

Cast Your Net for TOURIST \$\$\$

GET YOUR VENUE NOTICED: FREE & low cost options available

Eastern Shore Welcome Center

Averaging 10,000 visitors a month

75% are headed north, toward your venue!

1. Rack Card Display

- Standard size (4" x 9"): \$120 per year
[Off-Shore \$175 per year]
- Larger size (up to 8½" x 11"): \$200 per year
- Advertise your event for \$50 – 3 month display [off-Shore \$75]
- **Get 2 brochure spaces for price of 1** by using Eastern Shore logo on rack card [front, back, or 1st page] **While space available*

2. Spotlight Display



- Highly visible, flexible display at reception counter: 4ft x 10ft wide, removable shelves
- Includes counter space for rack cards, flyers, samples, coupons, contest...
- Staff actively promotes your venue as they provide travel recommendations; can wear your hats, T-shirts, pins, etc.
- Team up with town or other businesses – share expense & exposure!
- **2018 – January \$150 (available); February \$150 (available); March \$300 (available); April \$300 (available); May \$300 (available); June \$500 (available); July \$500 (available); August \$500 (available); September \$500 (available); October \$300 (available); November \$150 (available); December \$150 (available)**

3. Have a Pop-up Banner just inside the door of the Welcome Center!

- Immediately visible as you enter the Welcome Center
- Great for high-impact advertising for upcoming events
- Ideal supplement to a Spotlight Display or event rack card
- Details:
 - Advertiser provides banner and stand
 - Size Limit: 30" x 90"
 - Weekly: \$50
 - Monthly: \$125

4. Prime Location **Countertop Display**



- Located on the counter right where visitors speak to our Travel Consultant
- Place product samples or small advertising items where people can take them
- Your rack cards will be in a holder just next to your samples
- Monthly: \$75

5. **Light Boxes**



- Attention grabbing, large, lit and *perfect* for photo / graphic display of your venue
- Annual Fee: 20" x 24" \$850 (sold to 8/1/18);
24" x 36" \$999 (sold to 8/1/18);
24" x 48" \$1,999 (sold to 8/1/18)

6. Advertise on **Top of Popular Weather TV Screen** (sold to 8/1/18)

- Display size 18" wide x 6½" high
- Only \$500/year for the most visible location when entering Welcome Center

7. Advertise Front and Center on our **55" TV Screen**

- Over 5,000 10-second showings/month
- \$50/month or \$90 for 2 months

8. Advertise on our **Interactive Kiosk in the Welcome Center Lobby**

- **Available 24/7**

- **Banner Ad**

- Image size 1080 pixels wide x 150 pixels high
- Image format .jpg
- Image display time 3 seconds
- Images will rotate among advertisers
- Commitment time
 - 6 months \$100
 - 12 months \$150

- **Images**

- Multiple images may be used (.jpg, 800 x 800 pixels)

- **Discount Coupon**

- Standard format (you provide text) or your design (.jpg, 800 x 800 pixels)
- Opportunity for business review before posting
- \$25 for each new coupon or change to coupon
- No expiration date; posting duration is open-ended

9. **Eastern Shore Activity Guide: Be in it!**

- **ONLY ES info available:** 24/7 at the ES Welcome Center
- Circulated to **98 Off-Shore venues** including state welcome centers, AAA Centers, and included in 200+ media kits

CONTACT

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FREEBIES

1. **Free listings on the Eastern Shore Tourism Website – www.esvatourism.org**

- Includes Tag Line and Venue Description
- Send photo (.jpg) for more visibility
- Send special events for website Events Calendar [at least 2 weeks in advance]
- Placement of venues on website is according to name of business found on venue's rack card/website
- **Link from Eastern Shore Tourism website to your site for enhanced exposure – only \$50/year**

2. **Become an Eastern Shore Brand Supporter**

Benefits

- Your listing highlighted and at the top of your category on ESVA website
- 2nd rack card space FREE at Welcome Center [With purchase of 1st]

Requirements

- ESVA Brand logo on your rack card
- ESVA Brand logo on your website home page
- ESVA tourism website (www.esvatourism.org) link on your website home page (Suggestion: use logo as hyperlink)

3. Free listings on the Welcome Center Interactive Kiosk

- If your business is on ES Website visitors can access your info here too!
- Place a printable coupon on the kiosk to be redeemed at your location

4. Free entry in the Welcome Center Menu Book

- Provide 2 copies for presentation flexibility

To adhere to its mission the Eastern Shore of Virginia Tourism Commission reserves the right:

- To approve all displays/promotional materials at the Eastern Shore Welcome Center.
- Change promotional offers, pricing, rules and display requirements
- Provide promotional offers on first come-first served basis, lottery system or other method

Eastern Shore of Virginia Tourism Commission

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