

PRICES STARTING AT \$895

BLUE RIDGE
outdoors
go outside and play.

VIRGINIA
IS FOR
OUTDOOR
LOVERS

PROMOTE OUTDOOR ADVENTURE TRAVEL

FY24 APPROVED CO-OPS + BUNDLES
PRINT | CUSTOM CONTENT | DIGITAL | SOCIAL

LET BLUE RIDGE OUTDOORS BRING YOUR VIRGINIA ADVENTURE TRAVEL STORY TO LIFE

Blue Ridge Outdoors is a FY24 approved
“VIRGINIA IS FOR LOVERS” Industry Advertising
Co-Op. Virginia tourism partners have the
opportunity to choose up to 4 issues (print) and 4
months (digital) at the discounted co-op rates!

What *Blue Ridge Outdoors* Can Do For You:

- **Customized marketing plan** implementing the VTC campaigns—or your new initiatives!
- **Discounts of over 50%** as part of the VTC Co-Op program.
- **Creative services** from professional designers at *Blue Ridge Outdoors*, and our sister agency Mountain High Media.
- **Leads** from a Virginia Adventure Giveaway. Partners who run in September 2023 and/ or May 2024 will receive leads from a print and digital giveaway featuring a Virginia destination.

VTC PRINT ADVERTISING RATES

2-Page Spread

COST: \$7,000 (Value \$14,400)

Full Page Ad

COST: \$4,000 (Value \$8,000)

1/2 Page Ad

COST: \$2,400 (Value \$4,800)

1/4 Page Ad

COST: \$1,450 (Value \$2,900)

ADVERTORIAL IN ADVENTURE GUIDES:

To utilize these sizes for Advertorial, you must add on the **Digital Content Flight** below.

COST: \$895

VTC DIGITAL FLIGHTS AT OVER 25% OFF

Digital Content Flight

COST: \$895
(Value \$1,195)

- Sponsored Post on Homepage for one week
- Boosted Facebook Share of Sponsored Post
- 1x E-Newsletter Story Share of Sponsored Post

Digital Branding Flight

COST: \$1,295
(Value \$1,795)

- Standard Banner ROS Ad For One Month (728x90, 300x250 or 300x600)
- 1x E-Newsletter Branding Ad
- 2x Instagram Story Sets (3 Tiles Per Set)

FY24 Editorial Plan and Specs

JULY 2023

The Road Trips Issue

+ Beyond the Blue Ridge & Coastal Exploration + Destination Adventure Road Trip Adventure Guide

RESERVE BY: **6/1/23**
 ADS DUE: **6/5/23**

AUGUST 2023

The Parks and Public Lands Issue

+ Back to School: College Adventures + The Parks Adventure Guide + Outdoor Happenings Event Calendar

RESERVE BY: **6/30/23**
 ADS DUE: **7/5/23**

SEPTEMBER 2023

The Biking Issue

+ Colorful Getaways + The Biking Adventure Guide

RESERVE BY: **8/1/23**
 ADS DUE: **8/4/23**

OCTOBER 2023

The Hiking Issue

+ Fall Fishing + The Hiking Adventure Guide

RESERVE BY: **9/1/23**
 ADS DUE: **9/5/23**

NOVEMBER 2023

Top Adventure Towns Issue

+ Craft Beverages + Go Outside and Play - 24 & 48-Hour Adventure Itineraries + Gear Up: Holiday Gear Guide

RESERVE BY: **10/2/23**
 ADS DUE: **10/5/23**

DEC '23/JAN '24

The Winter Adventure Issue

+ Gear for the New Year + The Winter Adventure Guide + Outdoor Happenings Event Calendar

RESERVE BY: **11/1/23**
 ADS DUE: **11/6/23**

FEBRUARY 2024*

The Best of the Blue Ridge

+ Running & Racing + The Trails Adventure Guide

RESERVE BY: **1/3/24**
 ADS DUE: **1/5/24**

MARCH 2024*

The Spring Fishing Issue

+ Adventure Rigs: Campers, RVs, and Vans + The Fishing Adventure Guide + Outdoor Happenings Event Calendar

RESERVE BY: **2/1/24**
 ADS DUE: **2/6/24**

APRIL 2024*

The Outdoor Family Issue

+ Spring Backpacking + The Go Outside and Play Guide - 24 and 48-Hour Adventure Itineraries

RESERVE BY: **3/1/24**
 ADS DUE: **3/6/24**

MAY 2024*

Summer Music & Festival Guide

+ Camping + The Camping Adventure Guide + Festival Special Rates

RESERVE BY: **3/31/24**
 ADS DUE: **4/5/24**

JUNE 2024

The Paddling Issue

+ Lake Getaways & Swimming Spots + The Paddling Adventure Guide + Outdoor Happenings Event Calendar

RESERVE BY: **5/1/23**
 ADS DUE: **5/5/23**

*2024 Edit Plan Themes and Dates are tentative but historically likely.

Print Ad Specs

2-PAGE SPREAD

TRIM SIZE:
18 W X 10.875 H
BLEED:
18.375 W X 11.25 H
LIVE AREA:
17.2 W X 10.075

FULL PAGE

TRIM SIZE:
9 W X 10.875 H
BLEED:
9.375 W X 11.25 H
LIVE AREA
8.2 W X 10.075 H

Digital Flight Specs

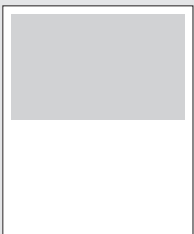
SPONSORED CONTENT

- up to 700 words of advertorial
- up to 9 photos
- optional video (in Youtube or Vimeo format)
- logo with click through link
- live on the homepage for 1 week and available on the site for at least a year

INSTAGRAM STORY

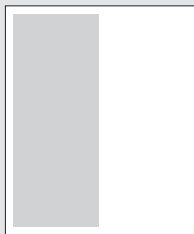
- 3 photos (1080 x 1920)
- logo(s)
- text (up to 30 words per tile)
- hashtags + links
- Can submit to BRO team to assemble or send camera-ready

1/2 PAGE Horizontal



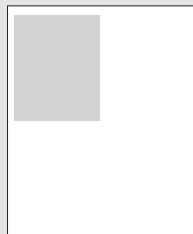
8.2W X 4.975 H

1/2 PAGE Vertical



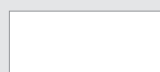
4.04 W X 10.075 H

1/4 PAGE



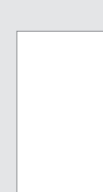
4.04 W X 4.975 H

E-NEWSLETTER ADS

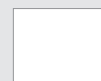


Enewsletter Block
600 x 350

STANDARD DIGITAL ADS



Wide Skyscraper:
300 x 600



Medium Rectangle:
300 x 250

Leaderboard: 728 x 90
+ 320 x 50 (mobile version)

BLUE RIDGE outdoors

go outside and play.

FY24 VTC Bundles



VTC Branding Bundle Examples:

- (4) 2-Page Spreads - **\$28,000**
- (4) Full Pages - **\$16,000**
- (4) 12 Pages - **\$9,600**
- (4) 14 Pages - **\$5,800**
- (4) Digital Branding Flights - **\$5,180**
- (4) Digital Content Flights - **\$3,580**

VTC Example Advertorial Bundle Examples:

Package includes all Adventure Guide Advertorials (1/4 Page not Available in July, November, or April)

(4) Full Page Guide Advertorials + (4) Digital Content Flights + (4) Instagram Story Sets **\$20,380**

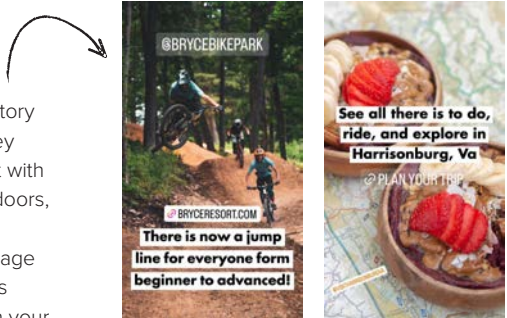
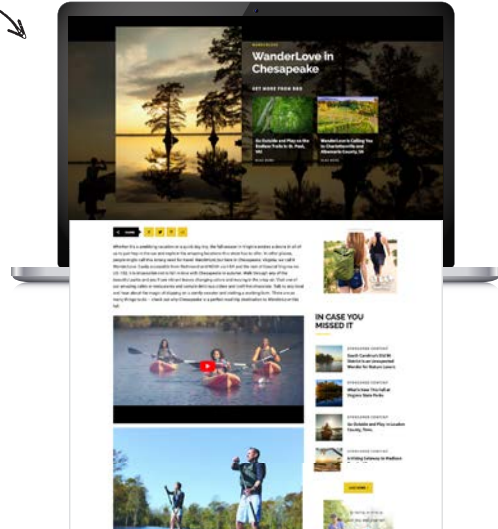
(4) 1/2 Page Guide Advertorials + (4) Digital Content Flights + (4) Instagram Story Sets **\$13,980**

(4) Digital Content Flights + (4) Instagram Story Sets **\$10,580**



85,000 total circulation — the largest FREE outdoor lifestyle magazine in the country!

Our site is the go-to platform for the engaged outdoor enthusiast and adventure traveler. Updated daily with fresh, original, and timely content spanning the region, it serves as the ultimate resource for those seeking to immerse themselves in inspirational and informative content and beautiful imagery.



Our Instagram Story Tiles create a key brand alignment with Blue Ridge Outdoors, and allow our followers to engage with your images connect through your social media handles.

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Special Custom Content Advertorial Opportunities



July 2023
Destination Adventure:
Road Trip Itineraries



August 2023
Parks Adventure Guide



September 2023
Biking Adventure Guide



October 2023
Hiking Adventure Guide



November 2023
The Go Outside and Play Guide:
Adventure Itineraries



December 2023
Perfect Winter Adventure
Guide



February 2024
Trails Adventure Guide



March 2024
Fishing Adventure Guide



April 2024
The Go Outside and Play Guide:
Adventure Itineraries



May 2024
Camping Adventure Guide



June 2024
Paddling Adventure Guide