



2016 Visit Alexandria Marketing Planner

Below is a list of Visit Alexandria member-exclusive opportunities along with descriptions, dates/deadlines, pricing and contact information to assist you in planning your marketing budget for the upcoming year.

Official Alexandria Visitors Website

We're on track to have over two million visitors come to the VisitAlexandriaVA.com website this fiscal year to plan their trip, see what events are happening and find special offers. Themed pages are highlighted throughout the year including Restaurant Week, Cherry Blossoms, Winter Holidays and more.

- Audience: Over 1.8 million visitors. New responsive web site works on all platforms: desktop, notebook, tablet, smartphone.
- When: Ongoing
- Materials Due: Immediate
- Cost: From \$50/month
- Contact: Lia Wik | lwik@destinationtravelnetwork.com | 520-989-8071

Official Alexandria Visitors Guide

Advertising opportunities are available in the Official Alexandria Visitors Guide. Guides are distributed every year through online requests, meetings/groups business, the Visitors Center, in hotels in Alexandria, Arlington and Washington, D.C., on the Gaylord National/National Harbor Water Taxi and the free King Street Trolleys.

- Audience: Over 350,000 Guides are distributed annually to visitors
- When: Printed in November of every year
- Materials Due: Ads are due by October 1st (SPACE reservation is ONGOING NOW)
- Cost: From \$200/month
- Contact: Roxanne Mcgovern-Stuver | Roxanne.stuver@wheremagazine.com | (202) 463-4550

Official Alexandria Map

Advertising opportunities are available in the Official Map for the city of Alexandria. Maps are distributed at the Visitors Center, in hotels in Alexandria, Arlington and Washington, D.C., on the Gaylord National/National Harbor Water Taxi and on the free King Street Trolleys.

- Audience: Over 315,000 are distributed annually
- When: Annual edition is printed in May
- Materials Due: Ads are due by April 1st (SPACE is ONGOING until filled)
- Cost: From \$125/month
- Contact: Roxanne Mcgovern-Stuver | Roxanne.stuver@wheremagazine.com | (202) 463-4550

Official Alexandria Menu Book (NEW!)

Restaurants can now publish their menus in the Official Alexandria Menu Book. The book is published on our web site and is organized by meal (Breakfast/Brunch, Lunch, Dinner, and Happy Hour) and neighborhood (Old Town, Del Ray, Carlyle/ West End). This tool enables Alexandria visitors and locals to browse their dining options in one place, and gives restaurants an inexpensive way to increase their visibility.

- Audience: 1.5 million visitors come to VisitAlexandriaVA.com every year
- When: Ongoing
- Materials Due: High quality 8 ½ x 11 vertical format pages are due one month prior to desired start month
- Cost: From \$25/month
- Contact: Meredith Sasser | MSasser@VisitAlexVA.com | (703) 652-5365

Alexandria King Street Trolley Sponsorship

Digital sign boards will display your message, phone number and website to this coveted audience on-board the King Street Trolley.

- Audience: Reach 850,000 riders per year
- When: Ongoing
- Materials Due: Image, phone number, brief copy and URL are due one month prior to desired start month
- Cost: \$600/three months, \$1,000/six months or \$1,600/12months. Design cost is included
- Contact: Meredith Sasser | MSasser@VisitAlexVA.com | (703) 652-5365

“Alexandria Insider” Consumer Email Newsletter

Each month ACVA sends a consumer email to over 31,000 subscribers informing them of upcoming events, new web pages and other information for trip-planning.

- Audience: 31,000 readers across the United States
- When: Newsletters are sent monthly
- Materials Due: Image, URL and one sentence of copy would be due by on the 8th of the month prior to newsletter deployment
- Cost: \$500
- Contact: Meredith Sasser | MSasser@VisitAlexVA.com | (703) 652-5365

Visitor Center Electronic Billboard

The Visitor Center is a prime way to reach consumers once they are already in market and ready to spend. Guests are looking for ideas of what to do, the ideal moment to convey your message.

- Audience: 70,000 walk-in visitors annually
- When: Ongoing
- Materials Due: Image, phone number, brief copy and URL are due one month prior to desired start month
- Cost: \$100/month
- Contact: Meredith Sasser | MSasser@VisitAlexVA.com | (703) 652-5365