



VIRGINIA  
RESTAURANT • LODGING • TRAVEL  
ASSOCIATION

## 2017 MEDIA KIT



# RESTAURANT

# LODGING



# TRAVEL

— UPDATED APRIL 6, 2017 —

## MEET THE **VIRGINIA RESTAURANT, LODGING & TRAVEL ASSOCIATION**

### VRLTA

The Virginia Restaurant, Lodging & Travel Association (VRLTA) has represented the Commonwealth's restaurants, hotels and travel attractions for nearly 80 years.

The Association began in the 1930s and '40s as three separate associations with a common goal—protecting the hospitality and tourism industries of Virginia. In 1993, the Virginia Hotel & Motel Association, Virginia Restaurant Association and Virginia Travel Council came together under the umbrella Virginia Hospitality & Travel Association.

Today, the association operates as the Virginia Restaurant, Lodging & Travel Association. A name that honors the roots of the three originating establishments. A designation that clearly aligns our brand with our member base and ensures Virginia's elected officials know who we represent.

### **MEMBERSHIP**

Today, the association consists of nearly 1,400 of Virginia's restaurants, hotels, travel attractions and more.

#### **2017 VRLTA ADVERTISING + SPONSORSHIP**

Contact [advertising@vrlta.org](mailto:advertising@vrlta.org) or 804-288.3065 for more information.

# PRINT

## INSIDE VIRGINIA HOSPITALITY

VRLTA's industry magazine highlighting industry news and updates for both members and non-members. The publication mails three-times a year in January (prior to the General Assembly Session), the summer and the fall.

Calendar	Materials Due	Delivery
Winter	12/12/2016	1/9/2017
Spring	3/13/2017	4/6/2017
Summer	6/12/2017	7/3/2017
Fall	9/11/2017	10/2/2017

### Distribution

2,500 members and non-members



### Ad Rates

AD	SIZE	MEMBER RATE	NON-MEMBER RATE
Full Page	9" x 10.875"	\$1,140	\$1,990
Back Cover	9" x 8"	\$1,140	\$1,990
1/2 Page	7.625" x 4.7"	\$850	\$1,150
1/4 Page	3.7" x 4.7"	\$510	\$810

- Full Page & Back Cover (excluding top) add .125" Bleed all sides
- Multi-issue discounts available

### 2017 VRLTA ADVERTISING + SPONSORSHIP

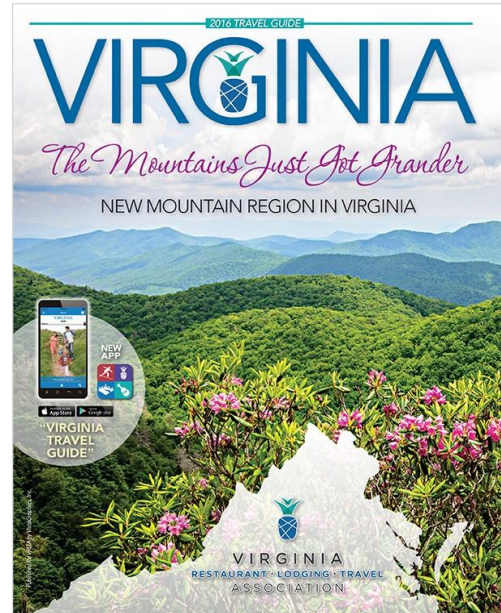
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## ANNUAL TRAVEL GUIDE

VRLTA's Annual Travel Guide, published for more than 20 years, includes content and information covering each of Virginia's 10 Tourism Regions as well as lists of VRLTA members in each city. The guide delivers in the first quarter to Virginia's Welcome Centers, travel professionals, AAA offices and more.

### Distribution

200,000 copies printed annually and available in digital version on the VRLTA website, [VRLTA.org](http://VRLTA.org).



### Ad Rates

AD	SIZE	MEMBER RATE	NON-MEMBER RATE
2-Page Spread	16.5" x 10.5"	\$11,520	\$15,250
Full Page	8.25" x 10.5"	\$6,489	\$8,473
2/3 Page Vertical	5.5" x 9.75"	\$5,378	\$7,233
1/2 Page Vertical	3.625" x 9.75"	\$3,629	\$5,408
1/2 Page Horizontal	7.5" x 4.75"	\$3,629	\$5,408
1/3 Page Vertical	2.375" x 9.75"	\$3,079	\$4,345
1/3 Page Block	5.5" x 4.75"	\$3,079	\$4,345
1/4 Page Vertical	3.625" x 4.75"	\$2,547	\$3,653

- 2-Page Spread & Full Page add .125" bleed all sides
- Smaller sizes available

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# DIGITAL

## VRLTA.org

VRLTA's website is where industry and members turn for the latest news, information, and resources. The website was relaunched in November 2015 to incorporate the associations new branding and a mobile optimized design.

### Average Monthly Visitors

1,500 Visitors

### Average Monthly Pageviews

6,000 Pageviews

### Ad Rates — for 1 month run

AD	DIMENSIONS	MEMBER RATE	NON-MEMBER RATE
Homepage Rotator	1000 x 320	\$750	\$1,000
Homepage Box Ad	341 x 248	\$250	\$500

- 10% Discount applied for multiple months

The screenshot shows the VRLTA.org website homepage. A red box labeled 'ROTATOR' points to a banner at the top right advertising the 'VIRGINIA RESTAURANT & LODGING EXPO' with the text 'Everything to make your operation run FASTER, CLEANER, BETTER, EASIER.' Another red box labeled 'BOX AD' points to a 'NETWORKING' advertisement on the left side of the page.

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# VRLTA eNEWS

VRLTA's bi-weekly email newsletter is distributed to the Association's database of 1,000 member emails. The newsletter provides members with association news and includes news headlines, political updates and upcoming events.

## Ad Rates — per issue

AD	DIMENSIONS	MEMBER RATE	NON-MEMBER RATE
Header Banner	700 x 140	\$200	\$300
Box Ad + Copy	~ 200 x 200	\$200	\$300

- Multi-issue discount available

The image shows three examples of advertising and sponsorship opportunities in the VRLTA eNEWS newsletter. Red boxes and arrows highlight specific elements:

- HEADER BANNER:** A banner for 'FAB ERPO' (Food and Beverage Expo) is shown at the top of the newsletter, with an arrow pointing to it from the 'HEADER BANNER' label.
- BOX AD + COPY:** A 'PARTNER SPOTLIGHT' for Heartland Payments Systems is shown on the right side of the newsletter, with an arrow pointing to it from the 'BOX AD + COPY' label.

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