

Reach PROSPECTIVE VISITORS to VIRGINIA in a *New*, OLD WAY

Due to the popularity of the VRLTA e-mail marketing cooperative in 2023 AND 2024, we have expanded this offering for 2025.

1 million+ emails will be sent to highly targeted audiences in 4+ different deployments.

Our Primary Tourism e-mail will deploy to 1,000,000 prospective visitors from our key feeder markets.

8 advertising spaces and 3 main feature are available per deployment.

KEY FEEDER MARKETS

Washington DC Metro
Baltimore Metro
Norfolk Metro
Philadelphia Metro
Richmond Metro
New York City

KEY DEMOGRAPHICS & INTERESTS

Outdoor adventurers
Families traveling with children
Foodies
Millennials traveling without children
Wine Enthusiasts

Rate: \$4 CPM with any ad purchase in the Guide and \$5 CPM for email only. Two features will be available in each deployment for \$1500. Every purchase benefits VRLTA and your support is greatly appreciated.

Rates include your display ad in every email with your link imbedded.



Eileen Sperry (757) 773-4075 | eileen@vgnet.com (or sales@vgnet.com)

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VISTA DIGITAL AGENCY

E-mail Marketing Program

What is E-mail Marketing?

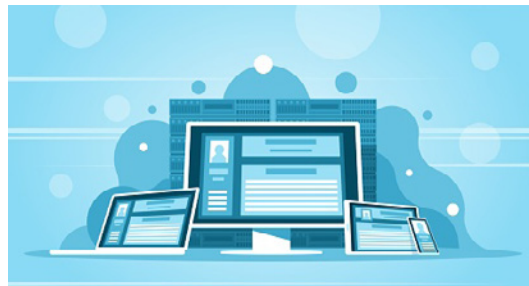
E-mail Marketing lets you reach your ideal audience directly—right on their phones, computers, tablets or wrists!



E-mail Marketing is a cost-efficient, powerful tool to promote your products, services, and brands by sending your ads to targeted E-mail lists.

Why use E-mail Marketing?

E-mail marketing is targeted, accountable, measurable, cost-efficient and effective.



77% of People prefer to get permission-based promotional messages via E-mail (versus direct mail, text, phone or social media).

Where does our data come from?

We aggregate data through websites that we own and manage including:

- Survey and Sweepstakes sites
- 3rd Party Data Sources

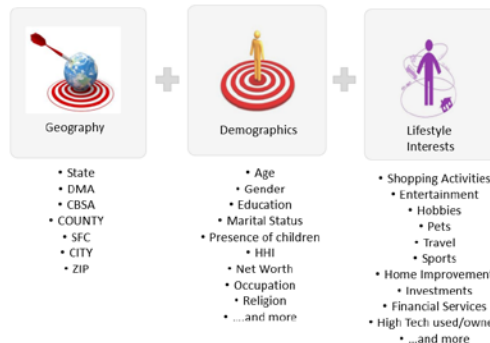


Our Data

- 100% opt-in data
- 5+ million pieces of fresh data per month

What are the targeting options?

Our Database is the most comprehensive in the marketplace today. It contains close to 750 available selects and 140 million E-mails with matching postal records.



Every E-mail has a matching postal address for multi-channel marketing and/or analytics

We match this data to our licensed postal files to overlay:

- Geography
- Demographics
- Lifestyles and Interests

Is it safe and reliable?

Data Hygiene is important! We promote a safe E-mail marketing environment with the highest possible sending reputation.



We remove invalid E-mail addresses to start your campaign with a clean validated list.

- We ensure deliverable E-mail addresses
- We clean the data internally as well as use secondary partners
- Real-time scanning technology that constantly monitors to
- remove invalid and/or dormant E-mail addresses
- 100% CAN-SPAM, and DMA compliant to ensure delivery to quality E-mail recipients
- No Bots Guarantee