSORED**  
**Awesome Mountain Accommodations**  
 Lodging options including a grand resort, cozy B&Bs and private rental cabins will make your mountain getaway unforgettable.

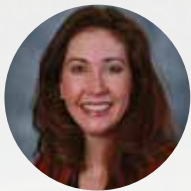


**SPONSORED**  
**Art to Save the Sea: Norfolk Botanical Garden**  
 Join us for Washed Ashore starting June 5th with 15 larger-than-life sculptures made with over 26 tons of debris from the beaches. A Must See!

## 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%

**FOR ADDITIONAL  
INFORMATION, CONTACT  
YOUR **VIRGINIA.ORG** REP:**



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