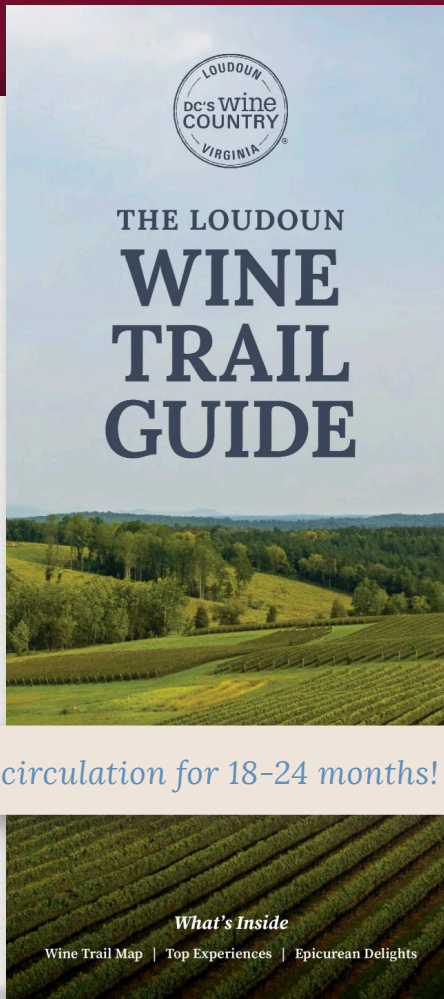


# Visit Loudoun Advertising Opportunities



## Wine Trail Guide

This trusted guide features local wineries and vineyards, restaurants, travel tips, maps and more.

- Highlights top wine experiences, from tours and tastings to wine dinners, picnics and concerts in the vines.
- Showcases Loudoun's wine region, including top accolades.

**Secure your presence in the go-to guide for wine lovers exploring Virginia and the Mid Atlantic region.**

## Wine Trail Guide Ad Rates

Ad Size	Rate
Inside Front Cover (Full Page)*	\$5,500
Inside Front Cover (Half Page)*	\$3,500
Inside Back Cover (Full Page)*	\$4,500
Inside Back Cover (Half Page)*	\$2,500
Full Page	\$2,000
Half Page	\$1,000

**Hurry!**  
Premium spaces are limited

- 5% off for Visit Loudoun members
- \$100 discount for repeat WTG advertisers
- \$150 discount if advertising in both OVG & WTG

\*Limited space. Ads sold on a first-come, first-served basis. Inside Front & Back Covers can accommodate one full-panel ad OR two half-panel ads – contact Jennifer Christie for availability.



Loudoun has  
**50+** LICENSED  
WINERIES



Loudoun has  
**854** ACRES  
UNDER VINE\*



Loudoun County vineyards represent  
**19%** OF ALL ACREAGE PLANTED IN  
WINE GRAPES IN VIRGINIA\*

\*Source: 2021 Commercial Grape Report

## Wide Distribution

In addition to fulfillment through the website, email and social media, guide distribution includes:

- Digital downloads
- Visitor centers
- Corporate meetings
- Trade shows
- Familiarization tours
- Domestic group tours
- International tour operators
- Wedding services
- Sports tournaments
- Travel & Adventure Shows across the US

# VISIT LOUDOUN

## Wine Trail Guide Formatted Advertising Specifications

### FORMATTED AD OPTIONS

Two ad sizes offer **flexible, photo-rich layouts** that will powerfully showcase what your business offers.

#### YOUR FORMATTED AD INCLUDES:

- Business name
- Description
- Contact information (URL, phone number)
- Photo(s)
- Logo



Ad Options	Size
Full Page	3.5" w X 8.5" h
Half Page	3.5" w X 4.125" h

For illustration purposes only. Actual design may vary.



### FULL PAGE

#### Includes:

- Advertiser logo (JPEG, PNG or EPS—EPS preferred),
- Up to 2 photos\* (high-resolution .jpeg)
- QR code (created by Visit Loudoun)
- Description (max 500 characters)
- URL
- Phone Number



### HALF PAGE

#### Includes:

- Advertiser logo (JPEG, PNG or EPS—EPS preferred),
- 1 photo\* (high-resolution .jpeg)
- Description (max 175 characters)
- URL
- Phone Number

\*You must own rights to all imagery and aspects of your ad.

### HOW TO PROVIDE YOUR AD DETAILS

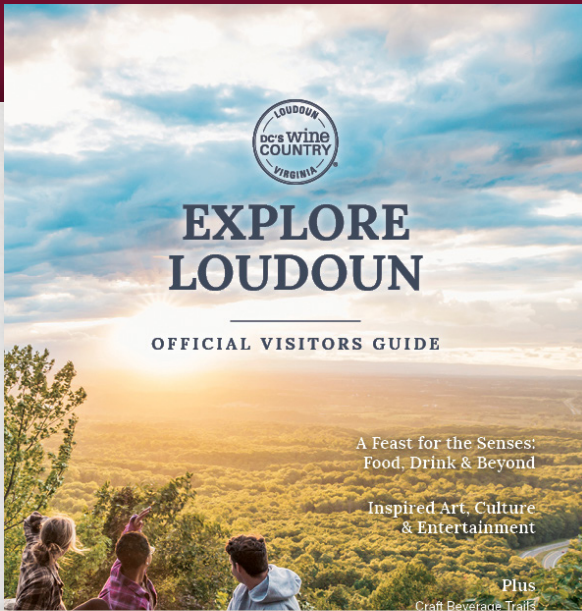
Please complete the Google form provided by Visit Loudoun. We will not be collecting any details or assets via email, dropbox, printed scans, etc. If you have difficulties completing the form, please contact us for assistance.

After completing the form, you will be provided with a copy of your responses. Once we create your formatted ad, we will send a copy to you to review and approve.

**Advertised with us last year and want to use the same ad?** The Google form contains an option to reuse previous creative. We will send you a copy of your most recent ad to review and approve.

**NOTE:** All information provided in the form is subject to change following an editor's review. Changes may be made to the submitted information based on Visit Loudoun's style and formatting standards.

# Visit Loudoun Advertising Opportunities



In circulation for 12-18 months!

## Official Visitors Guide

Immersive magazine-style features highlight topics corresponding to destination drivers and express the variety of artisanal, cultural and epicurean experiences in DC's Wine Country®.

### Advertising Benefits

- Get unmatched access to a highly qualified audience that uses the guide to plan where to stay, what to do and where to eat before they arrive and while they're here.
- Powerful formatted advertising clearly conveys your message with enticing visuals and impactful calls to action.
- Gain extended reach through the digital version of the guide available on VisitLoudoun.org and social channels.

### Official Visitors Guide Ad Rates

	Ad Size	Rate
PREMIUM	Inside Front Cover	\$7,350
	Inside Back Cover	\$5,250
	Full Page	\$3,900
	Half Page	\$2,100
	Quarter Page	\$1,300
	Accommodations Co-op	\$700

**HURRY!**  
Premium spaces are limited!

**5% off** for Visit Loudoun members on half page or larger ad buy | **\$100 discount** for repeat OVG advertisers on half page or larger ad buy | **\$150 discount** if advertising in both OVG and WTG

\*these discounts can't be combined

### Wide Distribution

In addition to fulfillment through the website, email and social media, guide distribution includes:

- Digital downloads
- Visitor centers
- Corporate meetings
- Trade shows
- Familiarization tours
- Domestic group tours
- International tour operators
- Wedding services
- Sports tournaments
- Travel & Adventure Shows across the US

**84%** OF VISITORS SAID A VISITORS GUIDE HELPED MAKE THEIR DECISION TO TRAVEL TO THE DESTINATION\*

OF THOSE INDIVIDUALS:

**44.9%**

intended to plan & book a vacation

**40.5%**

intended to specifically review accommodations, attractions, dining & other businesses

\*Data from Destination Analysts, 2021



QUESTIONS? CONTACT JENNIFER CHRISTIE AT (703) 669-2006 OR EMAIL  
**CHRISTIE@VISITLOUDOUN.ORG**

# Official Visitors Guide Formatted Advertising Specifications

## FORMATTED AD OPTIONS

Three ad sizes offer **flexible, photo-rich layouts** that will powerfully showcase what your business offers.

### YOUR FORMATTED AD INCLUDES:

- Business name
- Description
- Contact information (URL, phone number)
- Photo(s)
- Logo



Ad Options	Size
Full Page	7.75" w X 10.25" h
Half Page	7.75" w X 5" h
Quarter Page	3.75" w X 5" h

For illustration purposes only. Actual design may vary.



### FULL PAGE

#### Includes:

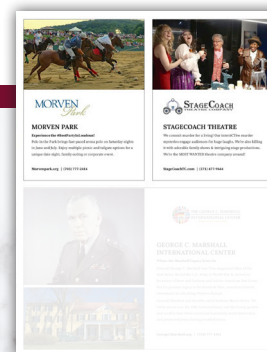
- Advertiser logo (JPEG, PNG or EPS—EPS preferred),
- Up to 4 photos\* (high-resolution .jpeg)
- QR code (created by Visit Loudoun)
- Description (max 1200 characters)
- URL
- Phone Number



### HALF PAGE

#### Includes:

- Advertiser logo (JPEG, PNG or EPS—EPS preferred),
- Up to 2 photos\* (high-resolution .jpeg)
- Description (max 600 characters)
- URL
- Phone Number



### QUARTER PAGE

#### Includes:

- Advertiser logo (JPEG, PNG or EPS—EPS preferred),
- 1 photo\* (high-resolution .jpeg)
- Description (max 220 characters)
- URL
- Phone Number

\*You must own rights to all imagery and aspects of your ad.

## HOW TO PROVIDE YOUR AD DETAILS

Please complete the Google form provided by Visit Loudoun. We will not be collecting any details or assets via email, dropbox, printed scans, etc. If you have difficulties completing the form, please contact us for assistance.

After completing the form, you will be provided with a copy of your responses. Once we create your formatted ad, we will send a copy to you to review and approve.

**Advertised with us last year and want to use the same ad?** The Google form contains an option to reuse previous creative. We will send you a copy of your most recent ad to review and approve.

**NOTE:** All information provided in the form is subject to change following an editor's review. Changes may be made to the submitted information based on Visit Loudoun's style and formatting standards.

SPECIAL OPPORTUNITY FOR ACCOMMODATIONS ONLY!

Official Visitors Guide Accommodations Co-Op

EXCLUSIVE LIMITED OPPORTUNITY

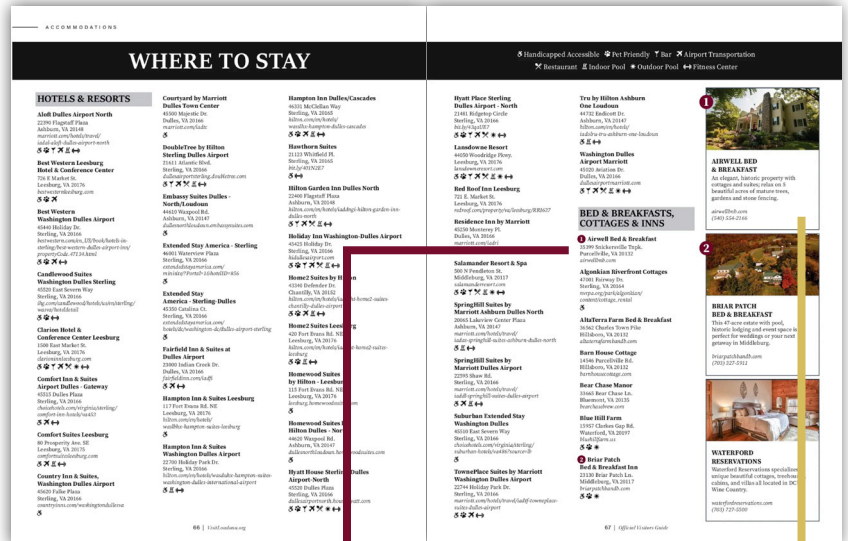
Loudoun accommodations partners are invited to participate in the guide's listings co-op opportunity. Stand out from the crowd and elevate your presence with an engaging formatted ad designed to spotlight your property in a highly visible and affordable way.

YOUR CO-OP AD INCLUDES:

- Business name
- Description (max 130 characters)
- URL
- Phone Number
- Photo\* (high-resolution .jpeg)

Your business will also be called out by a numbered marker corresponding with your formatted ad (see example at the right).

\*You must own rights to all imagery and aspects of your ad.



BED & BREAKFASTS, COTTAGES & INNS

**1 Airwell Bed & Breakfast**  
35399 Snickersville Tnpk.  
Purcellville, VA 20132  
airwellbnb.com

**Algonkian Riverfront Cottages**  
47001 Fairway Dr.  
Sterling, VA 20164  
nvrpa.org/park/algonkian/content/cottage\_rental

**AltaTerra Farm Bed & Breakfast**  
36562 Charles Town Pike  
Hillsboro, VA 20132  
alatterrafarmbandb.com

**AIRWELL BED & BREAKFAST**  
An elegant, historic property with cottages and suites; relax on 5 beautiful acres of mature trees, gardens and stone fencing.  
airwellbnb.com  
(540) 554-2166

Numbered Callout in Listings

Co-Op Example

For illustration purposes only. Actual design may vary.

HOW TO PROVIDE YOUR AD DETAILS

Please complete the Google form provided by Visit Loudoun. We will not be collecting any details or assets via email, dropbox, printed scans, etc. If you have difficulties completing the form, please contact us for assistance.

After completing the form, you will be provided with a copy of your responses. Once we create your formatted ad, we will send a copy to you to review and approve.

Advertised with us last year and want to use the same ad? The Google form contains an option to reuse previous creative. We will send you a copy of your most recent ad to review and approve.

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