



Fairfax County, Virginia  
Connect with America

2020

# VISIT FAIRFAX

*Official Visitors Guide Media Kit*

**CONNECT WITH TRAVELERS!**

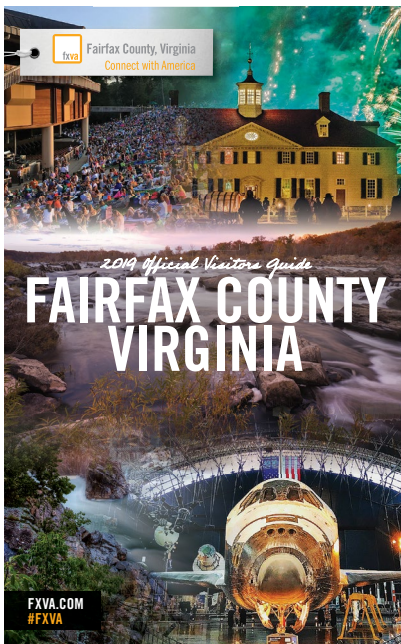
VISITORS TO FAIRFAX COUNTY SPEND  
\$3.16 BILLION ANNUALLY!





Visit Fairfax

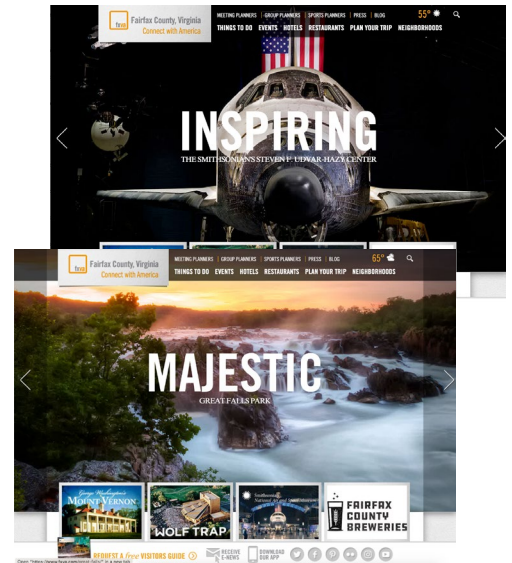
# MARKETING THE REGION



Through a mix of paid and earned media, the Visit Fairfax team promotes Fairfax County as a vibrant, year-round destination for both domestic and international leisure, business and meeting travelers.

## VISIT FAIRFAX MISSION STATEMENT

To market, sell and promote Fairfax County as a preferred destination for visitors in the areas of business, leisure and sports travel through exciting products, programs and activities that will distinguish Fairfax County and contribute to the overall economic and social growth for our citizens and communities.



**\$3.16 BILLION**  
in annual visitor spending



Fairfax County Tourism  
generates more than  
**\$217 MILLION**  
in state and local taxes annually.



Supports more than  
**30,000**  
local jobs.

## CAMPAIGN HIGHLIGHTS

### FXVA.COM

Promoted through paid search, search engine optimization and social media outreach to more than 50,000 followers, the website generates more than 650,000 unique visitors each year.

### PAID MEDIA

In 2019, multiple paid digital media campaigns promoting the region resulted in more than 7 million impressions to targeted consumers.

### VISITOR CENTERS

The Visitor Center team welcomes thousands of visitors, utilizing the guide to help them plan their stay.

### DIRECT EFFORTS

The sales team will attend more than 30 shows this year.

# REACH MORE THAN 100,000 HIGHLY QUALIFIED VISITORS

WHO ARE ACTIVELY PLANNING THEIR TRIP TO FAIRFAX COUNTY – OR ARE ALREADY IN MARKET!

## FAIRFAX COUNTY OFFICIAL VISITORS GUIDE

The Fairfax County Official Visitors Guide is the primary fulfillment piece for Visit Fairfax's marketing efforts. There's no better place to connect with visitors to Fairfax County who are searching for where to stay, and things to see and do while on their trip. The featured content and special events listings make trip-planning a breeze for individual, family, business and group travelers.

Total Reach:  
More Than **100,000!**

**CIRCULATION:** 50,000

## DISTRIBUTION

**Direct Requests:** Visitors can request a free copy from FXVA.com, allowing you to reach a qualified audience of visitors planning their trip even before they arrive.

**Visitor Centers:** Thousands of visitors pick up their free copy to decide what to do and where to stay while they are here.

**Trade Shows:** The Visit Fairfax team uses the guide as an in-person tool to sell the destination to tour operators and event planners at trade shows.

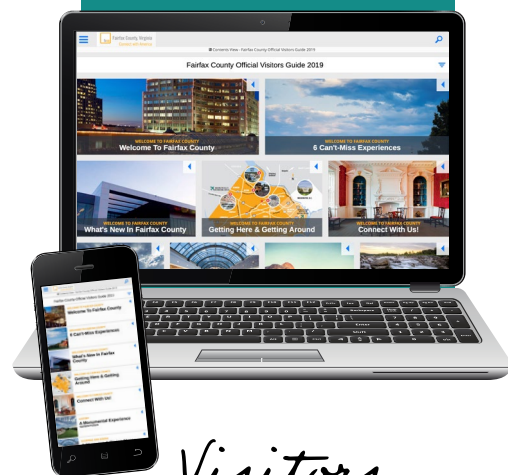
## INTEGRATED PRINT + DIGITAL EXPOSURE

**Digital Reach:** Extend your reach digitally. The guide is also available in an electronic version, which drove more than 20,000 pageviews in 2018! All advertisers receive a free link to their site.

**Highlighted Listings:** Advertisers' listings will be highlighted in the Dining, Accommodations and Things to Do sections, directing visitors to their corresponding ads.



Nearly half of American travelers (49%) use print when researching and booking travel. This is a 5% increase from over a decade ago, proving print is still relevant in inspiring and driving travel choices and bookings!\*



## Visitors GUIDE EBOOK

\*\* 20,000 pageviews

\*\* 25+ pages per visit

\*SOURCE: 2018 DESTINATION ANALYSTS STATE OF THE AMERICAN TRAVELER STUDY

\*\*SOURCE: GOOGLE ANALYTICS



# ADVERTISING

## DISPLAY RATES

Full Page.....	\$2,995
Half Page.....	\$1,885
Third Page.....	\$1,250
Sixth Page.....	\$850

## PREMIUM RATES

Inside Front Cover (IFC).....	\$3,680
Facing Inside Front Cover.....	\$3,590
Back Cover (BC – 2 sizes).....	\$3,780
Inside Back Cover (IBC).....	\$3,519
Facing Inside Back Cover.....	\$3,490
Other Premium Placements.....	+10%

## LISTING RATES

Highlighted Photo Listings.....	\$275
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Advertisers receiving a free highlighted listing can ADD A PHOTO for only \$100!

**ADVERTISING MATERIALS DUE  
SEPTEMBER 2019**



Advertising Contact:

**Carly Stedman**

Travel Media Sales and Marketing Executive

[Carly.Stedman@MilesPartnership.com](mailto:Carly.Stedman@MilesPartnership.com)

202-681-8169

**Free Tourism Marketing Research and Resources!**

[www.MilesPartnership.com/Research](http://www.MilesPartnership.com/Research)

\*added-value digital placements to run in 2020 at Visit Fairfax's discretion.



## MAKE YOUR LISTINGS STAND OUT!

Highlighted Photo Listings available  
for Things to Do, Dining and  
Accommodations!

All advertisers receive a FREE

highlighted listing. Advertisers may upgrade to a highlighted  
PHOTO listing for an additional \$100!

## RECEIVE FREE DIGITAL ADDED-VALUE!

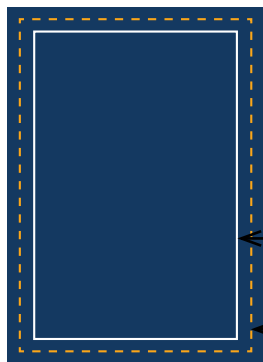
- **Full-page print** advertisers receive three free posts on one of Visit Fairfax's social media channels, plus one free display ad in a Visit Fairfax newsletter.
- **Half-page print** advertisers receive one free social media post.

All added-value placements are first come, first serve, and must be scheduled and approved in advance with Visit Fairfax.\*

**miles**  
PARTNERSHIP  
[milespartnership.com](http://milespartnership.com)

# Advertising Specs & PRODUCTION REQUIREMENTS

## HELPFUL TERMS

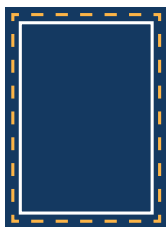


← **Bleed** is a printing term that refers to printing that goes beyond the edge of the sheet after trimming. It is very difficult to print exactly to the edge of a sheet of paper; to achieve this it is necessary to print a slightly larger area than is needed and then trim the paper down to the required finished size. Images, background images and fills which are intended to extend to the edge of the page must be extended beyond the trim line to give a bleed.

← The **live area** is a safe zone for important text or images. This is an area of your printed piece that is safe from cropping. Keep text and important graphics inside the live area.

← The final size of a printed page after excess edges have been cut off is the **trim size**.

## AD SIZES

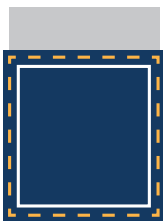


Full Page (must incl. bleed)

trim size: 5.25 x 8.25

bleed size: 5.5 x 8.5

live area: 4.75 x 7.75

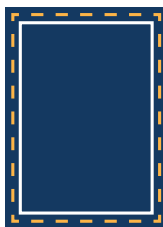


Back Cover (with mailer)

trim size: 5.25 x 6

bleed size: 5.5 x 6.125

live area: 4.75 x 5.75



Back Cover (without mailer)

trim size: 5.25 x 8.25

bleed size: 5.5 x 8.5

live area: 4.75 x 7.75

\***Back Cover Ad** needs to be submitted in **both** sizes above, as the book will be printed both with and without a mailing panel.



Half Page

trim size: 5.25 x 4.125

bleed size: 5.5 x 4.375

live area: 4.75 x 3.625



Third Page

2.791 x 3.562



Sixth Page

1.333 x 3.562

Contact **Ashley Banks** at [Ashley.Banks@MilesPartnership.com](mailto:Ashley.Banks@MilesPartnership.com) or **303-867-8295** for questions or help regarding ad materials or production details.

## PRODUCTION REQUIREMENTS

### Ad Requirements

Save all art as high resolution (300 dpi) and four-color process CMYK. (No RGB files will be accepted. Convert all spot colors to CMYK.)

Use only Adobe Type 1 (Postscript Level 1) fonts. No True Type fonts will be accepted.

Document size must be the same as ad size. Full-page ad must have bleed and adhere to live area. Please turn off the crop marks on your supplied ads and supply spread ads as single pages.

Apply rich black (C:40 M:20 Y:20 K:100) to large areas of black.

### Don't Forget

Reproduction of hairline rules or type smaller than 10 pt. cannot be guaranteed.

Publisher will not be liable for copy and images that exceed live area dimensions and accepts no responsibility for errors on materials supplied by advertiser.

### FREE AD PRODUCTION!

Several ad sizes are available – and **all production costs to create your ad are included** in the published advertising rates. Contact Ashley Banks.

### Submit Your Print Ready Ad

Submit your high resolution PDF/x-1a file to [Ashley.Banks@MilesPartnership.com](mailto:Ashley.Banks@MilesPartnership.com) by the materials due date. Email questions or call Ashley Banks at 303-867-8295.

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