

ADVERTISING OPTIONS

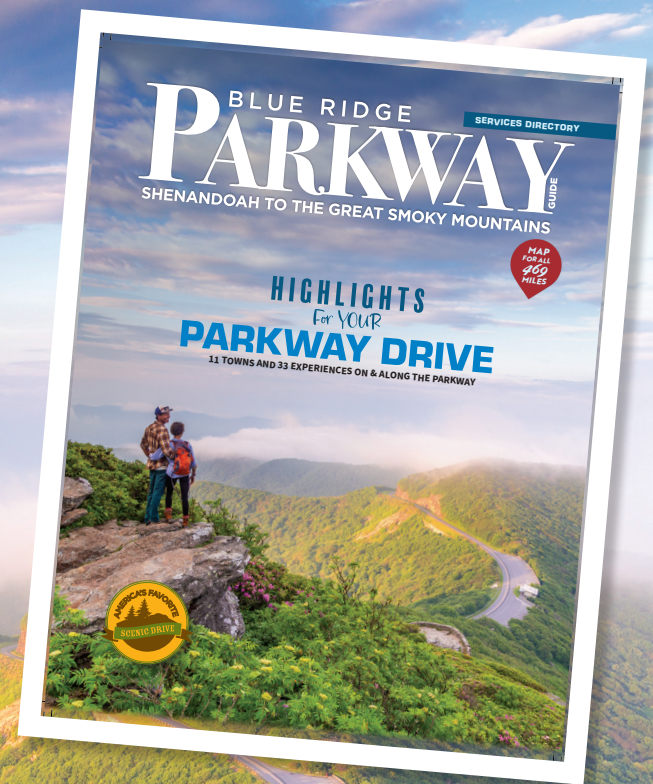


☐ ¼ page - \$1,925 net
SIZE: H 4.625" X W 3.5"

☐ ½ page - \$3,450 net
SIZE: H 4.625" X W 7.25"

☐ Full page - \$5,995 net
SIZE: H 10.75" X W 8.25" TRIM
H 11" X W 8.5" BLEED

☐ SIZE: UNDECIDED



BLUE RIDGE PARKWAY SHENANDOAH TO THE GREAT SMOKY MOUNTAINS

Over **54,000** PRINT editions distributed to qualified travelers. Thousands more downloaded from blueridgecountry.com. Ongoing print + digital marketing campaign delivers outstanding results.

Take your marketing to the next level with the **ANNUAL BLUE RIDGE PARKWAY GUIDE** and GET MORE when you advertise with us. Space is limited, so reserve early!

To **RESERVE** your ad space, please scan the QR code below **OR** go online to [BlueRidgeCountry.com/ParkwayGuideReservation](https://blueridgecountry.com/ParkwayGuideReservation) to reserve your space.



No payment until April next year.

CONTACT YOUR REPRESENTATIVE TODAY!

CYNTHIA BRUGGEMAN

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SPACE DEADLINE

February 1, 2024

MATERIALS DUE

February 10, 2024

DISTRIBUTION: APRIL, 2024

DISTRIBUTION: PRINT + DIGITAL



Stand-alone guide is distributed at the following locations – for a Full 12 Months

- AAA Offices
- VA State Welcome Centers
- NC State Welcome Centers
- Local visitor centers/tourism offices
- Resorts
- Hotels
- Attractions

TWO BUYS IN ONE:
PRINT AND DIGITAL
GENERATES
LEADS FOR YOU

EDITORIAL

2024 PARKWAY MAP PAGE

Advertise and your business will be listed on our map in **RED** for fast locating.

Be a part of the upcoming guide to ensure locals and visitors spend money with you!



2024 EDITORIAL:

- History and Guide to all 29 Counties Embracing the Blue Ridge Parkway
- All New Map
- Curated Events
- Milepost Services
- New Interactive with QR Codes

GATEWAYS NORTH & SOUTH

We introduce you to Shenandoah National Park in Virginia and give a shout-out to the Great Smokies in North Carolina and Tennessee before we're done.

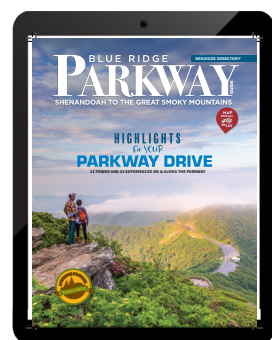
- We will promote the digital edition of the guide to our digital audiences and collect email addresses.

- Advertisers will be sent these leads 1x per month for VA, NC or both!

- The most recently completed edition of this program in 2022-2023 brought in an average of more than **2,400** email opt-in leads for each advertiser!

BLUE RIDGE COUNTRY'S HIGHLY TARGETED DIGITAL AUDIENCE

- 32,000+ unique website users per month
- 80,000+ e-newsletter opt-in subscribers
- 89,000+ Social followers



MAY/JUNE 2023 COVER

Also mailed to EVERY Blue Ridge Country magazine subscriber in the May/June issue.