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**Leveraging Virginia's D.C. Blitz  
and Other 2010 Opportunities**



January 20, 2010

Virginia Advertising Partner

It's no secret that Washington, D.C. and Northern Virginia are prime "feeder markets" for Virginia tourism. Virginia Tourism Corp. is repeating its Washington Blitz during April 2010 and recognizes that *Recreation News* is an affordable, effective way for you to leverage those advertising dollars being spent by the state and large attractions to make a big impression on potential visitors.

Jovandra Cox, Director of Advertising for Virginia Tourism Corp. says, "VTC has enjoyed a strong relationship with *Recreation News* over the years and we continue to encourage industry partners to utilize the publication as a cost-effective vehicle to reach one of Virginia's top target markets. CVBs and attractions can leverage the dollars being spent on the Washington, D.C. Blitz during April by placing affordable ads in *Recreation News*."

*Recreation News* offers a highly targeted, recession-proof readership of federal employees, contractors, private business employees and individuals in the Washington/Northern Virginia/Baltimore region. Below you'll find a special opportunity to bring attention to your message while the state is creating a significant impression in the minds of potential visitors.

*Recreation News* is repeating its highly successful special Virginia pricing for April, May, and June 2010 and will also offer a variety of special sections exploring particular interests such as skiing, golf, Civil War, caverns, Richmond, and the Blue Ridge Parkway. There are more details on timing, pricing, and deadlines on the next page. I hope you'll join us!

Marvin Bond  
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Recreation News  
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## Virginia Opportunities

Special pricing for:

- Ski section in December 2009
- Virginia Blitz pricing during April, May, and June 2010
- Richmond co-op in May 2010
- Blue Ridge Parkway sections in April, June, and August 2010
- Microbreweries section in March 2010
- Golf section in April 2010
- Civil War sections in March, June, September, and December 2010
- We can also create special local co-ops for your area

### Deadlines

Ad space reservation	1 <sup>st</sup> of the month prior to edition date
Ad materials if we prepare ad	10th of the month prior to edition date
Ad materials if you prepare ad	15th of the month prior to edition date

### Ad Specs and pricing for Virginia Blitz issues

Half-page ads	10.25" wide X 7" tall, or 5" wide X 14" tall	\$1600 B&W/ add \$49 for color
Quarter-page ads	5" wide X 7" tall	\$799 B&W/ add \$49 for color
Fifth-page ads	5" wide X 5" tall	\$549 B&W/ add \$49 for color
Eighth-page ads	3.25" wide X 5" tall	\$349 B&W/ add \$49 for color
Travel Guide ads	2.25" wide X 4.25" tall	\$249 B&W/ add \$49 for color

Many other sizes are available

All ads can be emailed to [publisher@recreationnews.com](mailto:publisher@recreationnews.com)

### Added-Value Features for Virginia Blitz issues

- Free run of ad in the Maryland and internet editions
- Free hot link on internet edition with ¼ page or larger ads
- \$49 upgrade to 4-color process
- Readership contest opportunity with front cover presence, interior presence and internet presence to generate excitement and interest among our readers. We regularly feature getaways, meals, event tickets, and other prizes to readers that can be combined with editorial and advertising opportunities to create a compelling message.
- Radio Coverage: We have a weekly travel radio show in Washington, D.C. and feature content, events, and "deals" from the printed paper.
- Free reader response card service. Leads are generated through mail, email, internet and fax and are compiled into an excel spread sheet and forwarded to either you or the fulfillment medium of your choice.



## How to Participate

Learn more about each opportunity and pricing and download an order form by clicking on the links below. Or, contact Marvin Bond at 410-944-4852 or [editor@RecreationNews.com](mailto:editor@RecreationNews.com).

- [Ski](#) section in December 2009
- Virginia Blitz pricing during April, May, and June 2010 (noted above)
- [Richmond co-op](#) in May 2010
- [Blue Ridge Parkway](#) sections in April, June, and August 2010
- [Microbreweries](#) section in March 2010
- [Golf](#) section in March and April 2010
- [Civil War](#) sections in March, June, September, and December 2010

Don't miss out on these great opportunities to reach some of Virginia's most desirable target markets!