

SVTA Cooperative Marketing for Recreation News LOVE in the Shenandoah Valley

Contact:

Marvin Bond, Editor

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Publication: Recreation News - LOVE in the Shenandoah Valley

Advertising: Half page cooperative advertising and adjacent editorial for a full page impact.

Duration: 10 months program March 2012 to December 2012 *This will not impact Slice of the Shenandoah Valley partners, but will compliment travel to the Shenandoah Valley and visiting Skyline Drive in Shenandoah National Park. Focus will be lodging and packages and attractions. Opportunities for expanded editorial exist – to be determined by the editor and SVTA.

Program Layout: SVTA/Skyline Drive will have ¼ page horizontal creative- Love in the Shenandoah Valley. Partners have the balance of half page in the following sizes:

3 spaces available - 1/10th 3.25" wide by 4" high for \$235.00, a \$636.00 value including 4-color per insertion- 106,122 per issue for Washington DC/Baltimore MD distribution, this a great opportunity if you are a lodging partner, we want your stories and photography for use in editorial and content.

Added Perks: No charge for 4- color upgrade, no charge run in the Baltimore and internet edition for both the ad and edit and with hot links. Editorial provided from partners and the SVTA. Calendar: Recreation News will have a separate section in the calendar of events for the SVTA Shenandoah Valley events. *This is at no charge, but content must be provided to SVTA and Loaded on Virginia.org. All events must be provided 30 days in advance to be considered. No charge for Recreation News E-blast: Provide several complimentary email blasts for Shenandoah events. Recreation News will assist individual advertiser in design with the Love in the Shenandoah Valley Template provided by SVTA.

