



## ARLINGTON CVB RADIO-TV NETWORK (RTVN)

Interested in FREE broadcast advertising? The Radio-TV Network is an **exclusive partnership** between the Arlington CVB Public Relations department and radio/TV stations in 4 state markets, spanning across four target regions. We provide partner radio stations with prize packets for their audience (your target demographic), and by joining this valuable program, the radio stations promote our Partners assets year-round **on air**.

How RTVN Works:

- Arlington CVB hotels, attractions and restaurant partners provide gift cards and certificates for our RTVN promotional packages.
- Our team creates dream Arlington package experiences by combining partner gift cards with a hotel night.
- Packages are sent to our partnering radio stations in key tourist markets.
- Our radio station partners talk about your hotel and/or attraction as part of exciting promotions to their listeners & promote Arlington ALL YEAR LONG.

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## WHY PARTICIPATE IN RTVN?

- It's FREE and costs you NO CASH.
- To purchase the advertising, it would cost you more than \$5 million! But with our long-standing partnerships, it costs you no cash.
- Targeted advertising among the best market radio/TV stations in the region.
- The Arlington CVB does ALL the work and you get the reward.
- On average, winners purchase an average of one extra night and additional tickets to experience all of the attractions in a prize package with their family.
- Our message is repeatedly broadcast to millions of listeners, who in turn visit Arlington and your property/attraction.
- You're supporting Arlington and Arlington Tourism.

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## CONTACT US TO

**Decima Mullen**  
Sr. Director of Marketing &  
Public Relations  
817.704.7669  
[decima@arlington.org](mailto:decima@arlington.org)

**Cori Kallenberger**  
PR & Digital Media  
Specialist  
817.704.7586  
[cori@arlington.org](mailto:cori@arlington.org)

