

TOURISM TOUCHES EVERYTHING.

Arlington Convention & Visitors Bureau RADIO-TV NETWORK (RTVN)

ARE YOU INTERESTED IN GETTING FREE ON-AIR PROMOTION?

Get **FREE** on-air promotion in several key visitor markets including Texas, Oklahoma, New Mexico and Arkansas throughout the year by providing **room night certificates, attraction passes, or restaurant gift cards** used to create prize packages for our radio partners.

WHAT IS THE ARLINGTON RADIO-TV NETWORK?

- The Arlington CVB Radio-TV network is an **exclusive partnership between Arlington CVB Marketing & Public Relations department and radio/TV stations in target markets (i.e. Oklahoma City, Little Rock, Texarkana, Amarillo, etc.)**.
- We provide the stations prize packets to promote during on-air giveaways, and they promote your business to their audience (your target market) and brag about Arlington all year long!
- **It would cost you more than \$5 million+ to buy this advertising, but with our partnership, it costs you no cash. It's FREE to be in the RTVN!**
- We promote with over 30 stations in our most successful target markets.

WHAT WE NEED FROM YOU:

- You, as our local RTVN partner, provide certificates or passes for our RTVN packages.
 - 15 Room nights for hotels
 - 150 passes for attractions
 - 150 \$10 value gift cards for restaurants
- We then combine the certificates, gift cards, and passes to create exciting Arlington vacation packages that include hotel, tickets to attractions or events and food.

HOW DOES IT BENEFIT YOUR BUSINESS?

- First, you will be supporting Arlington and Arlington tourism – many of our partner station's listeners will decide to come to Arlington after hearing it promoted.
- Second, the ACVB does ALL the work and you get the reward.
- Lastly, our program is one of a kind, in that we put so much to do in one package. Winners end up staying an average of 1 extra night (that they pay for) to visit all attractions, spending more money in Arlington!



If you're on board, please set the expiration for a minimum of 14 months from the printing date. RTVN certificates/passes are limited to four blackout dates, no exceptions. RTVN certificates must be for any day of the week, not restricted to weekends or week days only. We cannot give radio stations certificates that do not meet these requirements, as they will be part of prize packages.



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