

## ATTENTION ARLINGTON TOURISM PARTNERS!

More than 7 million leisure and business travelers a year visit Arlington, a vibrant urban destination just across the Potomac River from the nation's capital. Here's your chance to reach them, along with thousands of meeting professionals and Washington, D.C.-area residents. Arlington travel and tourism generates nearly \$3.4 billion in revenue annually at local businesses just like yours. Take advantage of these highly targeted and cost-effective opportunities to reach this lucrative market.

Contact **Mike Howren** at **Lure Creative Design, Inc.:** 330-907-8710 or [mike@lurecreativedesign.com](mailto:mike@lurecreativedesign.com)

OFFICIAL VISITORS GUIDE

**50,000**

FULL COLOR COPIES DISTRIBUTED

MEETING PLANNERS GUIDE

**2,000**

FULL COLOR COPIES DISTRIBUTED

ARLINGTON MAP

**150,000**

FULL COLOR COPIES DISTRIBUTED

Ad space is limited and subject to availability. Position of advertisements is at the discretion of the publisher.

## STAYARLINGTON PRINT ADVERTISING

Your ad is circulated for an entire year, and our online publications allow your display ad to link directly to your website, increasing your circulation and website traffic for FREE! You also receive a FREE partner listing on the StayArlington website. Distribution channels include:

- Digital Editions through the StayArlington website and social media – **284,000+ unique visitors** in 2021
- **38 Arlington hotels** totaling nearly 10,000 rooms
- Major meetings, conferences and special events
- Reagan National Airport and Dulles International Airport
- Virginia Welcome Centers & Visitor Centers
- Select Arlington apartment buildings

**PRINT ADVERTISING - ARTWORK, PAYMENT & AGREEMENT DEADLINE**

**April 29, 2022**

**PUBLISH DATE: JULY 2022**

## STAYARLINGTON WEBSITE ADVERTISING

The award-winning StayArlington website (StayArlington.com) generated more than 420,000 pageviews in 2021. To help you reach our audiences, the website features Native Advertising – ads with a compelling image and minimal text that look like editorial content. Benefits of Native Advertising include:

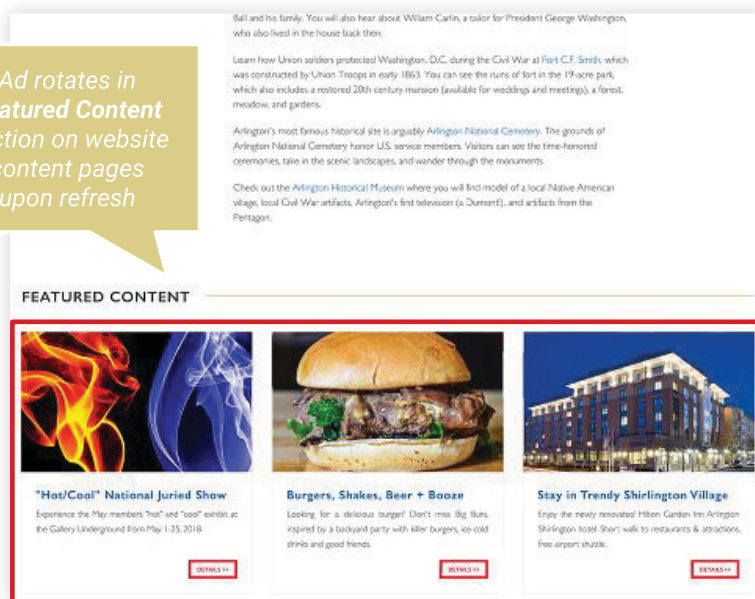
- **70% of internet** users want to learn about products through content versus traditional ads
- On average, advertisers see a **4x increase in click-through rate (CTR)** for native ads compared to traditional advertising
- Website visitors who click on native ads have **18% higher purchase intent** compared to those who click on traditional display ads
- **25% more consumers** look at native ads than at traditional banner ads

Choose to advertise on a single, targeted page on the website; across an entire website section; or on nearly every page on the website with a Run of Site ad placement. We'll help you decide which options may work best for your company.

*Additional custom opportunities are also available!*

**DIGITAL ADVERTISING MAY BE PURCHASED AT ANY TIME, AND ADS WILL RUN FOR 12 MONTHS**

*Ad rotates in  
Featured Content  
section on website  
content pages  
upon refresh*



### WEBSITE ADVERTISING AD SPECS

IMAGE SPECS: 450x260

CONTENT SPECS:

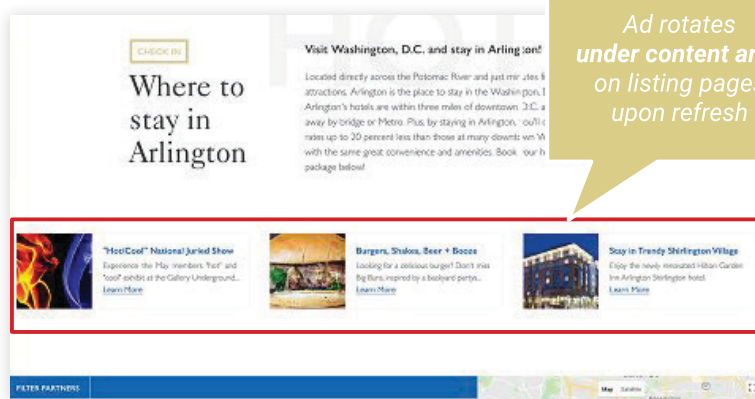
Title: 25 characters

Body: 130 characters (including spaces)

PLACEMENT OPTIONS:

Single Page, Website Section or Run of Site

*Ad rotates  
under content area  
on listing pages  
upon refresh*



### WEBSITE LISTING AD SPECS

IMAGE SPECS: 125x125

CONTENT SPECS:

Title: 25 characters

Body: 100 characters (including spaces)

PLACEMENT OPTIONS:

Single Page, Website Section or Run of Site

## VISITORS GUIDE AD SIZES AND PRICES 7.75 wide x 8.75 high, stitched and soft folds to 3.875 x 8.75 high , 50,000 copies

INSIDE PAGE RATES			COVER PAGE RATES		
<input type="checkbox"/> 1/8 PAGE	\$520	3.25"W X 1.75"H	<input type="checkbox"/> BACK COVER	\$2,900	3.875"W X 8.75"H
<input type="checkbox"/> 1/4 PAGE	\$880	3.25"W X 3.75"H	<input type="checkbox"/> INSIDE FRONT COVER	\$2,360	6.75"W X 7.75"H
<input type="checkbox"/> 1/2 PAGE (VERTICAL)	\$1,470	3.25"W X 7.75"H	<input type="checkbox"/> INSIDE BACK COVER	\$2,360	6.75"W X 7.75"H
<input type="checkbox"/> 1/2 PAGE (HORIZONTAL)	\$1,470	6.75"W X 3.75"H			
<input type="checkbox"/> FULL PAGE	\$1,960	6.75"W X 7.75"H			

## MEETING PLANNERS GUIDE AD SIZES AND PRICES 8.5" wide x 10.875", 2,000 copies

INSIDE PAGE RATES			COVER PAGE RATES		
<input type="checkbox"/> 1/2 PAGE	\$780	7.75"W X 4.625"H	<input type="checkbox"/> BACK COVER	\$1,780	8.5"W X 10.875"H
<input type="checkbox"/> FULL PAGE	\$1,275	8.5"W X 10.875"H	<input type="checkbox"/> INSIDE FRONT COVER	\$1,520	8.5"W X 10.875"H
			<input type="checkbox"/> INSIDE BACK COVER	\$1,520	8.5"W X 10.875"H

## ARLINGTON MAP AD SIZES AND PRICES 19" wide x 13" high, 150,000 copies

<input type="checkbox"/> 1/24 PAGE	\$720	2.125"W X 2.125"H	<input type="checkbox"/> 1/6 PAGE	\$2,320	2.125"W X 8"H
<input type="checkbox"/> 1/12 PAGE	\$1,290	2.125"W X 3.875"H	<input type="checkbox"/> 1/3 PAGE	\$4,176	4.75"W X 3.875"H

## WEBSITE ADVERTISING \* (ONLINE ONLY OR BUNDLED WITH A PRINT AD)

SECTION / PAGE	SINGLE PAGE		WEBSITE SECTION		RUN OF SITE	
	ONLINE ONLY	BUNDLED	ONLINE ONLY	BUNDLED	ONLINE ONLY	BUNDLED
<input type="checkbox"/> Homepage	\$2,340	\$1,800	N/A	N/A	\$4,680	\$3,600
<input type="checkbox"/> Events & Things to Do	\$1,560	\$1,200	\$3,120	\$2,400		
<input type="checkbox"/> Restaurants & Nightlife, Hotels, Meetings & Groups	\$1,200	\$900	\$2,340	\$1,800		
<input type="checkbox"/> Travel Planning & Neighborhoods	\$780	\$600	\$1,560	\$1,200		

**TOTAL =** \_\_\_\_\_

## PRINT READY ART REQUIREMENTS MATERIAL HANDLING

Press ready PDF files preferred, with all type converted to path. PDF files must be high resolution (300dpi) CMYK color built to the exact dimensions (no crop marks or bleed lines)

Additional formats include: High Resolution TIFF, EPS, Illustrator and Photoshop files

No Spot colors. All colors must be CMYK. **Bleeds must be at least .125**

☐ Design My Ad - \$50 fee ☐ Will Send New Artwork ☐ Reprint My Ad

## WEB READY ART REQUIREMENTS

### FEATURED CONTENT AD

Ad Specs: 400x225 image

Content Specs:

Title: 20 characters

Body: 100 characters (including spaces)

### FEATURED LISTING AD

Ad Specs: 100x100 image

Content Specs:

Title: 20 characters

Body: 80 characters (including spaces)

## CONTACT INFORMATION

Company: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

## PAYMENT INFORMATION

☐ Cash ☐ Check ☐ Credit Card (Complete Field Below • 3% processing fee)

☐ Mastercard ☐ Visa ☐ American Express ☐ Discover

Name on Card: \_\_\_\_\_

Card #: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Billing Phone: \_\_\_\_\_

Authorized By: \_\_\_\_\_

Signature: \_\_\_\_\_

**Send Payment to:**  
**Lure Creative Design, Inc.**

198 Portage Trail Ext. West, Suite 250  
Cuyahoga Falls, OH 44223

Please make checks payable to:  
**Lure Creative Design, Inc.**

*Payment Terms: Payment must be made in full  
before display ad will be included in publication.  
All payments are non-refundable.*

Date: \_\_\_\_\_

## DATES TO REMEMBER

**PRINT ADVERTISING  
ARTWORK, PAYMENT & AGREEMENT DEADLINE**

**April 29, 2022**

**PUBLISH DATE: JULY 2022**

**DIGITAL ADVERTISING MAY BE  
PURCHASED AT ANY TIME, AND ADS  
WILL RUN FOR 12 MONTHS**

