

VIRGINIA'S  
BLUE RIDGE®

# 2024 MEDIA KIT



Visit Virginia's Blue Ridge is the region's official destination marketing organization. Virginia's Blue Ridge consists of the City of Roanoke at its heart and surrounding communities within an hour radius, including the City of Salem, Botetourt County, Franklin County, and Roanoke County.



We provide information on accommodations, attractions, recreation, events, dining, and more in Virginia's Blue Ridge for convention, meetings, sports, and leisure travelers.

With over 1,500 partnerships in the local business community across multiple industries, Visit VBR aims to attract visitors to the region to experience a metro mountain adventure and discover what makes this region a fantastic place to live, work, and play.

# WEBSITE



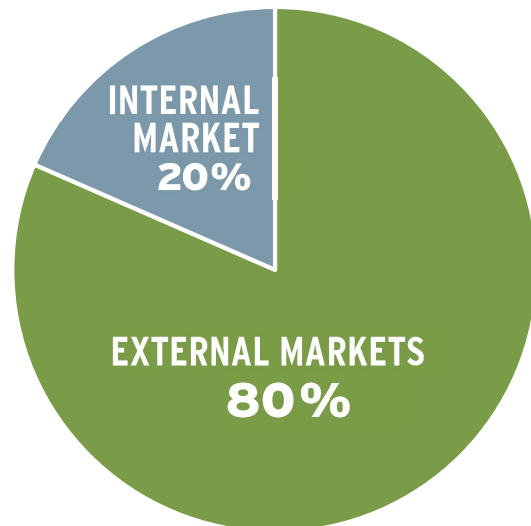
## VISIT VIRGINIA'S BLUE RIDGE DESTINATION WEBSITE - VISITVBR.COM



The Visit VBR website is a leading resource for people looking for information about things to do in the region, including special events, attractions, dining, lodging, and recreation. With nearly 80% of traffic to site coming from visitors outside the Roanoke Region, the site offers great exposure to new potential visitors and customers.



75% of traffic to the website is people viewing it on a mobile device



### 2023 - KEY METRICS

- 1.8 Million Unique Visitors
- 2.6 Million Total Visits
- 1.8 Million Engaged Sessions



# FREE OPPORTUNITIES



## CALENDAR OF EVENTS

Did you know the calendar of events is repeatedly one of the most visited pages on VisitVBR.com? If you have an upcoming event, submit it to our online calendar or email Holly Marden (harden@visitvbr.com) for more information.

### Featured Events

#### FEATURED



#### Dopapod

January 12, 2024  
5 Points Music Sanctuary  
1217 Maple Avenue SW  
Roanoke, VA 24016

[MAP](#) [DETAILS](#)

## VISITVBR.COM LISTING

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.

## VBR PUBLIC RELATIONS PROGRAM

Visit VBR's public relations team continues to promote Virginia's Blue Ridge as a premier travel destination through placements in national and international media outlets. In 2022, Visit VBR helped generate over 300 media mentions for the region in publications such as Southern Living, Garden & Gun, USA Today, AAA World Magazine, Washington Post, Forbes, and The Local Palate. Contact Director of PR, Kathryn Lucas (klucas@visitvbr.com) for more information!



UNITED  
Hemispheres

TRAVEL+  
LEISURE

Southern Living

THE LOCAL  
PALATE  
FOOD CULTURE OF THE SOUTH

GARDEN & GUN

10  
USA TODAY  
10Best

Forbes

NorthernVirginia  
MAGAZINE

U.S. News  
& WORLD REPORT

The Washington Post VIRGINIA

## BRANDING KIT

Access our Branding Kit at [visitvbr.com/branding](https://visitvbr.com/branding) or contact Cheryl Morales (cmorales@visitvbr.com) for more information.



# VBR E-NEWSLETTER *FEATURED PARTNER* MONTHLY PROGRAM

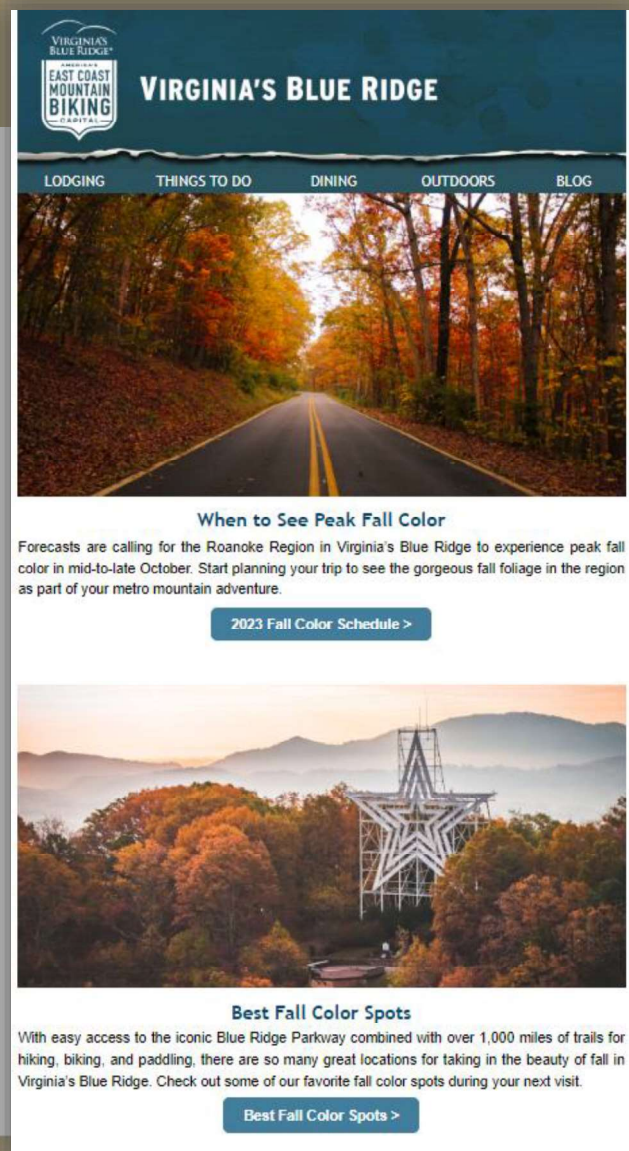


**Visit VBR sends its monthly e-newsletter to an opt-in database of over 37,000 subscribers. This targeted audience has expressed interest in learning more about the region, and the e-newsletter has an average open rate of over 30%.**

# \$500

## Participant Receives:

- ★ "Featured Header Image"
- ★ Headline/Title
- ★ 25-30 Words of Copy
- ★ Call to Action Button/Link



# VBR E-NEWSLETTER *NICHE MARKET* PROGRAM



**As part of its e-newsletter program, Visit VBR sends quarterly niche e-newsletters to target audiences interested in receiving information about specific topics.**

**The Outdoors, Arts & Culture, and Family Fun e-newsletters are distributed quarterly and offer partners the opportunity to be featured in a more focused, targeted communication.**

# \$300

## Participant Receives:

- ★ "Featured Header Image"
- ★ Headline/Title
- ★ 25-30 Words of Copy
- ★ Call to Action Button/Link

### *OUTDOORS (17,000+)*

*February, May, August, December*

### *ARTS & CULTURE (10,000+)*

*January, April, July, October*

### *FAMILY FUN (8,500+)*

*March, June, September, November*



# VBR E-NEWSLETTER *CUSTOMIZED* PROGRAM

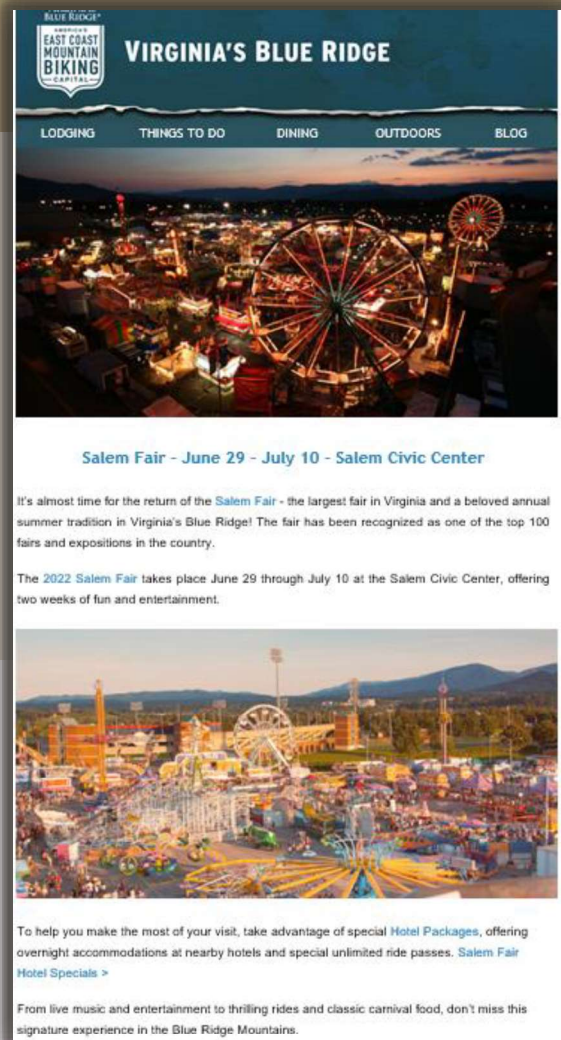


**The customized e-newsletter option provides partners the opportunity to create a customized e-mail that is distributed to the Visit VBR e-newsletter database of 37,000 subscribers. The partner will have exclusivity in the e-mail content, which can feature images, descriptive copy, and external links to partner websites and social media pages.**

# \$800

## FEATURES:

- ★ 37,000 subscribers
- ★ Exclusive Content
- ★ Monthly – limited to 1 per month
- ★ Expanded opportunities for copy and links
- ★ Tracking Report & Analytics





# VBR E-NEWSLETTER *LOCAL FEATURES* PROGRAM

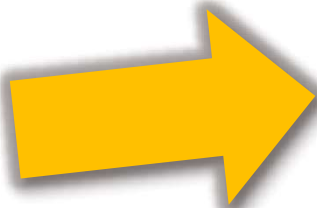


**Local Features are a quick, easy, and cost-effective way to be featured in Visit VBR's popular monthly e-newsletter, which has over 37,000 subscribers and an average open rate of over 30%. The partner will have the opportunity to provide copy and an external link.**

# \$100

## FEATURES:

- ★ 37,000 subscribers
- ★ Average open rate over 30%
- ★ 40-50 characters of copy
- ★ Link to external URL



### Top 5 Winter Activities in Virginia's Blue Ridge

Turn the Roanoke Region in Virginia's Blue Ridge into a winter wonderland for your next vacation. There are beautiful views to be discovered along the amazing hiking & mountain biking trails, and lots of indoor activities to keep everyone entertained. You'll also find many cozy spots for a romantic getaway with your special someone.

[Top 5 Winter Activities >](#)

## UPCOMING EVENTS

<b>Downtown Roanoke Restaurant Week</b> Various Restaurants Through January 25	<b>WDSJTV Elmwood on Ice</b> Elmwood Park Through January 26	<b>Will Overman &amp; John Baumann</b> The Spot on Kirk January 26
<b>Bad Mays Gone Wrong</b> Altis Productions - Pinetops January 26 - February 4	<b>5115 7th Anniversary - The Dead Reckoning</b> 5 Points Music Sanctuary January 27	<b>Forever 5 &amp; 10 Mile Trail Races</b> Jefferson National Forest January 27
<b>Cirque Mechanics</b> Moss Arts Center at Virginia Tech January 31	<b>Foy Vance w. Bonnie Bishop</b> Hershey Performance Center February 1	<b>Roanoke Rail Yard Devlop Hockey</b> Sungard Center Various Dates

[SEE MORE EVENTS](#)

## LOCAL FEATURES

Latest News from VBR Twenty24 Cycling Team

Southern Living Features the Roanoke Star

The Roanoker Magazine Spotlights Hidden Gems

Blue Ridge Outdoors: A Day in VBR

VA Business: Renovating Roanoke's 'Grand Old Lady'

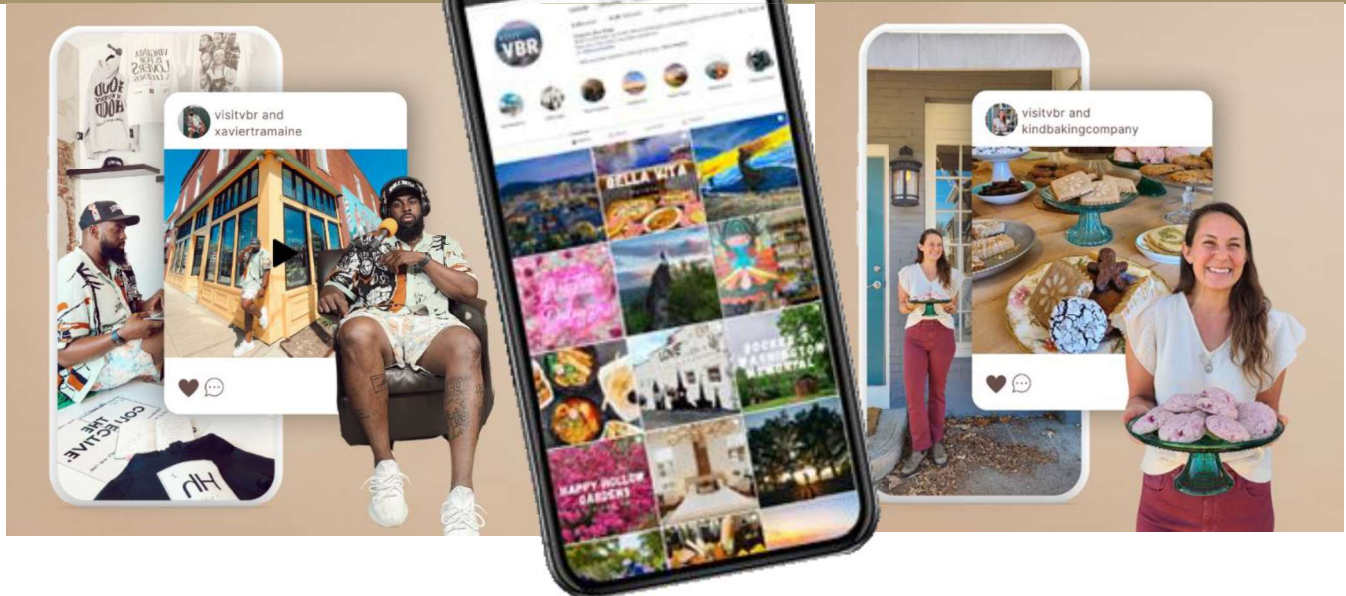
# VBR FEATURED SOCIAL MEDIA CONTENT



**Get featured on our popular Instagram and Facebook pages!  
Collectively, our pages have over 240,000 followers!**

**PRICING STARTS AT  
\$500**

**METRO MOUNTAIN ADVENTURES**  
*on Facebook & Instagram*



## Participant Receives:

- ★ A brief consultation with our Social Media Manager to determine what kind of custom content will be created to best show off your offerings
- ★ Customized content creation
- ★ A share to our Facebook and Instagram Stories with your custom content
- ★ A post on both our Facebook and Instagram pages, with a tag to your Facebook account and a collaborator tag to your Instagram account (a co-publishing feature that will allow the content to appear on your Instagram account, too!)

## VBR BLOG POST / SPONSORED CONTENT



**The Visit VBR Blog is one of the most popular sections of the Visit VBR website. A featured blog post is a unique way to expand your presence on the destination website and gain additional exposure for your business.**

# \$500

LIMIT 1 PARTNER PER MONTH

### FEATURES:

- ★ Visit VBR will assist in helping craft a relevant, professional blog post that represents you in a positive way.
- ★ Provides long-term value for Search Engine Optimization (SEO)
- ★ Content will display as a result in the Visit VBR internal site search tool
- ★ The blog post will have a unique URL that can be utilized for sharing on social media platforms and linking from other websites.

#### 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.

#### Roanoke Rail Yard Dawgs: Hockey in Virginia's Blue Ridge

Monday, November 13, 2023 7:00 AM by Visit Virginia's Blue Ridge



When it comes to hockey, Virginia might not be the first place that comes to mind. But tucked away in the heart of the Blue Ridge Mountains is the [Roanoke Rail Yard Dawgs](#), a team that's been making a name for itself in the world of professional ice hockey.



With over 32 years' experience, VistaGraphics has its roots in hospitality publishing with our first Visitors Guide in 1985. We have evolved to meet the changing demands of the marketplace with a broad platform of digital and print solutions. Our goal with all clients is to understand the expectations and then work to exceed them. VistaGraphics and VistaDigital continue to deliver exceptional products and results to partners across Virginia and the mid-Atlantic.

## PROGRAMS

### Virginia's Blue Ridge Visitor's Guide

★ STARTS AT \$1,900

### Visitor's Guide Featured Article

★ STARTS AT \$2,800

### Virginia's Blue Ridge Map

★ STARTS AT \$900

### Digital Programs

#### Virginia's Blue Ridge E-Mail Marketing Cooperative

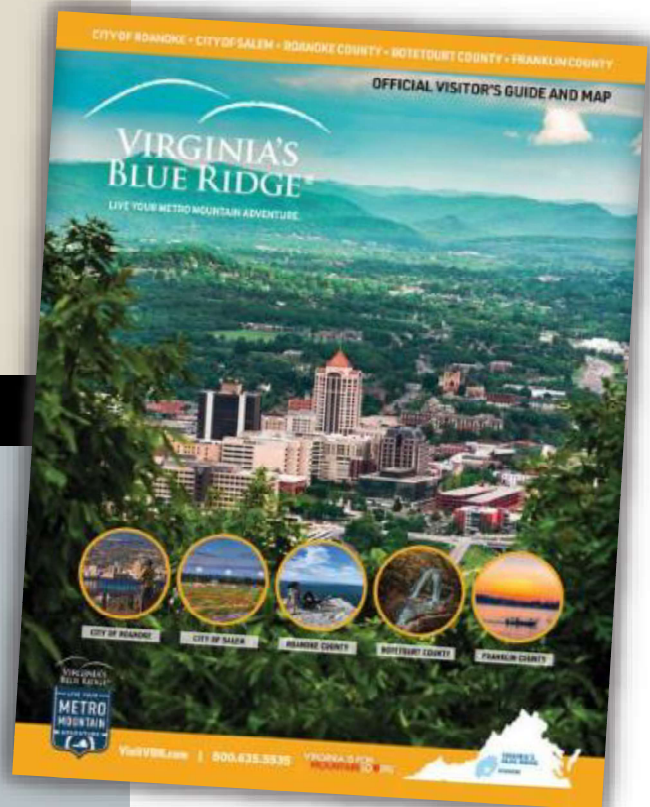
★ STARTS AT \$500 - ONLY 12 SPACES

#### Programmatic Digital Advertising

STARTS AT \$720 PER MONTH

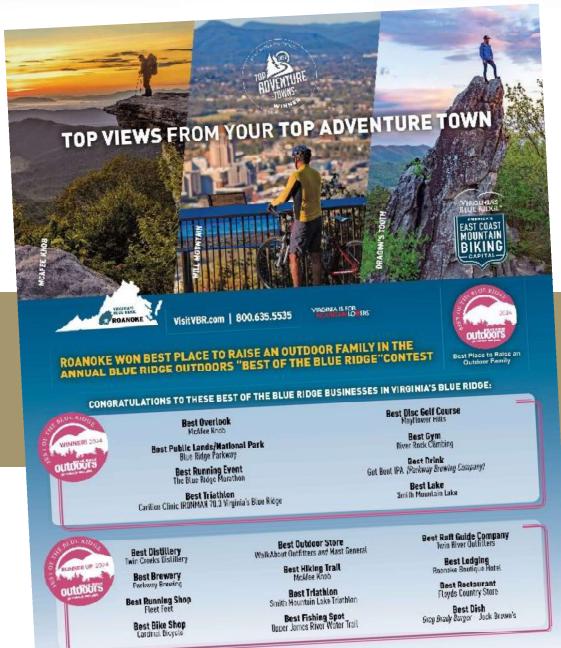
#### Streaming Digital Advertising

STARTS AT \$1,800 PER MONTH



# BLUE RIDGE OUTDOORS

VIRGINIA'S  
BLUE RIDGE®



Blue Ridge Outdoors is the leading monthly outdoor lifestyle magazine in the Southeast, with 85,000 total monthly circulation. Readers are devoted travelers and adventures, who spend their free time hiking, fishing, biking, boating, and exploring new destinations

Open for Cost-Savings Co-op Opportunities.  
Call to Discuss!

## EDITORIAL CALENDAR

February	Best of the Blue Ridge
March	Spring Fishing
April	Outdoor Family
May	Summer Music & Festivals
June	Paddling
July	Road Trips
August	Endurance
September	Biking
October	Hiking
November	Top Adventure Towns
Dec/Jan	Explore Winter



# VIRGINIA BUSINESS- VIRGINIA MEETING & CONFERENCE PLANNER



This special section is bound in the October issue of Virginia Business, reaching over 27,500 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.

# \$700

**PLAN A METRO MOUNTAIN MEETING  
IN VIRGINIA'S BLUE RIDGE**

- ★ OVER 1,000 MILES OF TRAILS
- ★ ACCESSIBLE BY AMTRAK
- ★ WALKABLE DOWNTOWN
- ★ TWO CONVENTION CENTERS
- ★ VBR MEETING INCENTIVE PROGRAM

For more information, contact  
Rachel Baxley at [rbaxley@visitvbr.com](mailto:rbaxley@visitvbr.com)

VIRGINIA'S BLUE RIDGE  
**ROANOKE**

[VISITVBR.COM](http://VISITVBR.COM)

VIRGINIA'S BLUE RIDGE®



**THE HOTEL ROANOKE  
& CONFERENCE CENTER**  
CURIO COLLECTION BY HILTON

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Curio Collection by Hilton  
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**THE INN AT VIRGINIA TECH  
AND SKELTON CONFERENCE CENTER**

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Conference Center  
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## PARTICIPANT RECEIVES:

- ★ 1 Image
- ★ Phone Number & Website
- ★ Participant description in the editorial section

**virginia**  
BUSINESS



# 2025 VIRGINIA TRAVEL GUIDE



**Be a part of Virginia's primary fulfillment piece.  
The Virginia Travel Guide is used by 1 Million+ Travelers!**

# \$750

## **PARTICIPANT RECEIVES:**

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

Reach millions of visitors planning their Virginia vacations. Put the power of Virginia's 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.



# VISITVBR.COM ADVERTISING WITH DTN



## WHAT DO YOU NEED FROM YOUR DIGITAL PROGRAM?

- GET YOUR BRAND MESSAGE IN FRONT OF A LARGE **VISITOR AUDIENCE**
- REDUCE ADVERTISING WASTE BY **TARGETING QUALIFIED PROSPECTS** WHO ARE READY TO SPEND
- SEW YOUR MARKETING MESSAGE INTO **CONTENT THAT ALIGNS WITH YOUR BRAND VALUES** & THAT YOUR CUSTOMERS TRUST
- A **FLEXIBLE PROGRAM** THAT MEETS YOUR MARKETING + BUDGET GOALS
- **ASSISTANCE WITH CRAFTING CONTENT** THAT WILL TURN PROSPECTS INTO CUSTOMERS
- **NO-COST UPDATES TO YOUR CONTENT CREATIVE** TO ALIGN WITH YOUR MESSAGE WITH YOUR CURRENT MARKETING CAMPAIGNS
- **REAL DATA INSIGHTS** ABOUT YOUR PROGRAM'S PERFORMANCE SO YOU CAN MAKE SOUND BUSINESS DECISIONS

## NEXT STEPS

**EMAIL A CONSULTANT**  
[Advertising@DTNads.com](mailto:Advertising@DTNads.com)

**PLACEMENT SAMPLE PAGE**  
[VisitVBR.com/DTN-Placements](http://VisitVBR.com/DTN-Placements)

**DIGITAL MEDIA KIT**  
[VisitVBR.com/DTN-Media-Kit](http://VisitVBR.com/DTN-Media-Kit)

**ON THE WEB**  
[DestinationTravelNetwork.com](http://DestinationTravelNetwork.com)

## YEAH, WE DO THAT.



**DESTINATION  
TRAVEL  
NETWORK**

A DIVISION OF SIMPLEVIEW





VIRGINIA'S  
BLUE RIDGE®

# ADVERTISING CONTACT



**For more information or questions  
about advertising please contact:**

**Cheryl Morales  
Director of Community Relations  
[cmorales@visitvbr.com](mailto:cmorales@visitvbr.com)  
(540) 342-6025 ext. 126**

