

VIRGINIA IS FOR LOVERS

PLACES TO VISIT

THINGS TO DO

EVENTS

PLACES TO STAY

PLAN YOUR TRIP

DEALS

BLOG

 Enews
Sign Up

 Visitors
Guide

 Menu

SUMMER IN VIRGINIA

VACATION STARTS WITH VA



Summer in Virginia is a season of brilliant sunshine, epic experiences, and endless fun for all ages. With sunny days and warm evenings, it's the perfect time to explore the beauty of the Old Dominion. Paddle or fish on **serene lakes**, hike the sun-dappled trails of the Blue Ridge Mountains, or relax on the picturesque **beaches of the coast**. Discover unique **small towns**, sip on world-

ADVERTISE ON **VIRGINIA.ORG**

Connect with Travelers Planning
Their Virginia Experience

VIRGINIA
IS FOR
LOVERS

Why Advertise on **Virginia.org**

Virginia.org is the Commonwealth's official tourism website, connecting millions of motivated travelers with the inspiration and resources they need to plan their perfect Virginia trip.

Top Reasons to Partner:

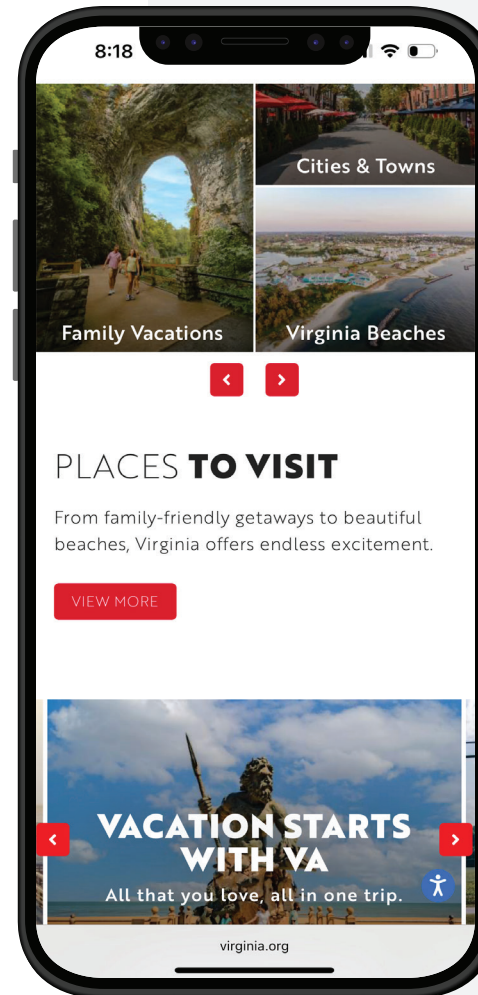
Reach an Incredibly Qualified Audience:

Virginia Tourism Corporation invests millions annually to drive visitors to Virginia. Ride the momentum to send visitors who are actively planning a Virginia vacation to your site and to your door.

Benefit from a Tailored Campaign Strategy:

We work hand in hand with you to customize campaign strategies that are tailored to your specific goals.

Increase ROI: Our team of experts will help you optimize your campaigns, so you realize maximum results.



5.4M
ANNUAL
VISITORS

13M
ANNUAL
PAGEVIEWS

68%+
MOBILE
TRAFFIC

71%
OUT-OF-STATE
VISITORS

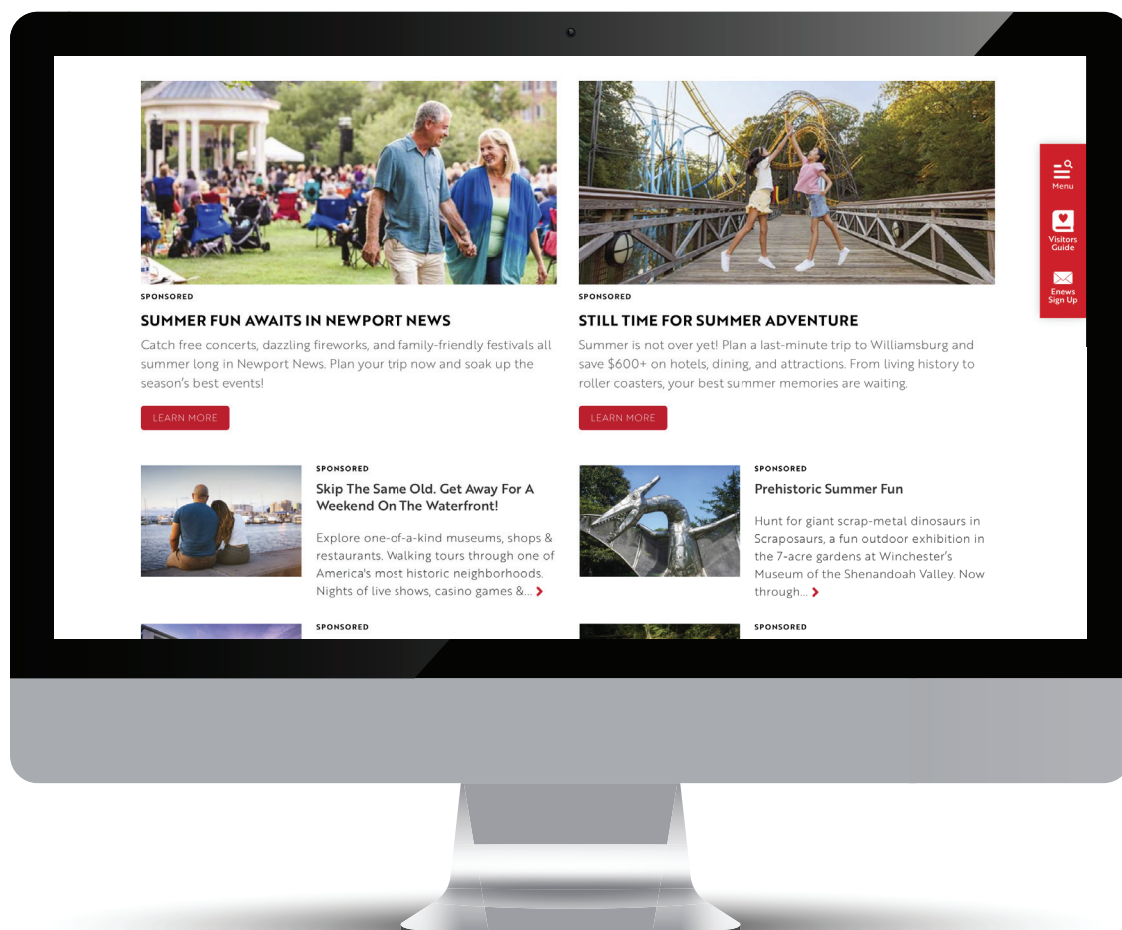
1:03
AVERAGE
TIME ON SITE

Virginia.org

Native Web Ads

RATES

IMPRESSIONS	UNIT	RATE
Run-of-site	Native Spotlight & Mobile Footer	\$16 CPM
Run-of-site	Native Rectangle	\$20 CPM



WHAT YOU GET

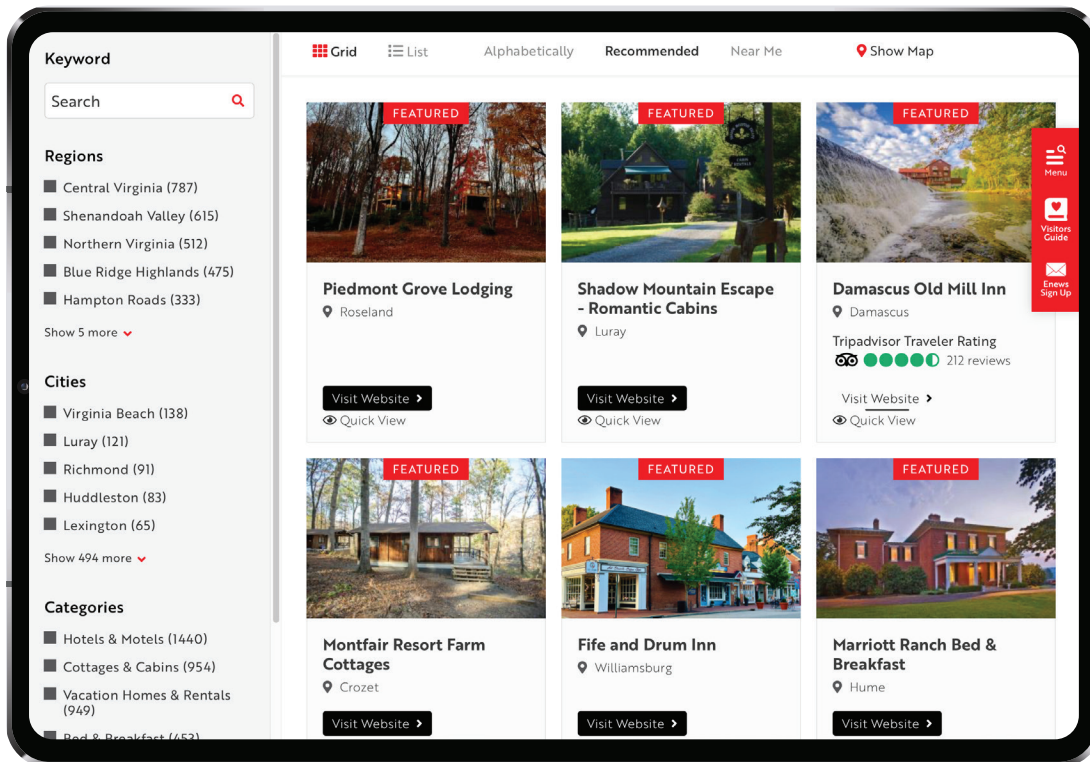
- **Advertising styled like the content** on Virginia.org, driving click-throughs to your website
- **Targeted access to consumers** actively looking for things to do and places to stay in Virginia
- One click takes users **directly to your website**

Virginia.org

Featured Business Listings

RATES

ITEM	RATE
Featured Business Listing	\$1,500/year



WHAT YOU GET

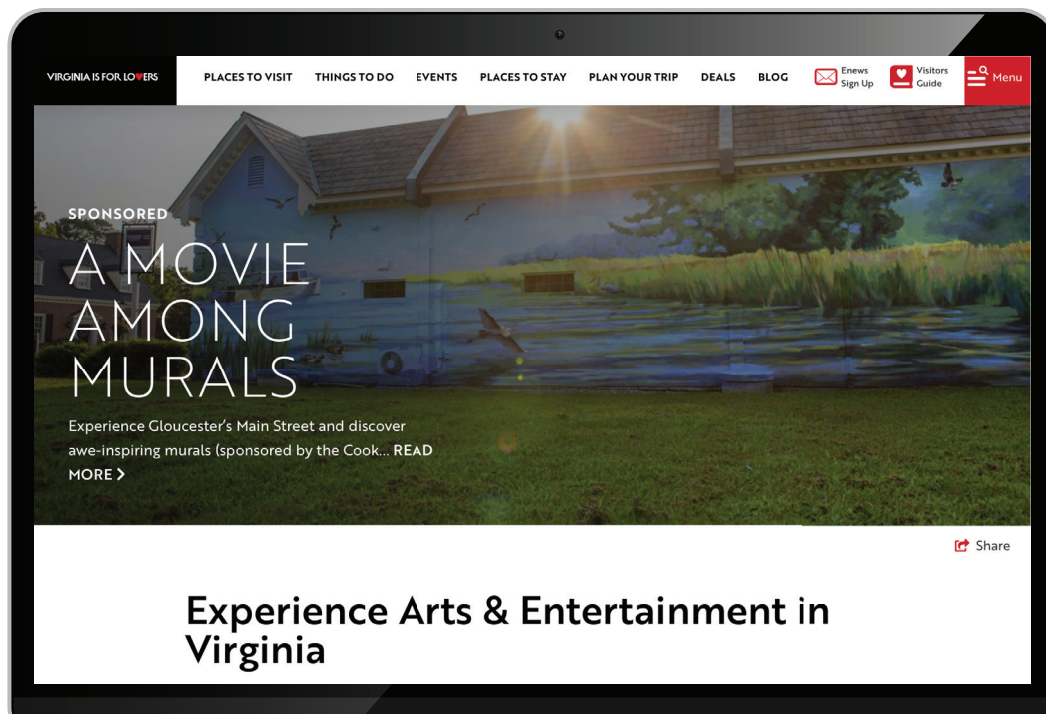
- **Premium positioning reserved** specifically for Featured Business Listings, ensuring users see you first
- **Inclusion in the category most relevant** to your business
- Differentiation from free listings, **increasing visibility and driving engagement**
- **Photos** to help tell your business' story

Virginia.org

Featured Hero

RATES

ITEM	RATE
Header	\$3,500/year
	\$2,200/half-year
	\$1,050/quarter

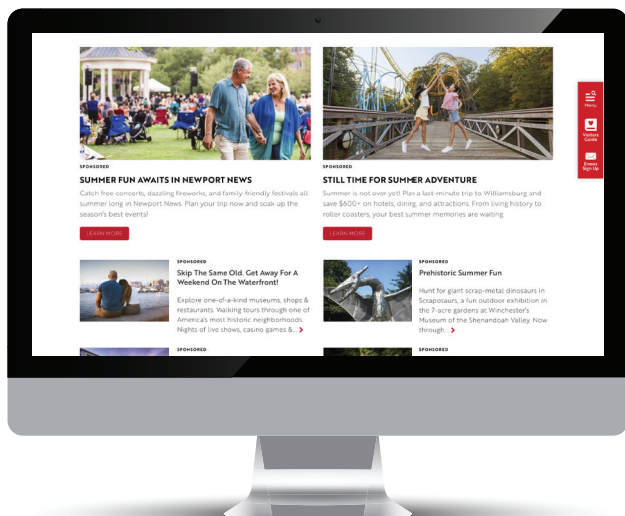
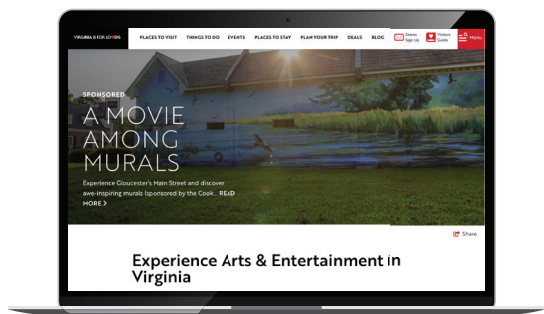
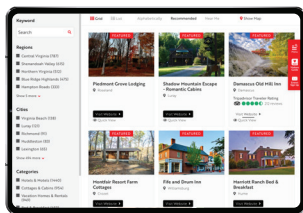


WHAT YOU GET

- The chance to tell your business' story through an **eye-catching hero image**
- **Featured placement** at the top of a contextually relevant Virginia.org landing page
- One click takes users **directly to your website**

2026 Rate Card

Virginia.org



WEB ADVERTISING OPPORTUNITIES

NATIVE WEB ADS

RATE

Native Spotlight & Mobile Footer

\$16 CPM

Native Rectangle

\$20 CPM

FEATURED BUSINESS LISTING

RATE

Business Listing

\$1,500/year

CUSTOM CONTENT

RATE

Featured Hero

\$3,500/year

\$2,200/half year

\$1,050/quarter

Want to discuss your options?
Contact us today!



EMILY MACHEN

Director, Destination Partner Development

(800) 683-0010 EX: 4992

emily.machen@milespartnership.com