



Class C Member - \$600

DMOs and CVBs

Fiscal Year July 1–June 30

The Shenandoah Valley Travel Association is a destination marketing organization that strategically promotes the Shenandoah Valley as a preferred travel destination to new and repeat visitors.

SVTA does **NOT** replace your own marketing outreach or become a member's individual PR agency; it **adds** a sustained, professional, and regional collective marketing channel to further amplify member visibility and leverage the Valley's comprehensive tourism product mix.

SVTA delivers this marketing with the support of a professional consultant team including writers, marketers, public relations, social media, and web design services. SVTA is pleased to provide the following marketing channels to grow and enhance the Valley's visibility to the public and the travel industry.

- Year-round online presence, updated monthly on visitshenandoah.org and seasonally on visitskylinedrive.org.

- Year-round public relations, communications, media visits, and media outreach (via a professional firm that coordinates with traditional print media, online media, and bloggers).

- Year-round content marketing support (inbound marketing/blog posts).

- Year-round social media marketing (Facebook, Instagram, and Twitter).

- Year-round digital advertising (mobile, web, and social media).

- Year-round email marketing campaigns.

- Strategic relationship with State marketing partners.

- Integrated "Epic Experiences Ahead" marketing campaign.

- Photography coordination and support

Members benefit from all of the above efforts. In addition they receive:

- Custom-designed web page** on VisitShenandoah.org, the official site of the Shenandoah Valley with more than 175,000 unique visitors & over 770,000 page views annually. Up to 5 rotating images on landing page.

- Listing in and Information Center icon** on the centerfold map of the *SVTA Shenandoah Valley Destination Travel Guide*, with 150,000 in print and online distribution through an e-guide. The publication is supported by a robust distribution program that includes:

- VTC rest areas and Welcome Centers;

- Over 800 locations with FPIS along I-81, I-95 & I-64, and in the Peninsula and Tidewater regions;

- Direct request mail fulfillment through First Class Services;

- Member locations including Shenandoah National Park lodging and wayside facilities.

Class B listing is 480 characters, including spaces. Also opportunities for paid advertising.



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\$100 credit toward online advertising on VisitShenandoah.org OR VisitSkylineDrive.org (no cash value; must be redeemed during current fiscal year).

Representation at the American Bus Association Marketplace. Leads provided for follow-up.

Representation via the *Destination Travel Guide* at 12 consumer trade shows reaching over 1.1 million potential travelers.

Networking and educational opportunities through SVTA meetings and events.

3 SVTA Member Discount Cards (retail value over \$750 each).

REFER A MEMBER: For each new paid member referral, the referring member receives 1 quarter/3 months **FREE** interior banner ad placement on VisitShenandoah.org **OR** VisitSkylineDrive.org.

SVTA also offers additional "pay for advertising" opportunities:

VisitShenandoah.org.

\$1,800 annually or \$550 quarterly homepage ads OR
\$250 quarterly interior page ads.

VisitSkylineDrive.org Banner Ads

\$1,800 annually homepage ads OR
\$1,000 annually or \$275 quarterly interior page ads.

Brochure fulfillment in the *Destination Travel Guide*

\$750 annually or \$250 quarterly. Member **rack card** inserted with mailings totally 2,500-3,300 annually to qualified requests.

Monthly e-newsletter ads.

\$100 per month. E-newsletter sent to over 9,800 qualified visitor leads (as of June 2019) who have opted in to receive valley updates. Promote your event, package, or promotional offer.