

Official Visitors Guide
**CONNECT WITH
TRAVELERS!**

Visitors Spend
\$2.85 Billion
Annually!

MEDIA KIT
2017



TOURISM MATTERS!

A look at economic impact.



Visitors Guide eBook
STATISTICS

15,087
Engagements!

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.

\$2.85 BILLION in annual spending

Generates an additional
\$188 MILLION
in state and local taxes.

Supports over
30,000
LOCAL JOBS.

MARKETING THE REGION:

Visit Fairfax promotes the area through paid and earned media.

2015 HIGHLIGHTS:

fxva.com:

Promoted through paid search, search engine optimization and through multiple social media platforms, with over **35,000 followers** generating over **500,000 unique visitors** in 2015.

Paid Media:

In 2015, 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.



More than 50% of American travelers use print when researching and booking travel.*

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.



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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.

Added Value For Partners:

Digital Reach: Extend your reach digitally. The guide is also available in an electronic version, which drove over 15,087 engagements in 2015! 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.

www.fxva.com		Fairfax County Visitors Guide	
Dining	887 Longwood Dr., Suite 1000 Longwood, VA, 22078 www.longwood.com	909-552-4333	14
	1225 Backlick Rd., Suite 2000 Falls Church, VA, 22044 www.backlick.com	703-261-8888	14
	12000 Backlick Rd., Suite 2000 Falls Church, VA, 22044 www.backlick.com	703-261-8888	14
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www.fxva.com		Fairfax County Visitors Guide	
Dining	10000 Backlick Rd., Suite 2000 Falls Church, VA, 22044 www.backlick.com	703-261-8888	14
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*Source: 2016 State of the American Traveler/Destination Analysts



> Advertising Rates

AD SIZES	NET RATES
Full Page.....	\$2,932
Half Page.....	\$1,829
Quarter Page.....	\$1,245
Eighth Page.....	\$806
Back Cover (BC – 2 sizes).....	\$3,667
Inside Front Cover (IFC).....	\$3,667
Facing Inside Front Cover.....	\$3,519
Inside Back Cover (IBC).....	\$3,519
Facing Inside Back Cover.....	\$3,448
Highlighted Listings.....	\$225
Photo Listings.....	\$275

New this year!

Highlights and Photos available for Things to Do, Dining, and Accommodations!

MAKE YOUR LISTINGS STAND OUT!

River Farm
ahs.org/about-river-farm
 703-768-5700
 7931 East Boulevard Dr., Alexandria, 22308
 The headquarters of the American Horticultural Society situated on 25 acres of landscaped lawns and gardens.

Herndon Depot Museum
herndonhistoricalsociety.org
 703-437-7289
 717 Lynn St., Herndon, 20125

Gunston Hall
gunstonhall.org
 703-558-8220
 18788 Gunston Rd., Mason Neck, 22078

Paradise Springs Winery
paradisepringswinery.com
 703-830-9463
 13219 Yates Ford Rd., Clifton, 20124

Reston Museum
restonmuseum.org
 703-780-7700
 1629 Washington Pl., Reston, 20190

Reston Zoo
restonzoo.com
 703-767-6222
 1220 Hunter Mill Rd., Vienna, 22182

River Farm
ahs.org/about-river-farm
 703-768-5700
 7931 East Boulevard Dr., Alexandria, 22308

Woodlawn Historic Site
woodlawnhistorical.org
 703-788-0000
 8800 Backlawn Dr., Alexandria, 22309

Stuart Mackay Cavalry Museum
stuartmackay.com
 703-871-4864
 13838 Braddock Rd., Centerville, 20120

Sully Historic Site
fairfaxcountyparks/sully
 703-423-1784
 3658 Sully Rd., Sully, 20151

The Winery at Bull Run
wineryatbullrun.com
 703-815-2233
 15500 Lee Hwy., Centerville, 20120

Woodlawn Historic Site
woodlawnhistorical.org
 703-788-0000
 8800 Backlawn Dr., Alexandria, 22309

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Things To Do

Fairfax County Visitors Guide

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Advertising Contact:
Loren Jordan

Travel Media Sales and Marketing Executive
Loren.Jordan@MilesPartnership.com
 (304) 400-7052



**DEADLINE FOR SPACE RESERVATION:
 SEPTEMBER 16TH, 2016**
**AD MATERIALS DUE:
 SEPTEMBER 23RD, 2016**



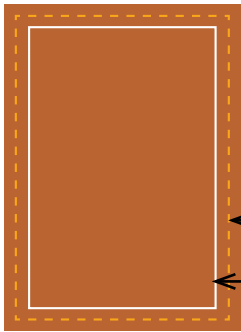
Free Tourism Marketing
 Research and Resources:
budurl.com/MilesEssentials

1-800-683-0010 | milespartnership.com

miles
 marketing destinations

Advertising Specs

HELPFUL TERMS

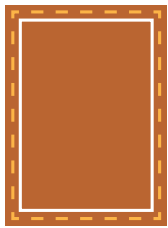


← **Bleed** is a printing term that refers to printing that goes beyond the edge of the sheet after trimming. It is very difficult to print exactly to the edge of a sheet of paper; to achieve this it is necessary to print a slightly larger area than is needed and then trim the paper down to the required 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

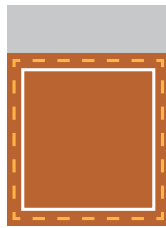


Full Page (must include bleed)

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

4.75 x 3.5



Quarter Page

2.25 x 3.5



Eighth Page

2.25 x 1.63

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 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 Sam 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.