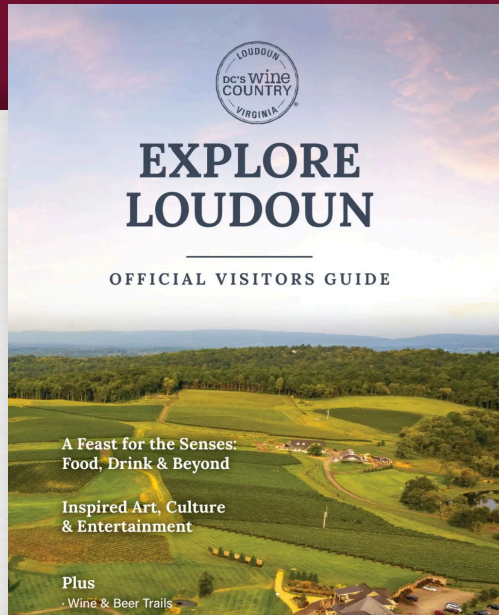


Visit Loudoun Advertising Opportunities



25,000 copies printed annually!

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



Official Visitors Guide

Enticing 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	\$7,000
	Inside Back Cover	\$5,000
	Full Page	\$3,725
	Half Page	\$2,000
	Quarter Page	\$1,250
	Accommodations Co-op	\$675

HURRY!
Premium
spaces are
limited!

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
- 2023 Travel & Adventure Shows across the US

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.

AD REQUIREMENTS

1. Ad Size



FULL PAGE

Includes: Advertiser logo (JPEG, PNG or EPS—EPS preferred), up to 3 photos*, QR code, body copy (max 175 words), contact information



HALF PAGE

Includes: Advertiser logo (JPEG, PNG or EPS—EPS preferred), up to 2 photos*, body copy (max 100 words), contact information



QUARTER PAGE

Includes: Advertiser logo (JPEG, PNG or EPS—EPS preferred), 1 photo*, body copy (max 30 words), contact information

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.

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

2. Ad Information

FILL IN THE INFORMATION BELOW

Business Name

Description (max word counts: full page: 175, half page: 100, quarter page: 30)

URL

Phone Number

☐ **Photo(s)** (full page: 1-3, half page: 1-2, quarter page: 1)(high-resolution .jpeg)
Check box to show that you have supplied.

☐ **Logo** (JPEG, PNG or EPS—EPS preferred)
Check box to show that you have supplied.

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CHRISTIE@VISITLOUDOUN.ORG

NEW OPPORTUNITY FOR ACCOMMODATIONS ONLY!

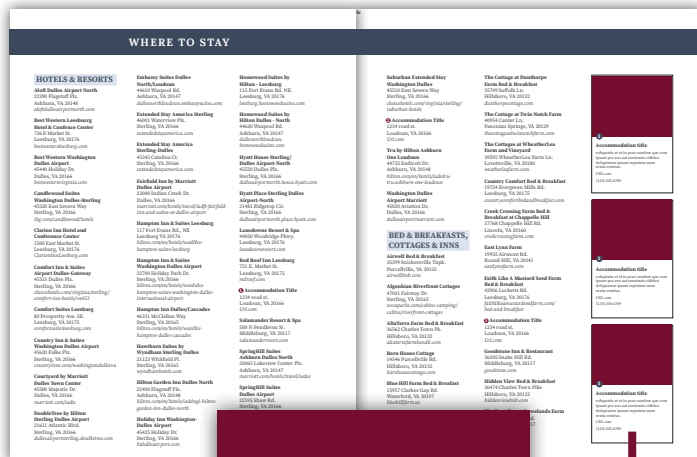
Official Visitors Guide Accommodations Co-Op

EXCLUSIVE LIMITED OPPORTUNITY

Loudoun accommodations partners are invited to participate in the guide's new 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
- Contact information (URL, phone number)
- Photo



For illustration purposes only. Actual design may vary.

AD INFORMATION

FILL IN THE INFORMATION BELOW

Business Name

Description (max 20 words)

URL

Phone Number



Photo (high-resolution .jpeg)

Check box to show that you have supplied.

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