



**VISIT VIRGINIA'S BLUE RIDGE**  
PARTNERSHIP MARKETING  
**MEDIA KIT**



# PARTNERSHIP ADVERTISING

## PROGRAM DESCRIPTIONS

### VISIT VBR eNEWSLETTERS

Visit VBR's eNewsletter programs offer the opportunity to create dynamic ads featuring images, copy, and links that are served to a targeted, highly-engaged audience interested in learning more about the region.

- **Consumer:** monthly; opt-in database of 37,000 subscribers, average open rate of over 30%  
*Participant receives:* header image, headline/title, 30-50 words of copy, call to action button/link
- **Custom eNewsletter:** custom e-mail sent to Visit VBR's consumer e-newsletter list; exclusive content featuring the participant, including images, copy, and links
- **Niche Markets (*Outdoor Recreation: 18,275 subscribers* | *Arts & Culture: 10,826 subscribers* | *Family Fun: 9,124 subscribers*):** sent quarterly; served to audience who has expressed interest in the specific subject  
*Participant receives:* header image, headline/title, 30-50 words of copy, call to action button/link

### SPONSORED BLOG POST

Expand your digital presence with a sponsored post on the Visit VBR Blog, one of the most popular sections of the Visit VBR website. The Marketing Team will assist in helping craft a relevant, professional blog post that represents you in a positive way, providing long-term value for search engine optimization. The content will display within Visit VBR's internal site search tool and the post will have a unique URL that can be used for sharing on social media platforms and linking from other websites and emails.

### SPONSORED SOCIAL MEDIA FEATURE

Visit VBR's marketing team will work with you to create a custom piece of content for our Facebook & Instagram channels, which have over 250,000 followers. This program includes a consultation with Visit VBR's Social Media Manager, customized content, priority scheduling, a share on our Facebook & Instagram stories, and collaborator tags so the content will also be posted on the participant's social media pages.

### PAID SOCIAL MEDIA ADVERTISING CAMPAIGN

Be part of Visit VBR's targeted social media advertising program on Facebook & Instagram. Visit VBR will assist in building a Facebook advertising campaign (*Facebook & Instagram*) that serves targeted ads to the customer's intended audience. This program will also include reporting analytics showing engagement, impressions, reach, and other relevant metrics. **Minimum spend: \$2,000**

### GOOGLE PERFORMANCE MAX ADVERTISING CAMPAIGN

The Google Performance Max program is a great way to leverage Google's extensive network of advertising channels and platforms. Visit VBR will assist in helping craft a PMAx campaign that serves the partner's content across mediums such as YouTube, paid search, display, email, and others to a targeted audience. **Minimum spend: \$2,500**

### PAID VIDEO ADVERTISING CAMPAIGN

For partners that have existing commercials and professional videos, Visit VBR's paid video advertising program provides the opportunity to serve dynamic videos to targeted audiences across various digital video platforms, including Connected TV and YouTube. **Minimum spend: \$5,000**

*NOTE: Production and video creation is not included in this program. Partner must have an existing video ready for promotion.*

### 3RD PARTY CO-OP PROGRAMS

Additional digital co-op opportunities are available through partnerships with *Sojern, Vista Graphics, Blue Ridge Outdoors, Media One, and Virginia Business.*

For additional information of being a Visit VBR Marketing Partner, contact **Shannon Terry** at 540-342-6025, ext. 117 or [sterry@visitvbr.com](mailto:sterry@visitvbr.com)

## MARKETING PARTNER PLAN OPTIONS

	BRONZE	SILVER	GOLD	PLATINUM	TITANIUM
<i>Investment</i>	<b>\$1,000</b>	<b>\$2,500</b>	<b>\$5,000</b> <i>Minimum 3 month duration</i>	<b>\$10,000</b> <i>Minimum 3 month duration</i>	<b>\$25,000</b> <i>Minimum 6 month duration - annual duration preferred</i>
<i>Estimated Value</i>	\$1,500	\$2,800	\$6,100	\$12,000	\$27,350
Consumer eNewsletter Featured Partner	x1	x2	x3	x3	x4
Custom eNewsletter		x1	x1	x2	x3
Niche eNewsletter Featured Partner			x1	x3	x3
Social Media Feature	x1	x1	x2	x2	x4
Paid Social Campaign			\$2,000	\$2,500	\$5,000
Photography Rights from Social Feature	✓	✓	✓	✓	✓
Blog Post/Sponsored Content			x1	x2	x3
Google PMA Campaign				\$2,500	\$5,000
Video Campaign					\$5,000
Blue Ridge Outdoors Co-Op					\$1,000
Annual Meeting Sponsorship				✓	✓
Participation in Media FAM Tour					✓

## EVENT PACKAGES

Event packages must be purchased 90 days prior to the event.

	STANDARD	PREMIER
<i>Investment</i>	<b>\$2,000</b>	<b>\$4,500</b>
<i>Estimated Value</i>	\$3,050	\$5,850
Consumer eNewsletter Featured Partner	✓	✓
Custom eNewsletter	✓	✓
Niche eNewsletter Featured Partner		✓
Social Media Feature	✓	✓
Paid Social Campaign		\$2,500
Photography Rights from Social Feature	✓	✓
Blog Post/Sponsored Content	✓	✓
Event Preview Blog Post – Feature		✓

## INDUSTRY SUPPORTER PACKAGE

<i>Investment</i>	<b>\$2,000</b>
<i>Estimated Value</i>	\$2,300
Sponsored Consumer eNewsletter	x1
Custom eNewsletter	✓
Sponsored Visit VBR Blog Post	✓
Blog Post/Sponsored Content	✓

## À LA CARTE OPTIONS

Consumer eNewsletter - Featured Partner	\$500
Niche eNewsletter (Outdoors, Arts & Culture, Family Fun) - Featured Partner	\$300
Custom eNewsletter	\$800
Consumer eNewsletter - Local Feature	\$100
Blog Post/Sponsored Content	\$500
Social Media Feature	\$500
Blue Ridge Outdoors Co-op	\$1,000
Virginia Business Co-op	\$700
Virginia Travel Guide	\$750

If you have any questions, please contact:

**Shannon Terry**

*Creative Design Senior Manager*

101 Shenandoah Avenue, NE | Roanoke, VA 24016

☎ (540) 342-6025, ext. 117

✉ [sterry@visitvbr.com](mailto:sterry@visitvbr.com)

🌐 [visitvbr.com](http://visitvbr.com)

