

**VIRGINIA
IS FOR
LOVERS[®]**

**VIRGINIA
2026 ADVERTISING
OPPORTUNITIES**



Partner with us.

“Tourism is a driving force of Virginia’s economy—it creates jobs, generates economic impact, and benefits businesses and communities across the state.”

With the support of the Governor, the General Assembly and our tourism partners, The Commonwealth is positioned to advance the industry even further in the next fiscal year as VTC continues to blaze trails in tourism marketing and help create vibrant communities.

We expect record numbers in travel this year, thanks to the many Americans packing their bags and hitting the roads across our state. We are excited to welcome travelers to our great state and look forward to sharing stories of all the abundance there is to find in the 2027 Virginia Travel Guide. Visitors will be inspired to create an epic journey throughout Virginia, adding stops along the way through our incredible cities and towns to enjoy unbelievable views in our great outdoors and world-class hotels, restaurants, museums, attractions and more.

At the core of our integrated marketing strategy is the Official Virginia Travel Guide. It remains a powerful tool with over a quarter million printed and distributed to visitors annually, plus a digital edition on Virginia.org. On behalf of all of us at the VTC and our marketing partners, I want you to know we appreciate your support of this comprehensive fulfillment piece. As always, we hope that you will give serious consideration to partnering with us to make the 2027 Virginia Travel Guide the most successful travel guide ever.



Rita McClenny, President & CEO
Virginia Tourism Corporation

How effective is a destination visitor guide in attracting travelers to a destination?



275,000
Printed Copies

9 OUT OF 10

hyper-informed travelers use a DMO's official website and request or view their visitor guide

69%

believe information in a visitor guide is relevant and useful in planning a trip

6 OUT OF 10


decide to visit an attraction or participate in an activity based on information in a visitor guide

Visitor guides help **85% of undecided travelers make a decision to visit** a destination.

Millennials order visitor guides earlier in their travel planning for trip inspiration.

Visitor guides generate incremental trips from undecided travelers and encourage visitors to lengthen their initial intended stays, **thus increasing spending.**

Source: DMO Visitor Guide Readership & Conversion Study by Destination Analysts, now known as Future Partners



Share what you LOVE.

INSPIRING MAGAZINE FORMAT

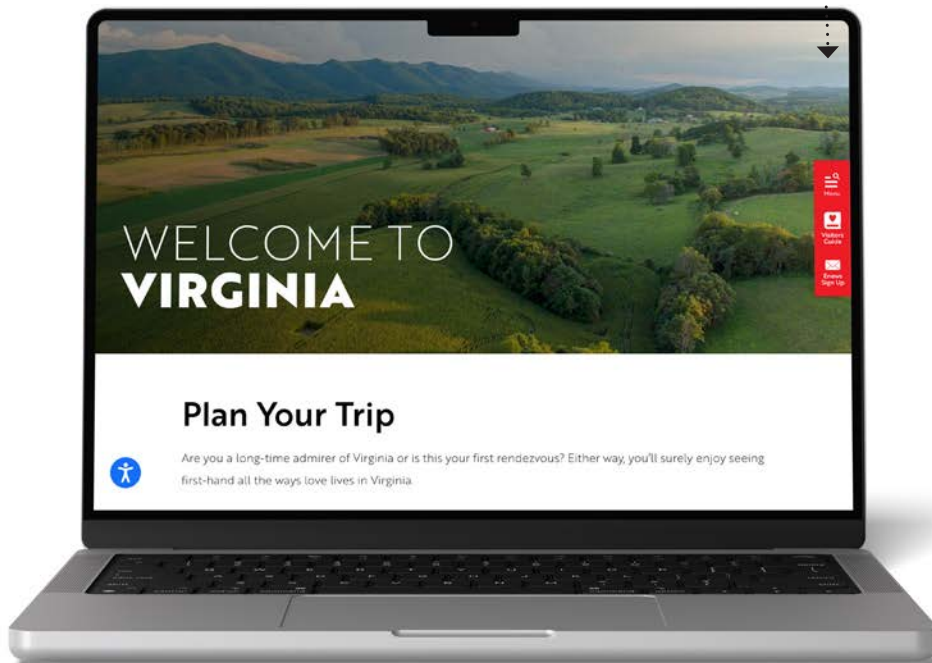
Immersive images
and design elements
**capture the reader's
attention** and convey a sense
of quality and authority.

REACH PRE-QUALIFIED VISITORS

Your ad will gain
unparalleled access to
today's highly informed
travelers at every stage of
their travel journey, from
inspiration and planning to
in-destination exploration—
for a full year!

Exposure to
13 Million+
Annual Visitors
to Virginia.org

Outreach across the state and beyond.



ANNUAL DISTRIBUTION

- Mailed throughout the year to travelers requesting the guide
- Available at welcome and visitor centers across the state
- Calls to action across Virginia.org encouraging users to order or view the guide
- In AAA offices and through VTC international marketing efforts
- Word-of-mouth distribution of the guide's content, with an estimated total print readership of 688,000
- Digital views on Virginia.org, which receives 13 million+ unique visitors annually

Get in front of travelers who are ready to spend.

OFFICIAL 2027 RATES

TRAVEL GUIDE OPPORTUNITIES

AD SIZE	RATE
Inside Front Cover	\$21,765
Inside Back Cover	\$21,470
Back Cover	\$24,115
Sponsored Content	\$28,825
Spread	\$28,825
Full Page	\$16,615
1/2 Page	\$12,700
1/4 Page	\$5,295
Featured Photo Listing	\$575
Featured Listing	\$415

LISTINGS SALES CLOSE: AUGUST 28
DISPLAY SALES CLOSE: SEPTEMBER 14

Ready to reach Virginia's travelers?
Contact us today!



EMILY MACHEN
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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.

Reach an Incredibly Qualified Audience:

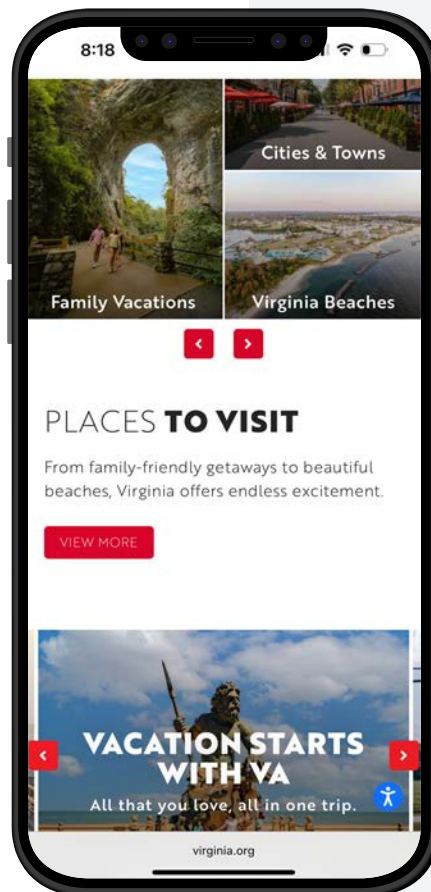
Virginia Tourism Corporation invests millions annually to drive visitors to Virginia. Ride the momentum to send visitors who are actively planning a Virginia vacation to your site and to your door.

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

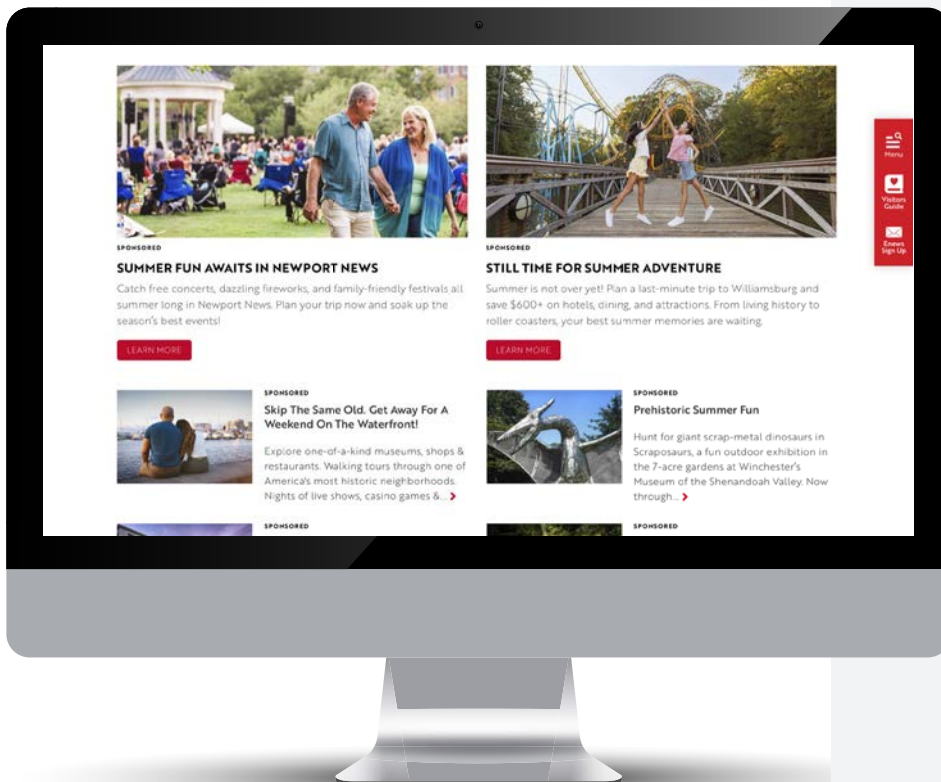
71%
OUT-OF-STATE
VISITORS

1:03
AVERAGE
TIME ON SITE

Virginia.org

Native Web Ads

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**

RATES

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

Virginia.org

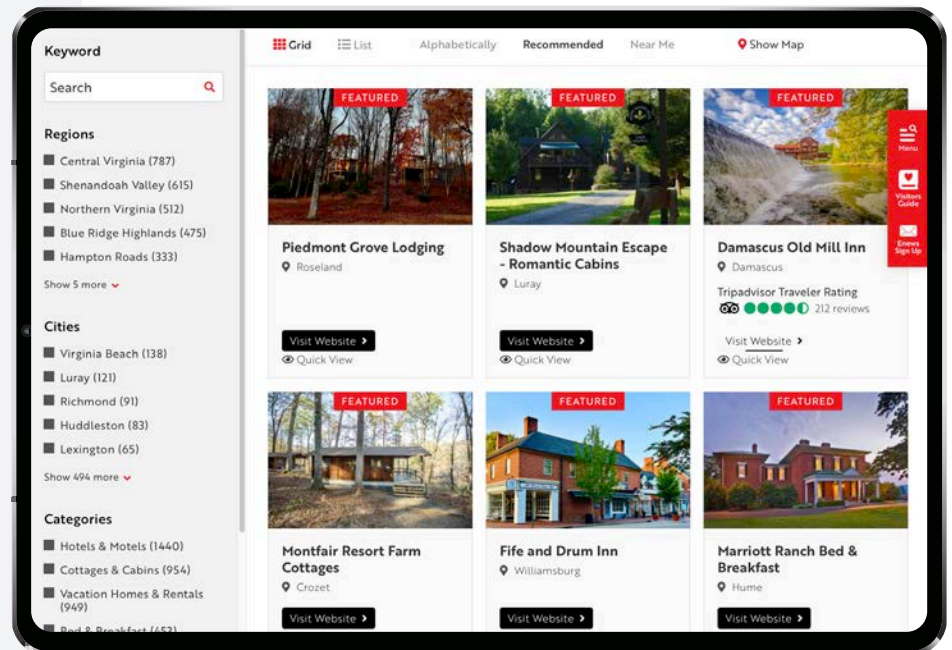
Featured Business Listings

RATES

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

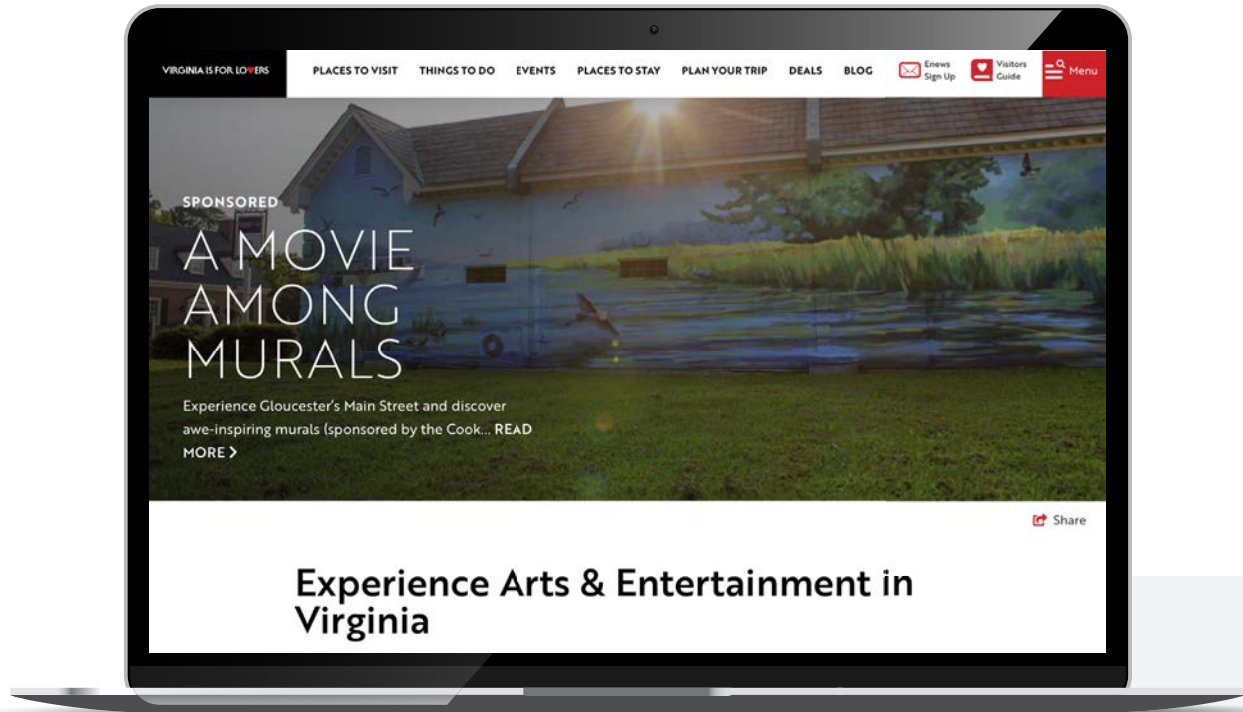
WHAT YOU GET

- **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

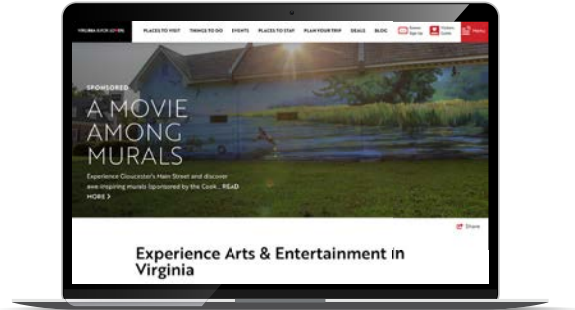
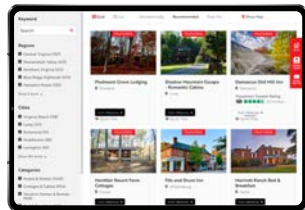
UNIT	RATE
Header	\$3,500/year
	\$2,200/half-year
	\$1,050/quarter

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

Ready to reach Virginia's travelers?
Contact us today!



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