VISIT MONTGOMERY

Marketing Opportunities

Print Publication Advertisement

40,000
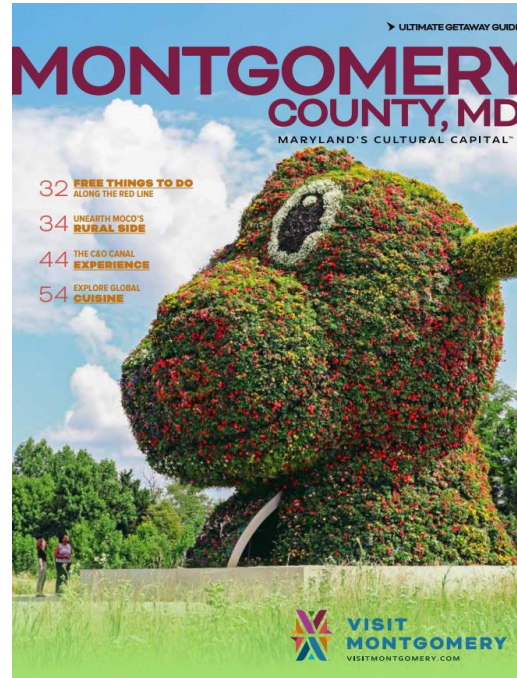Print Circulation
700
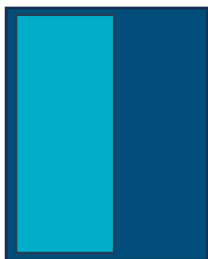Digital Downloads

Digital Issue

Why include your business in the Visit Montgomery Travel Guide?

Maximize your visibility within and beyond Montgomery County by leveraging advertising opportunities in Visit MoCo's print publication.

This strategic investment establishes a connection between your business and a vast audience of leisure, meeting, and group travelers who are actively planning visits to Montgomery County and its surrounding areas.
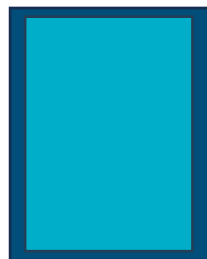
½ Pg Vertical   ¼ Pg Horizontal   Full Page

¼ Pg Vertical

Visit Montgomery Print Publication Ad Price Chart		
Size	**Partner Rates**	**Non-Partner Rates**
¼ Page (Included in Premier Partnership)	$1100	$1500
½ Page	$1700	$2000
Full Page (Included in Pineapple Partnership)	$3000	$3500
Inside Front Cover	$3500	$4000
Inside Back Cover	$3500	$4000
Back Cover	$4000	$4500
Two Page Spread	$5000	$6000

Visit Montgomery Partners Save On ALL Advertisements
Contact jdoran@visitmontgomery.com for questions

Digital Advertisements

eNewsletter Advertisements

Consumer eNewsletter and Industry eNewsletter sent out monthly.

17%
Consumer Open Rate

32%
Industry Open Rate

2.3%
Consumer Click Rate

24%
Industry Click Rate

44k
Consumer Reach

900
Local Industry Reach

Enewsletter Sponsored Content Block

Website Advertisements

2.8 Million
Annual Page Views

518k Views
Events Calendar

561k Views
Tastemaker Trail

212k Views
Weekend Getaways

465k Views
Blogs & Content

Leaderboard 728 x 90

Rectangle 250 X 300

Visit Montgomery Digital Ad Price Chart		
Size	Partner Rates	Non-Partner Rates
eNewsletter Sponsored Ad (Included in Pineapple Partnership)	$250	$400
Website Inline Rectangle	$200	$300
Website Leaderboard	$350	$450
Visit Montgomery Partners Save On ALL Advertisements Contact jdoran@visitmontgomery.com for questions		

*Website ads are priced per month with a three-month minimum commitment.
*eNewsletter ads are priced 1 ad per eNewsletter.

Sponsored Content Opportunities

Social Media Match

We'll match up to $300 to boost your content on our channels.

Terms

Participation is on a first-come-first served basis until matching funds are exhausted.

Minimum Buy-In Per Ad to Receive the Match: $100

Maximum Match Per Business: $300

Advertising must occur through Visit Montgomery's Facebook or Instagram accounts.

All advertising will include "In Montgomery County, Maryland. You're Welcome."

Sponsored Blog Post

$250 per post

Are you ready to sip on some soul-warming hot chocolate and stroll through a winter wonderland? If so, mark your calendars because <u>Winter City Lights</u> is kicking off the festive season with a sparkling start on Saturday, November 18, 2023!

This year, Winter City Lights is pulling out all the stops with new holiday displays that will capture your heart and ignite your holiday spirit. Can you picture a 30-foot towering Snowman? Or a Gold Ribbon tree that lights up to guide you through an enchanted path? It's all there, waiting to make your holidays unforgettable.

71k followers
Across Instagram, Facebook, and Twitter

465k Page Views
Blogs & Content

Contact Us

Interested in learning more about partnering with Visit Montgomery? Reach out to me!

Community Engagement and Partnership Manager

Joseph Doran
jdoran@visitmontgomery.com