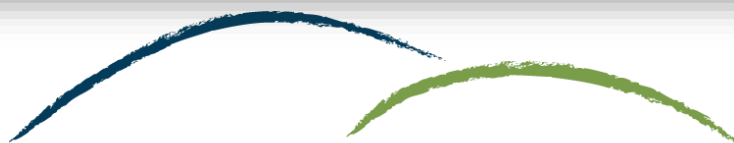


2020 Media Kit



**VIRGINIA'S
BLUE RIDGE®**

VISITVBR.COM



Visit VBR Partners -

We look forward to working with you to customize the best possible advertising plan for your business. Please utilize this 2020 Media Kit to become more familiar with Visit VBR's current media plan. For a list of all advertising opportunities and prices, please reference the attached (Cooperative Advertising Agreement). We will assist you in establishing the highest level of visibility for your budget.

2020 Partner Opportunities:

- Blue Ridge Digest
- Blue Ridge Outdoors
- 2021 Virginia Travel Guide
- Virginia Business- Virginia Meeting & Conference Planner
- Recreation News
- VBR E-Newsletter- Niche Markets, Consumer & Customized
- Blog Post/ Sponsored Content
- Featured Instagram Story
- DTN- VisitVBR.com Digital Ads
- 2020/21 Visitor's Guide & Map (separate flyer)

Contact - Rachel Nunley, Public Affairs & Destination Development Coordinator Visit Virginia's Blue Ridge
rnunley@visitvbr.com (540) 342-6025 ext. 125 or
(540) 589-9386 (cell)

THE BLUE RIDGE DIGEST



The Blue Ridge Digest is the most widely available travel publication in the mountains! **50,000 copies printed per issue.** Distribution areas include North Georgia to Charlottesville, Pidgeon Forge/Gatlinburg to Boone, and many NC, VA and TN AAA offices. Distribution at attractions, motels and almost all travel information centers in the mountains.

Magazine includes information the mountain visitor needs; area map, stories of the region, area calendar of events. You can view past issues at www.blueridgedigest.com



\$225/Issue

Spring
(April – June)

Summer
(June – August)

Fall
(August – November)

BLUE RIDGE OUTDOORS



Blue Ridge Outdoors is the leading monthly outdoor lifestyle magazine in the Southeast, with **110,000 total monthly circulation**. Readers are devoted travelers and adventurers, who spend their free time hiking, fishing, biking, boating, and exploring new destinations.



\$500/Issue
Choose by Season

April
Outdoor Family

June
Paddling
Virginia's Blue Ridge

September
Biking
Virginia's Blue Ridge

2021 VIRGINIA TRAVEL GUIDE



Be a part of Virginia's primary fulfillment piece!
The Virginia Travel Guide is the State's exclusive fulfillment piece
Used By 1 Million+ Travelers

Reach millions of visitors planning their Virginia vacations. Put the power of Virginia's \$7 million marketing campaign to work for you! Synergy & research drive the Travel Guide like never before. Engage the Virginia visitor with the interactive digital edition.

- **Print Distribution= 500,000**
- Every page of Virginia.org promotes the Travel Guide.

\$750

Each property receives:

- ✓ Free Listing
- ✓ Access to Leads
- ✓ Includes Digital Guide

 Historic Downtown Salem 540-375-4244 VisitSalemVA.com	 Hotel Floyd 540-745-0980 HotelFloyd.com	 Salem Museum of Art 540-342-5760 SalemMuseum.org	 VBR Cheers Trail VBRCheersTrail.com
 The Hotel Roanoke & Conference Center, Curio Collection by Hilton 540-785-6700 HotelRoanoke.com	 The Inn at Virginia Tech and Skelton Conference Center 877-206-3360 Inn@VirginiaTech.com	 Stony Hill Pilot Brewery & Side Stage 540-685-2012 StonyHill.com/Roanoke	 Virginia Museum of Transportation 540-542-5670 VMT.org

VIRGINIA IS FOR LOVERS

VIRGINIA BUSINESS- VIRGINIA MEETING & CONFERENCE PLANNER



This special section is bound in the October issue of Virginia Business, reaching over **28,600 businesses, professional and government leaders in Virginia**; including pass-along, reaching over **75,000 individuals**.

In addition, it is printed as a stand-alone piece and distributed at the VSAE Fall Educational Symposium & Expo in Richmond, reaching a prime audience of Virginia association and corporate meeting planners.

Meetings As Nature Intended in Virginia's Blue Ridge

The Blue Ridge Mountains have an uplifting effect on meetings and conventions. The beautiful scenery and fresh air inspire creativity, big ideas and natural connections. Be a #Trailsetter and elevate your meetings in the Roanoke Valley in Virginia's Blue Ridge, where you'll find first-class facilities, over 1,000 miles of trails for outdoor adventures, and an eclectic restaurant and nightlife scene featuring flavors from around the world.

AMERICA'S MOUNTAIN BIKING CAPITAL
Be A #Trailsetter
800.635.5535

VIRGINIA IS FOR MOUNTAIN LOVERS

 Berglund Center 540.853.1869 TheBerglundCenter.com	 Charter Hall at the City Market Building 540.986.5992 CityMarketBuilding.com	 FLOYD EVENT CENTER Floyd Event Center and EcoVillage 540.745.4434 FloydEcoVillage.com	 Holiday Inn Roanoke - Langewood 540.774.4400 HolidayInn.com/roa-langewood	 Holiday Inn Roanoke - Valley View 540.362.4500 HolidayInn.com/roavalleyview
 Hotel Roanoke & Conference Center, Curio - A Collection by Hilton 540.985.5900 HotelRoanoke.com	 The Inn at Virginia Tech and Skelton Conference Center 877.200.3360 InnAtVirginiaTech.com	 Natural Bridge Historic Hotel & Conference Center 540.291.2121 NaturalBridgeVa.com	 Roanoke Higher Education Center 540.767.6013 Education.edu	 Salem Civic Center 540.375.3004 SalemCivicCenter.com

PLAN YOUR BLUE RIDGE MEETING AT VisitVBR.com/Meetings

\$700

October 2020 Issue

Each property receives:

- ✓ 1 Image
- ✓ Phone & website
- ✓ Property description in the editorial section.

RECREATION NEWS



101,000 circulation/month 250,000+ readers/month \$108,500 average income 49 DAYS off per year 11 TRIPS taken per year

Recreation News will produce a pull-out feature of Virginia stories in its April print and digital editions. We'll be spotlighting the state in a travel-oriented story, photos, plus an economical advertising section. It's the ideal way to promote your destination to hundreds of thousands of federal government workers in the Washington, Maryland, Northern Virginia area. Recreation News is the largest travel newspaper in the Mid-Atlantic. Our readers are largely recession-proof upper level government workers in the Washington/ Baltimore area. The official publication of government's rec associations for more than 38 years.

Print Distribution: 101,000
Digital Circulation: 120,000
(with 50,000 downloads)

\$250

April 2020 Issue

Each property receives:

- ✓ 1 Image
- ✓ Phone & website
- ✓ Property description in the editorial section.



VBR E-NEWSLETTER PROGRAM



VBR E-Newsletter Niche Market Program Partner Option

Visit Virginia's Blue Ridge has worked hard to obtain an **opt-in database of over 43,000**. Within this database, we have opt-ins for niche markets.

Be featured in one of the two second row spots!

- ❑ **Outdoors (13,250+)**
May and August
- ❑ **Arts & Culture (13,000+)**
March and October
- ❑ **Family Fun (8,800+)**
June and November

\$300

Each property receives:

- ✓ Image
- ✓ Brief Description
- ✓ Link to Partner Website

The screenshot shows the Virginia's Blue Ridge e-newsletter interface. At the top, there's a navigation bar with links for GALLERIES, MUSIC, PERFORMING ARTS, MUSEUMS, FEATURED EXHIBITS, and BLOG. The main content area features a large banner for "10 EXPERIENCES FOR ART LOVERS" with a "learn more >" link. Below this are two featured event spots, each with an image, a title, a brief description, and a "SEE MORE" button. The bottom section is a grid of event listings with titles, dates, and locations.

10 EXPERIENCES FOR ART LOVERS
learn more >

YOUR Premier Live Entertainment!
Berglund Center is Western Virginia's premier full-service facility with live entertainment for all audiences!
SEE MORE

Pop Culture Meets Fine Art
Experience works by the world's top Pop artists - Warhol, Lichtenstein, Haring, and more - in the new exhibit, "POP Power from Warhol to Koons."
SEE MORE

IDEAS FOR DINNER & A SHOW	OPEN STUDIOS BOTETOURT	LOCAL HISTORY GRANDIN THEATRE
The Rocky Horror Show Ferrum College October 24-26	The Kingdom Choir Moss Arts Center at Virginia Tech October 25	Harvest Time Booker T. Washington National Monument November 2
Romeo & Juliet Mill Mountain Theatre October 24-26	Blue Ridge Folklife Festival Ferrum College October 26	John Prine Berglund Center November 2
Goodnight Moon, The Magical Musical Hollins University October 24-26	Roanoke Symphony Orchestra - Mozart & Sallieri duPont Chapel October 29	So You Think You Can Dance LIVE! 2018 Salem Civic Center November 4
Blue Ridge Potters Guild Show & Sale Patrick Henry High School October 25-27	Joan Shelley & Jaka Xerxas Fossil The Spot on Kirk November 1	Russell Ballet Theatre - Swan Lake Jefferson Center November 5

SEE MORE EVENTS

VBR E-NEWSLETTER PROGRAM



VBR E-Newsletter Featured Partner Program

Visit Virginia's Blue Ridge has worked hard to obtain an **opt-in database of over 43,000** for its monthly consumer e-newsletter.

Be featured in one of the two second row spots!

Consumer

- 43,000+
- Monthly

\$500

Each property receives:

- ✓ Image
- ✓ Brief Description
- ✓ Link to Partner Website

The screenshot shows the Virginia's Blue Ridge e-newsletter interface. At the top, there's a navigation bar with links for LODGING, THINGS TO DO, DINING, OUTDOORS, DEALS, and BLOG. The main content area features several articles:

- FALL FESTIVALS & EVENTS IN VIRGINIA'S BLUE RIDGE** (with a "learn more" link)
- Best Fall Color Spots**: "The locations where you can see fall foliage at its best in Virginia's Blue Ridge!" (with a "SEE MORE" button)
- Fall Weekend Itinerary**: "Your guide for how to plan an amazing autumn weekend getaway to the Blue Ridge Mountains." (with a "SEE MORE" button)
- 10 HIKES FOR FALL COLORS**
- BEST LOCAL COMFORT FOOD**
- BEST FALL MTB TRAILS**

Below these are several event listings:

- Scare Quest**: Explore Park, October 17-18, 20, 24-27
- Romeo & Juliet**: Mill Mountain Theatre, October 19-26
- PumpkinFest!**: Salem Farmers Market, October 25
- Sinatra & Friends: Simply Swingin'**: Roanoke Symphony Orchestra, Salem Civic Center, October 18
- Goodnight Moon, the Magical Musical**: Hollins University Theatre, October 19-20, 24-26
- London's The Kingdom Choir**: Moss Arts Center at Virginia Tech, October 25
- GO Outside Festival**: River's Edge Sports Complex, October 18-20
- CIAA Cross Country Championship**: Green Hill Park, October 24
- Blue Ridge Potters Guild Annual Show & Sale**: Patrick Henry High School, October 25-27
- Virginia's Blue Ridge Creature from Carvins Cove**: Carvins Cove, October 19-20
- The Rocky Horror Show**: Ferrum College Theatre, October 24-26
- Open Studios Botetourt**: Botetourt County, October 26-27

At the bottom, there's a "SEE MORE EVENTS" button and a row of four small images: a person reading, a person on a bicycle, a dog, and a person at night.

VBR E-NEWSLETTER PROGRAM



VBR E-Newsletter Customized Program

Visit Virginia's Blue Ridge has worked hard to obtain an **opt-in database of over 43,000** for e-mail communications.

This program provides the opportunity to build a custom e-mail that will be distributed to the Visit VBR database.

Customized Sponsorship

- 43,000+**
- Monthly**
 - Limit One Partner Per Month**
- Send your own customized e-newsletter to VBR's database**

\$800

Each property receives:

- ✓ Image
- ✓ Brief Description
- ✓ Link to Partner Website



Warm Up with Tastings at the Taubman

From international wines to bourbon and bacon, you're sure to have a delicious time in Virginia's Blue Ridge!

The Taubman Museum of Art in the heart of downtown Roanoke is pleased to present a trio of tasting events that are sure to warm your spirits this winter!

Wine + Dine | Thursday, January 18

Begin your evening with a wine reception and guided tour of the galleries with nationally acclaimed exhibiting artist Joan Tanner. Then retreat to an intimate theater for a guided, Spanish-themed four-course dining experience with Pablo Rodriguez, the third generation vineyard owner responsible for Hispano Bodegas wines.

International Wine Festival | Sunday, January 28

Sample more than 30 wines from around the world (along with a few craft beers for good measure!) while you enjoy live music and expertly paired hors d'oeuvres and desserts at the Fifth Annual International Wine Festival, presented by Kroger. Seasoned wine stewards will enhance your experience with tasting notes to help you discover your favorite new wines. If you're staying within a 15-minute radius of the Museum, a designated driver courtesy of Coca-Cola will even return you after the event!

Bourbon + Bacon | Friday, February 9

The name deliciously says it all: generous pours and tapas-style savory pork creations by local chefs. Round out your culinary experience with a spotlight talk by Virginia Tech Senior Instructor John Boyer about whiskey-making traditions, dance along to live music, and visit the galleries to enjoy hundreds of original works on view.

Enjoy One or More!

[Click Here to Get Your Tickets Before They're Gone!](#)

Tastings at the Taubman are generously sponsored in part by:
Kroger | Coca Cola | The Mountain FM | City Magazine

BLOG POST/ SPONSORED CONTENT



6 Fun Experiences with Starr Hill Brewery in Roanoke

Tuesday, August 27, 2019 4:00 PM by Visit Virginia's Blue Ridge



Since opening its doors in fall 2017, the **Starr Hill Pilot Brewery & Side Stage** in Roanoke has been an integral part of the craft beer scene in Virginia's Blue Ridge.

With the company's original location and presence in Charlottesville, as well as its product being distributed in local markets, Starr Hill Brewery already had a strong reputation among craft beer fans in the region, but the addition of an onsite location and tasting room helped take the experience to the next level.

Now, visitors to Virginia's Blue Ridge get to check out **#StarrCity**.

The **Starr Hill Pilot Brewery & Side Stage** is located in The Bridges development in Roanoke, and it's a perfect spot to incorporate into a variety of adventures.

It's conveniently located near Downtown Roanoke, the Roanoke River Greenway & Blueway, Mill Mountain Park, and the Blue Ridge Parkway.

As you plan the next way to be a **#trailsetter** in Virginia's Blue Ridge, here are 6 fun ways you can make Starr Hill part of the experience!

Blog Post on VisitVBR.com

- Provides long-term SEO
- Shows within VBR search
- Can drive social media to link
- VBR to share with VTC content program

\$500

Limit 1
partner per
month

FEATURED INSTAGRAM STORY



visitvbr

Following



2,096 posts

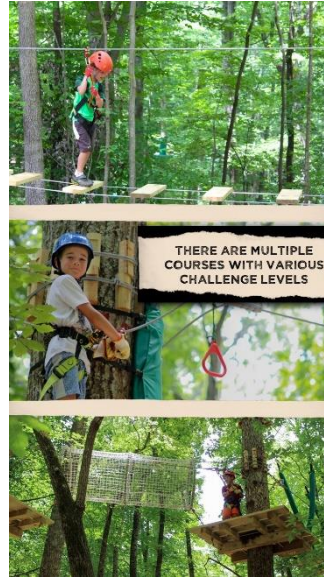
30.8k followers

513 following

Virginia's Blue Ridge

Based in #Roanoke, we are the official destination marketing organization for Virginia's Blue Ridge. Join the fun and be a #Trailsetter!

linkin.bio/visitvbr



Featured Instagram Story

- On-site photography
- Up to five images story/trivia
- VBR to post on Social Media with partner tag

\$350

Partner receives content

DTN – ONLINE ADVERTISING



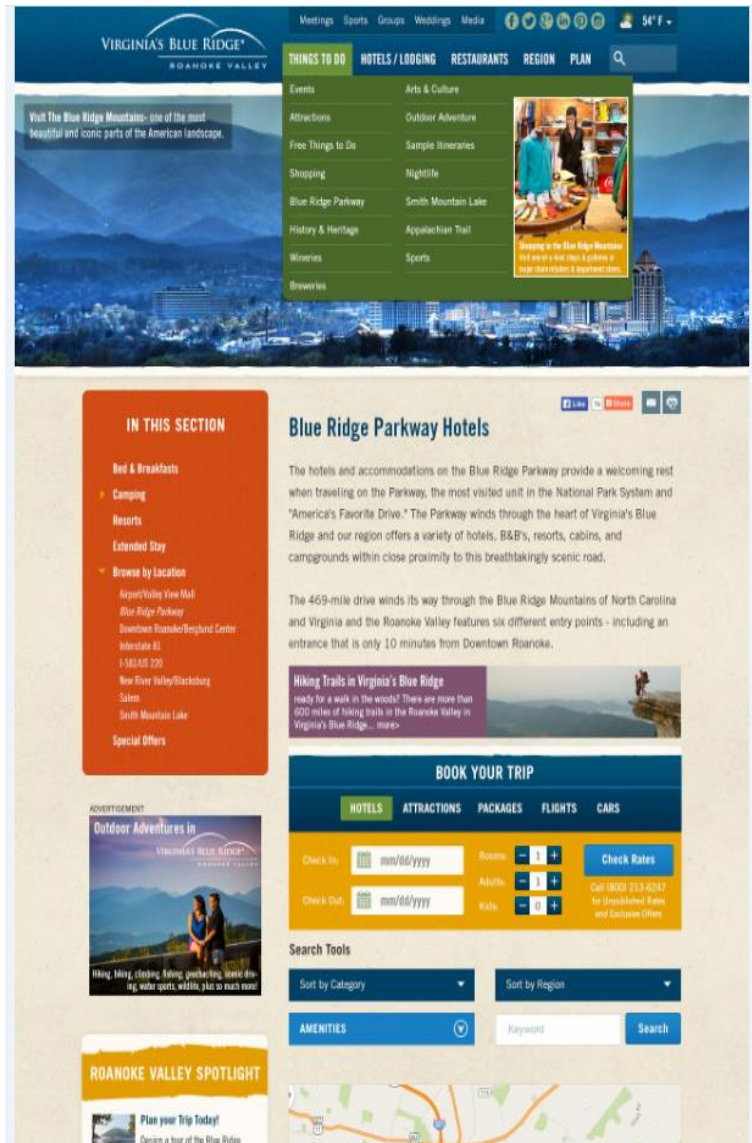
VBR's Public Relations & Marketing programs are driving more people to the website than ever before!

VisitVBR.com is up 13% from 2018 YTD with over 1.5 million unique visitors.

Online advertising can easily be tailored to meet almost any budget.

Contact us to start building your customized online marketing package.

For more information contact
Meredith E. Sasser
Account Executive
Destination Travel Network (DTN)
(703) 517-3429
msasser@destinationtravelnetwork.com



DTN- provides customized ad exposure on
VisitVBR.com

DTN – ONLINE ADVERTISING



BANNERS:

Banners have the advantage of being “Run of Site,” appearing across most pages of the website. The banner is great for branding and has a direct link to the advertiser’s website. A small number of advertisers typically rotate in the banner or you can choose to be the exclusive advertiser. Banners can be updated regularly so that the message is timely.

- Banner Size: 300x250 px
- Brief Call to Action: up to 50 characters with spaces
- Links directly to your website

PAGE SPONSORSHIPS: Prices vary per page-

Page Sponsorships are stationary banners that are affixed to a specific page of the website, offering the advertiser exclusive placement. The benefit of the page sponsorship is that it allows an advertiser to have a concentrated, highly visible presence on a specific page of the website that gives an advertiser access to their “perfect customer.”

Hiking Trails in Virginia’s Blue Ridge

ready for a walk in the woods? There are more than 600 miles of hiking trails in the Roanoke Valley in Virginia’s Blue Ridge... [more>](#)



- Horizontal Page Sponsorship Size: 1070x155 px
- Image Size: 340x100 px (or a few small thumbnail photos)
- Title Copy: Up to 40 characters
- Body Copy: Up to 80 characters
- Links directly to your website



DTN- provides customized ad exposure on

VisitVBR.com

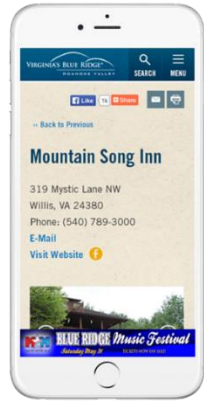
DTN – ONLINE ADVERTISING



MOBILE SPECIFIC BANNER:

If you are a restaurant, hotel, entertainment or retail venue, and someone searches for your service on their mobile device, do you think they might want to eat right now, book their room right now, or simply spend some money right now? Yes; in fact, research shows that being found by a mobile user results in a visit to the business, or a purchase, within 24 hours. This occurs 80% of the time and this is what makes mobile advertising so powerful and advantageous. Mobile advertising can have some of the highest click-through rates of any online advertising medium. Don't miss out on new customers!

- **Mobile Run of Site Banner: 320x50 px**
- **Includes brief call to action and thumbnail photo**
- **Links directly to your website**





SPOTLIGHT LINKS:

The Spotlight Text Link is extremely powerful since it appears on nearly every page of the website **“Run of Site,”** and is designed to constantly alert website visitors about unique events, promotions and attractions. A link to the advertiser's website (or other URL) is contained in the text link. Each spotlight text link participant enjoys tens of thousands of monthly page views. Spotlight text links are easy to update and can be regularly adjusted to promote different events and activities.

- **Image Size: 105x70 px**
- **Title Copy: Up to 30 characters with spaces**
- **Body Copy: Up to 45 characters with spaces**
- **Links directly to your website**

ROANOKE VALLEY SPOTLIGHT

- **Take a Hike in Craig County**
Enormous outdoor playground; 300 square miles and no traffic lights.
- **Hotel Floyd**
Unique, spacious rooms, full hot breakfast, in Floyd. Meeting & event options available!
- **Twin Creeks Brewing Company**
Cross the creeks to Great Craft Beer! Enjoy our wide variety of delicious brews in Vinton.
- **Salt Foot Sanctuary - Ahhh!**
Social like a pedicure and relaxing like a spa massage. A mini-escape at Hotel Roanoke.


FEATURED LISTINGS:

In some sections like Things to Do, Restaurants, or Hotels where there are dozens of businesses listed in alphabetical order, we recognize that businesses want to ensure that you “stand out from the crowd”. The “Featured Listing” gives you an opportunity to do so. With this program, your listing is enhanced and moved to the very top of the listing section where it will be highlighted with just a select few others. This will ensure that your business is one of the first to be seen by online users researching their options.

- **Image Size: 245x175 px**
- **Copy: Can range from 150 to 250 characters**

****Limited to 10 advertisers per category.**

FEATURED ADVERTISER

**Riddle Me Roanoke**
2067A Electric Rd
Roanoke, VA 24018
(540) 523-1771 [MAP](#) [+](#)

Whether you're a seasoned enthusiast or you're new to the whole world of escape rooms, you will find a fun, challenging, and thrilling experience for you and your friends at Riddle Me Roanoke. All of... [DETAILS](#)



FREE VBR PARTNER OPPORTUNITIES



December 13, 2019

Featured Events

FEATURED



Roanoke Times Dickens of a Christmas - City of Roanoke Christmas Parade
December 13, 2019
Downtown Roanoke/Market Area/Wells Fargo Plaza
Roanoke, VA 24011
[MAP](#) [DETAILS](#)

Calendar of Events



Flames of Memory
December 13, 2019 Recurring daily until December 15, 2019
National D-Day Memorial
3 Overlord Circle
Bedford, VA 24523
[MAP](#) [DETAILS](#)

Do you have an upcoming event? Submit it to our online calendar or email **Holly Marden (hmarden@visitvbr.com)** for more information.

Is your listing on VisitVBR.com up to date?

Be sure your listing, images, copy and amenities are updated for visitors to see! You could be listed in various sections of the website.

Add VBR with your messaging!

Access our Branding Kit at visitvbr.com/partner/branding-kit, or contact **Rachel Nunley (rnunley@visitvbr.com)** for more information.

Are you participating in VBR's Public Relations Program?

Visit VBR helped generate over 300 media mentions for Virginia's Blue Ridge and worked with over 80 travel writers, journalists and media in 2019. Contact **Taylor Spellman (tspellman@visitvbr.com)** for more information on getting involved.

