



2018 Visit Fairfax Official Visitors Guide MEDIA KIT



Visitors to Fairfax County Spend \$2.9 Billion Annually!

CONNECT WITH TRAVELERS!



VISIT FAIRFAX: MARKETING THE REGION



Through a mix of paid and earned media, the Visit Fairfax team promotes Fairfax County as a vibrant, year-round destination for both domestic and international leisure, business and meeting travelers.

VISIT FAIRFAX MISSION STATEMENT:

To market, sell and promote Fairfax County as a preferred destination for visitors in the areas of business, leisure and sports travel through exciting products, programs and activities that will distinguish Fairfax County and contribute to the overall economic and social growth for our citizens and communities.

\$2.9 BILLION
in annual visitor spending



Fairfax County Tourism
generates an additional
\$200 MILLION
in state and local taxes annually.



Supports nearly
30,000
LOCAL JOBS.

CAMPAIGN HIGHLIGHTS:

fxva.com:

Promoted through paid search, search engine optimization and through multiple social media platforms, with over **40,000 followers** generating over **600,000 unique visitors** each year.

Paid Media:

In 2016, a paid digital media campaign promoting the region garnered **8 million impressions** to targeted consumers.

Visitor Centers:

The Visitor Center team welcomes thousands of visitors, utilizing the guide to help them plan their stay.

Direct Efforts:

The sales team attended more than 20 shows.

REACH MORE THAN 100,000 HIGHLY QUALIFIED VISITORS

who are actively planning their trip to
Fairfax County — or are already in market!

Fairfax County Official Visitors Guide

The Fairfax County Official Visitors Guide is the primary fulfillment piece for Visit Fairfax's marketing efforts. There's no better place to connect with visitors to Fairfax County who are searching for where to stay and things to see and do while on their trip. The featured content and special events listings make trip-planning a breeze for individual, family, business and group travelers.

Total Reach: OVER 100,000!

Circulation: 50,000

Distribution:

Direct Request: Visitors can request a free copy from FXVA.com, allowing you to reach a qualified audience of visitors planning their trip even before they arrive.

Visitor Centers: Thousands of visitors pick up their free copy to decide what to see and do while they are here.

Trade Shows: The Visit Fairfax team uses the guide as an in-person tool to sell the destination to tour operators and event planners at trade shows.

Integrated Print + Digital Exposure

Digital Reach: Extend your reach digitally. The guide is also available in an electronic version, which drove over 8,880 pageviews in 2016! All advertisers receive a free link to their site.

Highlighted Listings: Advertisers' listings will be highlighted in the Dining, Accommodations and Things to Do sections, directing visitors to their corresponding ads.



More than 50% of
American travelers use
print when researching
and booking travel.*
Highest print visitors
guide usage in over a
decade!

Visitors Guide eBook

* 8,880+ pageviews

* 65+ pages per visit





ADVERTISING

DISPLAY RATES

Full Page	\$2,995
Half Page	\$1,885
Third Page	\$1,250
Sixth Page	\$850

PREMIUM RATES

Inside Front Cover (IFC)	\$3,680
Facing Inside Front Cover	\$3,590
Back Cover (BC – 2 sizes)	\$3,780
Inside Back Cover (IBC)	\$3,519
Facing Inside Back Cover	\$3,490
Other Premium Placements	+10%

LISTING RATES

Highlighted Photo Listings	\$275
Advertisers receiving a free highlighted listing can ADD A PHOTO for only \$100!	

**ADVERTISING ART DUE
SEPTEMBER 2017**

MAKE YOUR LISTINGS STAND OUT!

Highlighted Photo Listings available for
Things to Do, Dining and Accommodations!

Things to Do

- The State Theatre**
783-274-0369
228 N. Washington St.
Falls Church, 22046
A historic venue among the trees, with the music and theatrical stage performances.
- Vienna Arts Society Art Center**
783-882-8889
303-318-3971
115 Pleasant St., NW
Vienna, 22180
Bringing together arts artists and offering art classes and workshops along with unique gallery exhibits.
- Wolf Trap**
783-263-1800
1851 Trap Rd.
Vienna, 22180
We'll have majestic films. Center provides the region with a magical outdoor center for world-class performances of every genre.
- Wolf Trap Children's Theatre-in-the-Woods**
783-263-1800
1851 Trap Rd.
Vienna, 22180
Family-friendly shows created in a lush wooded area.
- Workhouse Arts Center**
783-844-2900
8001 Gt. Rd.
Leesville, 22079
An innovative collaboration of visual and performing arts and education in the unique historic setting of a former DC prison.

ATTRACTIONS

- Astin Beer Company**
783-882-0368
271 Sweet Park Dr.
Winchester, 20172
A startup brewery with artically crafted, mid-western beer located near Washington DC.
- Belle Haven Marina**
783-588-0810
1292 Bell Haven Rd.
Marineville, 22077
Marina and sailing school operated by volunteer staff. Full range of sailing instruction and boat rental.
- Cabooco Brewing Co.**
783-882-8889
303-318-3971
Vienna, 22180
Craftsmanship and great beer to go. Family, authenticity, and community are what drive us to craft great food and beer.
- Children's Science Center Lab**
783-648-3138
1564 Fair Oaks Mall,
Falls Church, 22046
Fun, interactive exhibits and programs for children and families. Inquire on space, technology, engineering and mathematics.
- City of Fairfax Museum and Visitors Center**
783-263-8614
10299 Main St.
Falls Church, 22046
Outside the city hall of Fairfax, with a look on the Civil War, the city's history and the city's growth.
- The Civil War Interpretive Center**
783-585-5068
3810 Old Lee Hwy.
Falls Church, 22046
The Civil War Interpretive Center is the only museum of historic significance in Fairfax County, VA.
- Claude Moore Colonial Farm**
783-882-0368
783-442-7837
6216 Georgetown Pk.
Midway, 22081
This 18th-century farm is what life was like in an early class town. Open Apr. - Oct.
- Colvin Run Mill**
783-786-2775
10017 Colvin Run Rd.
Great Falls, 22066
Operational 19th-century water-powered gristmill that also features a 20th-century dairy barn.
- Coz Farms**
783-830-1371
1827 Woodcock Rd.
Cherryville, 20120
Seasonal family-friendly destination with unique events and activities year-round.
- Fair Winds Brewing Company**
783-372-7881
2300 Washington Rd.
Lorton, 22079
Fair Winds Brewing Company hosts an extensive taproom and occasional, locally-produced craft beer.
- George Mason's Gunston Hall**
783-558-9270
38700 Gunston Rd.
Manassas Park, 20108
Home of George Mason, the father of the Bill of Rights. Beautiful architecture and gardens attract the attention.
- George Mason's George Mason's Division Hall**
783-558-9270
38700 Gunston Rd.
Manassas Park, 20108
A small museum that used to be a train station. Run by the Manassas Historical Society. Open Sunday afternoons.
- George Washington's Distillery and Gristmill**
783-788-3000
5513 Mount Vernon Memorial Hwy.
Mount Vernon, 22121
Get history and scenery from the way we were originally.
- George Washington's Mount Vernon**
783-268-2900
2200 Mount Vernon
Mount Vernon, 20133
America's most popular historic estate evokes the passion, heart and offers an immersive look into Washington's life and legacy.
- Harmon Depot Museum**
783-432-7289
717 Lane St.
Winchester, 20151
A small museum that used to be a train station. Run by the Manassas Historical Society. Open Sunday afternoons.
- Lake Anne Brew House**
783-263-1800
27176-27128
1426 Washington Pk., NE
Reston, 20190
A new brewery located in historic Lake Anne Plaza offering a truly contemporary growing place with a hand-crafted selection of beer.
- Mustang Sully Brewing Company**
783-378-7408
14488 Park Lane Ct.,
Ste. A, B & C,
Chantilly, 20151
Chantilly's most popular authentic craft brewery inspired by Old world brewing tradition with a 6,000 square foot tasting room.
- National Firearms Museum**
783-267-1600
11250 Waples Mill Rd.,
Fairfax, 22030
The NRA National Firearms Museum consists of 15 galleries housing over 3,000 firearms in a 15,000 square foot facility.

THE HOME OF AMERICAN RIGHTS

All advertisers receive a FREE highlighted listing. Advertisers may upgrade to a highlighted PHOTO listing for an additional \$100!

Fairfax County Visitors Guide



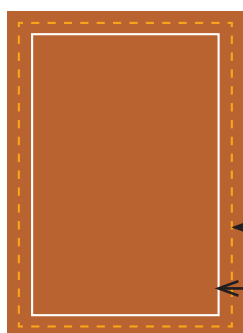
Advertising Contact:
Carly Stedman
Travel Media Sales and Marketing Executive
Carly.Stedman@milespartnership.com
202-681-8169

Free Tourism Marketing Research and Resources!
budurl.com/MilesEssentials

miles
PARTNERSHIP
milespartnership.com

ADVERTISING SPECS

HELPFUL TERMS

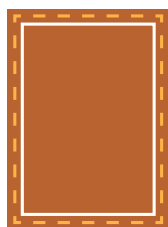


← **Bleed** is a printing term that refers to printing that goes beyond the edge of the sheet after trimming. It is very difficult to print exactly to the edge of a sheet of paper; to achieve this it is necessary to print a slightly larger area than is needed and then trim the paper down to the required finished size. Images, background images and fills which are intended to extend to the edge of the page must be extended beyond the trim line to give a bleed.

← The final size of a printed page after excess edges have been cut off is the **trim size**.

← The **live area** is a safe zone for important text or images. This is an area of your printed piece that is safe from cropping. Keep text and important graphics inside the live area.

AD SIZES

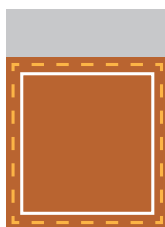


Full Page (must include bleed)

trim size: 5.25 x 8.25

bleed size: 5.5 x 8.5

live area: 4.75 x 7.75



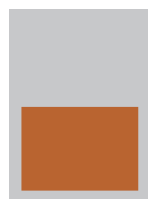
Back Cover (w/mailer)

trim size: 5.25 x 6

bleed size: 5.5 x 6.125

live area: 4.75 x 5.75

***Back Cover Ad** needs to be submitted in **both sizes** above, as the book will be printed both with and without a mailing panel.



Half Page

4.25 x 3.562



Third Page

2.791 x 3.562



Sixth Page

1.333 x 3.562

Production Requirements

AD REQUIREMENTS

Save all art as high resolution (300 dpi) and four-color process CMYK. (No RGB files will be accepted. Convert all spot colors to CMYK.)

Use only Adobe Type 1 (Postscript Level 1) fonts. No True Type fonts will be accepted.

Document size must be the same as ad size. Full-page ad must have bleed and adhere to live area. Please turn off the crop marks on your supplied ads and supply spread ads as single pages.

Apply rich black (C: 40 M:20 Y:20 K:100) to large areas of black.

DON'T FORGET

Reproduction of hairline rules or type smaller than 10pt. cannot be guaranteed.

Publisher will not be liable for copy and images that exceed live area dimensions and accepts no responsibility for errors on materials supplied by advertiser.

FREE AD PRODUCTION!

Several ad sizes are available – and **all production costs to create your ad are included** in the published advertising rates.

Contact Samantha Davis.

SUBMIT YOUR PRINT READY AD

Submit your high resolution PDF/x-1a file to Samantha.Davis@MilesPartnership.com by the materials due date. Email questions or call Samantha Davis at 303-867-8287.