

**2023-24 MEDIA KIT**

HELP QUALIFIED VISITORS FIND YOU

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

**ARPA TOURISM RECOVERY PROGRAM**  
***APPROVED ADVERTISING***

# INTEGRATE YOUR MESSAGE!

## 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 & Mobile Footer	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

## Mobile Footer



## Native Spotlight

**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.

**Awesome Mountain Accommodations**

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

**Hunt Club Farm**

Visit the farm for an ice cream cook-off, explore the one-of-a-kind Petting Farm, BirdWalk Aviary, and HEW! TreeWalk Adventure!

**Art to Save the Sea: Norfolk Botanical Garden**

Join us for Waxed Ashore starting June 5th with 15 larger-than-life sculptures made with over 26 tons of oyster from the beaches. A Must See!

## 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.

## Native Rectangle

**SUMMER SAVINGS TOO GOOD TO MISS!**

Receive up to two complimentary length of stay admission tickets when you book direct with Colonial Williamsburg Resort!

[LEARN MORE](#)

**YOU ARE CLEARED FOR TAKEOFF.**

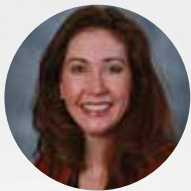
The National Air and Space Museum's Steven F. Udvar-Hazy Center in Chantilly. Free admission ( timed passes required, parking fees apply )

[LEARN MORE](#)

## 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:**



**MOUNTAINS, SOUTHERN, NORTHERN  
& CENTRAL REGIONS**

**JO DIEDRICH**  
540-580-8767  
jdiedrich@leisuremedia360.com



**COASTAL REGION & RICHMOND**

**NELL WICHMANN**  
757-570-4462  
nwichmann@leisuremedia360.com



**OUTFITTERS & LODGING**

**TERRI REYNOLDS**  
540-597-7568  
treynolds@leisuremedia360.com