

TOUR STAFFORD MARKETING CO-OP PROGRAM



Tour Stafford VA's Marketing Co-Op Program provides discounted advertising rates to our local Tourism Advisory Group (TAG) partners.
To qualify for these discounts, the Tour Stafford logo needs to appear on your print and digital advertisements.

Company	Virginia Tourism Corporation	Potomac Local News	Northern Virginia Magazine
Media	Print & Digital Content	Digital Content	Print & Digital Content
Benefit + Offer	<p>Print Advertisement in the Annual Virginia Travel Guide <i>Deadline for space August 31, 2022</i></p> <ul style="list-style-type: none"> • 1/2 page: \$7,061 • 1/3 page: \$4,707 • 1/6 page: \$2,600 • 1/12 page: \$1,350 <p>Your ad will appear in the Stafford County section of the Guide. 1/6 page and larger display ads will also receive a free listing (\$400 value)</p> <p>Virginia.org Digital Banner Ads <i>Deadlines: 3 months prior to any month or months that you want to run</i></p> <ul style="list-style-type: none"> • 50,000 impressions: \$720 • 100,000 impressions: \$1,360 • 150,000 impressions: \$1,920 <p>All VTC advertising powered by:</p>	<p>Digital Event Highlight Sponsored post about your event, an event listing on Facebook PLN page, and a featured listing in event calendar. Post shared via: Facebook (x2), Twitter (x2), and in our daily newsletter.</p> <ul style="list-style-type: none"> • Potomac Local (Stafford, Prince William): \$799 • ARLnow (Arlington): \$999 • FFXnow (Fairfax County): \$799 <p>Email Blast</p> <ul style="list-style-type: none"> • Potomac Local (Stafford, Prince William): \$799 • ARLnow (Arlington): \$899 • FFXnow (Fairfax County): \$799 <p>Digital Skyscraper/Display Ad Ad appears on website and news email.</p> <ul style="list-style-type: none"> • Potomac Local (Stafford, Prince William): \$349 • ARLnow (Arlington): \$649 • FFXnow (Fairfax County): \$499 	<p>Email-Newsletters Native and Display Ads Various topics and markets to choose from:</p> <ul style="list-style-type: none"> • Things to Do: \$700 • Shopping: \$580 • Food: \$700 • Home: \$580 • Travel: \$640 • Health: \$580 • Parks & Recreation: \$380 • Education: \$515 • Senior Living: \$380 • Family: \$455 <p>Print Advertisement in the Great Escape Magazine</p> <ul style="list-style-type: none"> • Full page: \$4,795 • 2/3 page: \$3,645 • 1/2 page: \$2,765 • 1/3 page: \$1,905 • 1/6 page: \$1,180 <p>Website Advertising</p> <ul style="list-style-type: none"> • Medium Rectangle: \$450 • Skyscraper Banner: \$885 • Leaderboard Banner: \$1,090 • Native Ad: \$1,405

For details, visit TourStaffordVA.com/Tourism-Industry