BLUE RIDGE outdoors go outside and play.

Kentucky UNBRIDLED SPIRIT

# TOURISM ADVERTISING PROGRAM
## PRINT + DIGITAL | FY20

***20% Discount +75% State Reimbursment***

## REACH OVER 341,000 ACTIVE, OUTDOOR ENTHUSIASTS + OVER 100K ONLINE IMPRESSIONS EACH MONTH!

Thanks to a special partnership with the Kentucky Department of Travel and Tourism, we are excited to offer you a special adventure tourism marketing opportunity that is flexible, comprehensive, and affordable. If you want to promote outdoor recreation, this is the best way to reach your visitors across the Southeast and Mid-Atlantic.

### Option 1: Kentucky Takeovers

Join the *Kentucky Takeover* of Blue Ridge Outdoors. Kentucky partner ads will be showcased throughout the magazine, and across our website and social media. A full page promo will also run within each of these issues to promote a special lead generating "Kentucky Adventure Getaway"

### Option 2: Advertising Options in Any Issue

Utilize these same discounted rates in any issue (see back) or we can put together a targeted option that includes digital or zone ads at 20% off (before 75% match)

September 2018 | May 2019

**Kentucky Takeovers**

**September 2019 | May 2020**

**All full circulation Kentucky partners in these issues will receive:**

- Your choice of ad size and design
- Unique placement throughout the magazine
- Bonus digital package of 1 web ad and 1 e-newsletter block ad.
- Inclusion in a sponsored post about Kentucky
- Leads from our "Kentucky Adventure Getaway!"

**September 2019** | The Biking Issue
**May 2020** | The Festival Guide + Spirits Content

**Print & Digital**

**Advertising Options at 20% Off**

**2-Page Spread**
Cost: $11,520 (Value: $14,400)
**Price after 75% Match:** $2,880

**Full Page**
Cost: $6,400 (Value: $8,000)
**Price after 75% Match:** $1,600

**Half Page**
Cost: $3,840 (Value: $4,800)
**Price after 75% Match:** $960

**Quarter Page:**
Cost: $2,320 (Value: $2,900)
**Price after 75% Match:** $580

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**Sponsored Post**
Cost: $556 (Value: $695)
**Price after 75% Match:** $139

**Web Ad:**
Cost: $396 (Value: $495)
**Price after 75% Match:** $99

**E-Newsletter Block Ad:**
Cost: $360 (Value: $450)
**Price after 75% Match:** $90

**2-PAGE SPREAD**

20" x 11" (Trim)
18.4" x 10.2"
(Safe Area)

20.5" x 11.5" (Bleed)

**FULL PAGE**

10" x 11" (Trim)
9.2" x 10.2"
(Safe Area)

10.5" x 11.5" (Bleed)

**1/2 PAGE**

9.2 x 4.975

**1/4 PAGE**

4.5375 x 4.975

**STANDARD DIGITAL ADS**

728 X 90

WIDE BLOCK
600 X 350

MEDIUM RECTANGLE
300 x 250

WIDE SKYSCRAPER
300 x 600

**SPONSORED CONTENT**

FEATURE IMAGE

Post Title

- up to 700 words of advertorial
- up to 9 photos
- video (optional)
- logo with click through link
- live on the homepage for 1 week and available on the site for at least a year

## Insertion Order

All qualifying ads will receive a 75% reimbursement from Kentucky.

2019

### JULY — ROADTRIPS

| | SPRD | FULL | 1/2 | 1/4 |
|---|---|---|---|---|
| SPON CON | | | | |
| WEB AD | | | | |
| ENEWS | | | | |

### AUGUST — PARKS

| | SPRD | FULL | 1/2 | 1/4 |
|---|---|---|---|---|
| SPON CON | | | | |
| WEB AD | | | | |
| ENEWS | | | | |

### SEPTEMBER — BIKING

| | SPRD | FULL | 1/2 | 1/4 |
|---|---|---|---|---|

DIGITAL ADS + LEADS + ADDED VALUE INCLUDED WITH PRINT AD

### OCTOBER — HIKING

| | SPRD | FULL | 1/2 | 1/4 |
|---|---|---|---|---|
| SPON CON | | | | |
| WEB AD | | | | |
| ENEWS | | | | |

### NOVEMBER — TOP TOWNS

| | SPRD | FULL | 1/2 | 1/4 |
|---|---|---|---|---|
| SPON CON | | | | |
| WEB AD | | | | |
| ENEWS | | | | |

### DECEMBER — SNOW SPORTS

| | SPRD | FULL | 1/2 | 1/4 |
|---|---|---|---|---|
| SPON CON | | | | |
| WEB AD | | | | |
| ENEWS | | | | |

2020

### JANUARY — BEST OF THE BLUE RIDGE

| | SPRD | FULL | 1/2 | 1/4 |
|---|---|---|---|---|
| SPON CON | | | | |
| WEB AD | | | | |
| ENEWS | | | | |

### FEBRUARY — RUNNING/EVENTS

| | SPRD | FULL | 1/2 | 1/4 |
|---|---|---|---|---|
| SPON CON | | | | |
| WEB AD | | | | |
| ENEWS | | | | |

### MARCH — FISHING

| | SPRD | FULL | 1/2 | 1/4 |
|---|---|---|---|---|
| SPON CON | | | | |
| WEB AD | | | | |
| ENEWS | | | | |

### APRIL — OUTDOOR FAMILY

| | SPRD | FULL | 1/2 | 1/4 |
|---|---|---|---|---|
| SPON CON | | | | |
| WEB AD | | | | |
| ENEWS | | | | |

### MAY — FESTIVAL/SPIRITS

| | SPRD | FULL | 1/2 | 1/4 |
|---|---|---|---|---|

DIGITAL ADS + LEADS + ADDED VALUE INCLUDED WITH PRINT AD

### JUNE — PADDLING

| | SPRD | FULL | 1/2 | 1/4 |
|---|---|---|---|---|
| SPON CON | | | | |
| WEB AD | | | | |
| ENEWS | | | | |

2-PAGE SPREAD: **$11,520** | FULL PAGE: **$6,400** | 1/2 PAGE: **$3,840** | 1/4 PAGE: **$2,320** | SPON POST: **$556** | WEB AD: **$396** | ENEWS: **$360**

**PARTNER NAME:** _____

**CONTACT:** _____

**EMAIL:** _____

**PHONE NUMBER:** _____

**ADDRESS:** _____

**SIGNATURE:** _____

**TOTAL:**


CONTACT **LEAH WOODY**
LEAH@BLUERIDGEOUTDOORS.COM
(434) 817-2755 X16