



VIRGINIA
RESTAURANT • LODGING • TRAVEL
ASSOCIATION

2016 MEDIA KIT



RESTAURANT

LODGING



TRAVEL

– UPDATED MARCH 25, 2016 –

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.

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
January	12/1/2015	1/11/2016
Summer	5/1/2016	6/3/2016
Fall	8/1/2016	9/21/2016

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

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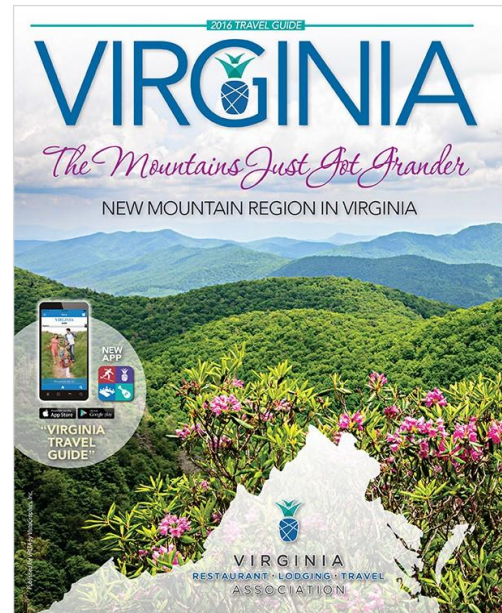
Contact advertising@vrlta.org or 804-288.3065 for more information.

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.



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

1,800 Visitors

Average Monthly Pageviews

6,100 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. At the top, there is a navigation bar with links for Membership, Chapters, Register, Government Affairs, Events, Education/Innovation, and About Us. Below the navigation bar is a large banner area. On the left side of this banner, there is a 'ROTATOR' advertisement for an event on October 24-25, 2016, in Richmond, VA. On the right side, there is another advertisement for a 'RESTAURANT & LODGING EXPO' with the tagline 'Everything to make your operation run FASTER, CLEANER, BETTER, EASIER.' Below the banner is a section titled 'Representing Virginia's Hospitality & Tourism Industries' with a 'SAVE THE DATE!' button. To the right of this section is a 'Sign In' form. Below the main content area, there is a 'BOX AD' for 'NETWORKING' with a red circular logo. To the right of the box ad is a 'Latest news' section and a 'Calendar' section. At the bottom of the page, there are logos for 2016 VRLTA Partners: Comcast Business, Performance, Reinhart, and snagajob. The footer contains the organization's mission statement and contact information.

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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	560 x 140	\$200	\$300
Box Ad + Copy	183 x 200	\$200	\$300

- Multi-issue discount available

The image displays three examples of VRLTA eNews newsletters. The first is the main newsletter, featuring a top banner for the 2016 Annual Member Meeting, a 'TOP STORY' section, and various news items. The second is a 'VRLTA KICKS-OFF GREATER PRINCE WILLIAM CHAPTER' newsletter, which includes a 'HEADER BANNER' for Sysco. The third is a 'PARTNER SPOTLIGHT' newsletter, featuring a 'BOX AD + COPY' for Heartland. Red boxes and arrows highlight these specific advertising opportunities.

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