



2015 OFFICIAL LOUDOUN VISITORS GUIDE  
*advertising opportunities*



NEW FOR 2015! Map and Guide All-in-One | Expanded Content and Attractions | Featured Listings



The 2015 Official Loudoun Visitors Guide invites visitors from across the country and around the world to come and experience all that Loudoun has to offer.

Inspiring and informative, the Guide is packed with compelling stories and content, eye-catching photography, featured listings, suggested itineraries, special events, A-Z listings, maps, and more. The main print fulfillment piece for Visit Loudoun's leisure marketing efforts, delivered to highly qualified travelers, at their request, that indicate a high likelihood of travel to Loudoun.

Designed in a handy grab-and-go format, the Guide helps serve THREE important purposes that are key to extending your marketing efforts in and beyond Loudoun:

- INSPIRATION:** Distributed to thousands of leisure travelers all year, the Guide sells all that Loudoun has to offer to those who are looking for vacation ideas.
- PLANNING:** Once inspired, travelers can use the Guide to plan their trip, from accommodations to dining to things to do.
- SPENDING:** The Guide is distributed throughout the market and to travelers who are in Loudoun and spending.



### Key In-Market Distribution

- + Visitors Centers in Loudoun and Across Virginia
- + Airports and Hotels
- + Wineries, Breweries, Historic and Other Attractions

### With More Than 70 Pages of Travel Planning Including:

- + Accommodations
- + Destination Restaurants & Dining
- + Events
- + Farms & Farmers Markets
- + Historic & Heritage
- + Itineraries & Trails
- + Outdoor Activities
- + Shopping
- + Sports
- + Weddings
- + Wineries
- + And More!

*new* FOR 2015!

*- highlights by region -*



**CATOCTIN CREEK DISTILLERY**  
 120 W Main St, Purcellville VA 20132  
 p: 540.751.8404 w: CatocotinCreek.com

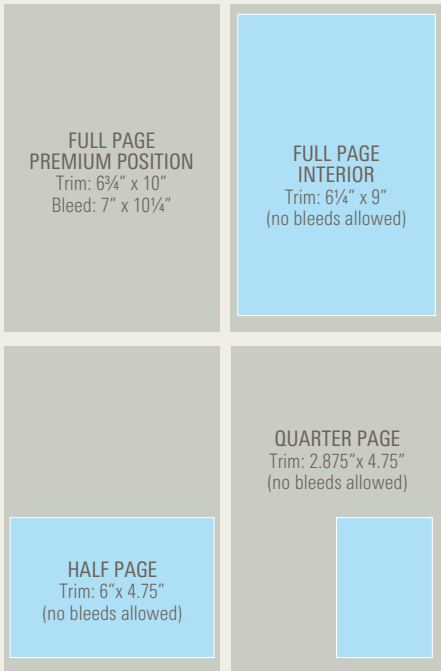
**enhanced listings**

CATOCTIN CREEK, Loudoun's Roundstone Rye Whisky, Watershed Gin, and award-winning spirits are also enhanced listings. You'll also find information on local fruit. Catocotin Creek is open to the public for tours, tastings, and individual bottle sales.

Scott and Becky Harris produce organic spirits, sourced locally when available. Catocotin Creek's award-winning spirits include

# advertising rate card

Publication Size: 6.75" x 10"



## Art Specifications

ACCEPTED FILE FORMAT: Press-ready PDFs. The finished PDF should be high-resolution (300dpi) with all fonts and images embedded. Prior to the creation of the PDF, all colors and images should be converted to CMYK (no spot colors or RGB).

PLEASE NOTE: All pdfs submitted will be considered final. If you are working through an ad agency or a graphic designer and do not understand this process, it is your responsibility to make sure that we receive file formats with which we can work.

NEED ASSISTANCE WITH SPECIFICATIONS: Contact Kris Norris at (703) 779-0199 or email her at [kris@ntwodesign.com](mailto:kris@ntwodesign.com).

## 50,000 COPIES OF GUARANTEED CIRCULATION

### 2015 Advertising Rates

#### PREMIUM AD POSITIONS:

Back Cover .....	\$5,000
Inside Front Cover .....	\$4,500
Inside Back Cover .....	\$4,000
Facing Inside Back Cover .....	\$3,500

#### INTERIOR PAGE ADS:

Full Page .....	\$2,500
Half Page .....	\$1,500
Quarter Page .....	\$750
Enhanced Listing .....	\$500

#### Deadline for Space Reservation:

January 9, 2015

#### Deadline for Ad Materials:

January 16, 2015

#### For Visitor Guide Related Questions Contact:

Jackie Saunders at  
(703) 669-2009 or email her at  
[Saunders@VisitLoudoun.org](mailto:Saunders@VisitLoudoun.org).

#### For Advertising Related Questions Contact:

Ben Taylor at (703) 669-4433 or email  
him at [Taylor@VisitLoudoun.org](mailto:Taylor@VisitLoudoun.org).

## Ready to Participate?

Select the appropriate ad size and complete insertion order below. Email your completed form to Ben Taylor at [Taylor@VisitLoudoun.org](mailto:Taylor@VisitLoudoun.org).

## Select an Ad Size

- Back Cover    Inside Front Cover    Inside Back Cover    Facing Inside Back Cover  
 Full Page    Half Page    Enhanced Listing (advertisers must provide 75 words and images)

## Advertising Insertion Order

NAME \_\_\_\_\_

ORGANIZATION/BUSINESS \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE NUMBER \_\_\_\_\_ EMAIL \_\_\_\_\_

VISITLOUDOUN.ORG

Visit  
LOUDOUN

- DC's Wine Country® -

112-G South Street, SE  
Leesburg, Virginia 20175