



Prince Edward County Tourism Council Meeting Agenda

June 17, 2026 | 9:00 am | Heartland Regional Council Visitor Center, 121 East Third Street, Farmville, VA 23901

- I. Call Meeting to Order, Roll Call, and Welcome | Mr. Jake Romaine**
- II. Approval of October Minutes | Mr. Jake Romaine**
- III. Public Comment(s) | Jake Romaine**
 - 1. This is an opportunity for citizens to provide comments or ask questions of the Council regarding tourism matters in the County
 - 2. Three-minute limit for remarks per person
- IV. Old Business**
 - 1. Website Update | Ms. Molly Kinahan
 - 2. Wayfinding Signage Update | Ms. Chelsey White
- V. New Business | Ms. Molly Kinahan**
 - 1. BOS Monthly Report | Ms. Chelsey White
 - 2. Lodging Tax Revenue Update | Ms. Chelsey White
 - 3. VTC Updates | Ms. Molly Kinahan
 - a. Grant Update
 - b. Jennifer Kohms
 - 4. Virginia's Crossroads Updates | Ms. Molly Kinahan
 - 5. Advertisement Opportunities | Ms. Molly Kinahan
 - 6. Upcoming Events | Ms. Molly Kinahan
- VI. Other Business | Ms. Chelsey White**
- VII. Meeting Adjournment | Mr. Jake Romaine**

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PRINCE EDWARD COUNTY TOURISM COUNCIL MEETING MINUTES

**Heartland Regional Visitor Center
121 East Third Street, Farmville, VA 23901
9:00 am, April 15, 2026**

MEMBERS PRESENT IN PERSON: Mark Smith
Jake Roamine
Cainin Townsend
Tiffany Duffie
Chris Conkwright
Richard McClintock

MEMBERS PRESENT BY PHONE: None

MEMBERS ABSENT: Daniel Jordan

ALSO PRESENT: Chelsey White, Director of Economic Development & Tourism; Molly Kinahan, Tourism Coordinator; Doug Stanley, County Administrator; Jennifer Kinne, Letterpress

Introductions

At 9:04 am, Mr. Romaine welcomed everyone and called the April 2026, meeting to order.

Meeting Minutes

Mr. Romaine asked for a motion to approve the April minutes. Mr. Smith made a motion, and Mr. Townsend seconded the motion. The council voted with a unanimous approval.

Public Comments

There was no one present for public comments.

Old Business

Website Update

Ms. Kinahan gave the update that the tourism website is now live and a press release has been distributed. A promotional social media reel experienced scheduling issues but has been rescheduled for release. Council members were encouraged to share website and social media content to increase visibility and engagement.



VA250 Mobile Museum

An application has been submitted for the Virginia 250 Mobile Museum initiative. No updates have been received at this time. The proposed dates remain in the fall, so there is still time before planning decisions will need to be made.

Wayfinding Signage Project

Ms. White reported that 90% design plans have been submitted to VDOT and all required easements have been obtained from property owners. Comments received from VDOT have been addressed and final approval is expected soon. Once approval is received, the project can move toward bidding and eventual construction.

Additional discussion included coordination with downtown bicycle wayfinding efforts. Proposed signage would include welcome signs and directional signs highlighting destinations such as Longwood University, the Historic Shopping District, and High Bridge Trail

New Business

Monthly Tourism Report

The council reviewed the monthly tourism report, including social media performance, audience demographics, and website activity. Overall metrics continue to trend upward, showing steady growth in engagement and reach.

Lodging Tax Update

Lodging tax revenues were reported to be down compared to previous periods. Members discussed broader tourism trends and noted that tourism organizations across Virginia are seeing similar declines, particularly due to uncertainty in government employment sectors and reduced government related travel.

Ms. Duffie said she has noticed: reduced government contract bookings, some months showing lower occupancy than previous years, several large group bookings scheduled for upcoming months that may help offset declines. Members agreed that tourism trends should continue to be monitored throughout the summer season.

VTC Updates

Ms. Kinahan informed that an application has been submitted for a Destination Marketing Organization (DMO) grant. Results have not yet been announced.

She also mentioned that there had been some recent VTC Conferences/Workshops.

Key takeaways included:

- Keeping visitor information and brochures current and readily available.
- Opportunities to partner with other visitor centers for cross promotion.



- Growth opportunities in organized group and bus tour travel, particularly among older travelers.
- Continued emphasis on social media video content and Instagram marketing.
- The potential use of influencers to expand reach and attract visitors from target markets.

Members also discussed opportunities to package regional attractions together to appeal to tour operators and multi day visitors.

Virginia Crossroads

Virginia Crossroads continues exploring options for website redevelopment and enhanced social media marketing. A proposal has been received from one marketing agency and an additional presentation is expected.

The importance of regional collaboration was discussed, with members noting that neighboring communities can complement one another's attractions and create stronger visitor experiences together.

Advertising Opportunities

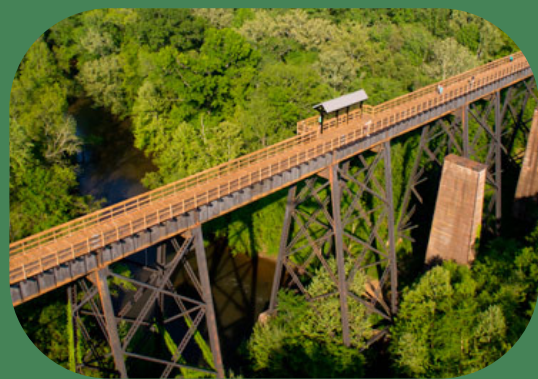
Ms. Kinahan went over the following opportunities

- Virginia Wedding Magazine: Demographic information and advertising rates were reviewed. Members discussed the possibility of future advertising placements based on audience fit and publication schedules.
- Regional Publication Opportunities: The council reviewed information from another regional publication targeting visitors from North Carolina and other nearby markets. Representatives may be invited to a future meeting to discuss opportunities in greater detail.
- Tourism Landmark Concept: The council discussed a proposal for a large Adirondack chair style photo attraction. While originally presented as an informational item, members discussed possible locations, customization opportunities, and the potential for local businesses to construct a similar attraction. The marketing value of creating a recognizable photo opportunity was noted.

Adjournment:

With no other business to discuss, Mr. Romaine recommended adjourning the meeting, and all the members were in favor.

The meeting was adjourned at 9:56am



Board of Supervisors Report:

- The new tourism website is up and running! Check it out today at: www.ExplorePrinceEdward.com
- New T-Shirts are available at the Visitor Center, and credit cards are now accepted. Stop by to get some local apparel!
- PEC was awarded a VTC DMO grant of \$15,000 to help increase overnight visitation through digital marketing!!
- Staff is collaborating with surrounding communities to develop an affordable, drivable tour of Central and Southern Virginia. The experience will showcase shared strengths like history, camping, and agritourism, while also emphasizing overnight accommodations to help fill gaps in nearby areas and encourage extended stays.
- Upcoming tourism-focused events can be submitted for inclusion on the Explore Prince Edward County social media platforms using the link/QR code: <https://tinyurl.com/yc2kv6r7>



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PEC Tourism & Visitor Center Monthly Report for the end of April 2026

HEARTLAND REGIONAL VISITOR CENTER ATTENDANCE

	Virginia Guests	Other States	Other Countries	Total Guests	Average Visitors per Month:
April	22	7	0	29	32

PHONE INQUIRIES

April 26	April 25	% Differences	year YTD	Prior year YTD	% Differences
18	28	-37%	96	100	4%



Webpage Stats



Total Users

66



Total Sessions

65



Engagement Rate

Wedding Site: 94.81%



Average Time

25 seconds



Users by Location

US
Germany
Ireland



Sessions by
Traffic Source

24 Direct
6 Organic Social
1 Referral
1 Paid search
33 Organic Search

Key Takeaways & Recommendations

- Work with other DMOs to share tourist.
- Focus on conferences, and seminar hosting.
- Focus on Charlotte, NOVA, and Richmond.

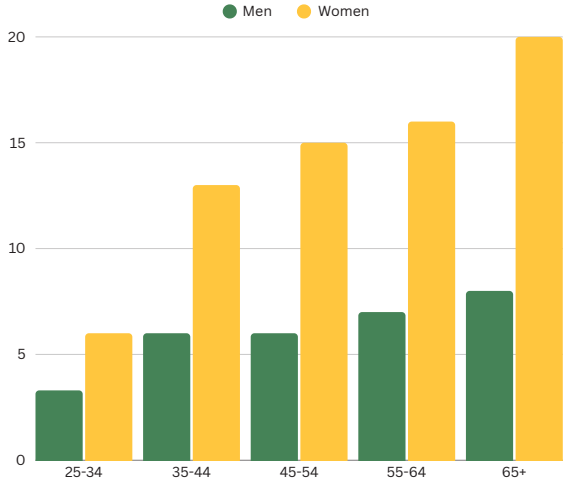


Social Media Stats

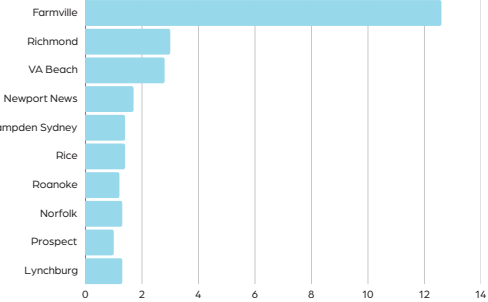
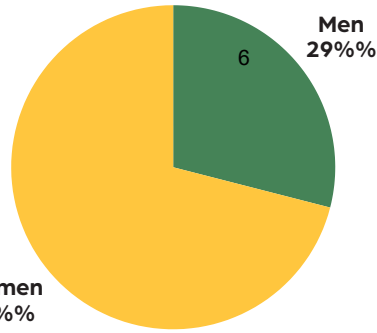
Facebook Followers

1,838

Top Post



Women
71%



6.1k Reached



39 Followers



390 Visits

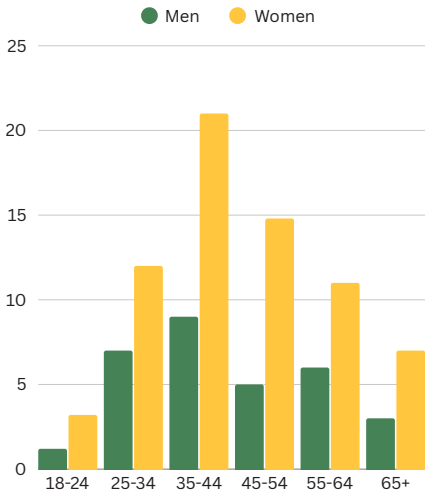


Social Media Stats

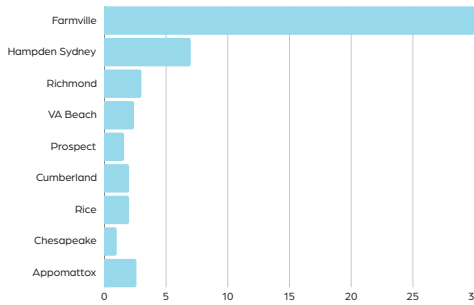
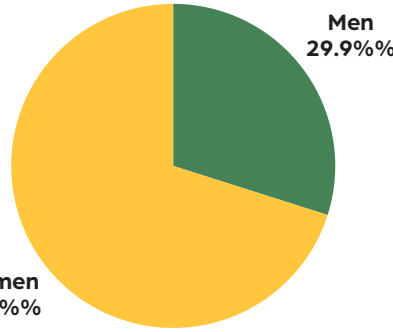
Instagram Followers

389

Top Post



Women
70.1%



576 Reach



13 New Page Likes



28 visits



GOOGLE MY BUSINESS

Phone Calls	Directions	Website Visits
3	31	4



Board of Supervisors Report:

- The new tourism website is up and running! Check it out today at: www.ExplorePrinceEdward.com
- New T-Shirts are available at the Visitor Center, and credit cards are now accepted. Stop by to get some local apparel!
- The Economic Development and Tourism Department hired a Travel Counselor for the front desk at the Visitor Center.
- Blogs on ExplorePrinceEdward.com are boosting numbers and getting a great response. These blogs are based on seasonal itineraries.
- Upcoming tourism-focused events can be submitted for inclusion on the Explore Prince Edward County social media platforms using the link/QR code: <https://tinyurl.com/yc2kv6r7>



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PEC Tourism & Visitor Center Monthly Report for the end of May2026

HEARTLAND REGIONAL VISITOR CENTER ATTENDANCE

	Virginia Guests	Other States	Other Countries	Total Guests	Average Visitors per Month:
May	27	2	2	31	32

PHONE INQUIRIES

May 26	April 25	% Differences	year YTD	Prior year YTD	% Differences
30	28	-37%	114	128	7%



Webpage Stats



Total Users
85



Total Sessions
691



Engagement Rate
Wedding Site: 94.81%



Average Time
37seconds



Users by Location

US
Germany
Ireland



Sessions by Traffic Source

33 Direct
46 Organic Social
1 Referral
12 Organic search
7 Unassigned

Key Takeaways & Recommendations

- Work with other DMOs to share tourist.
- Focus on confrenes, and seminar hosting.
- Focus on Charlote, NOVA, and Richmond.

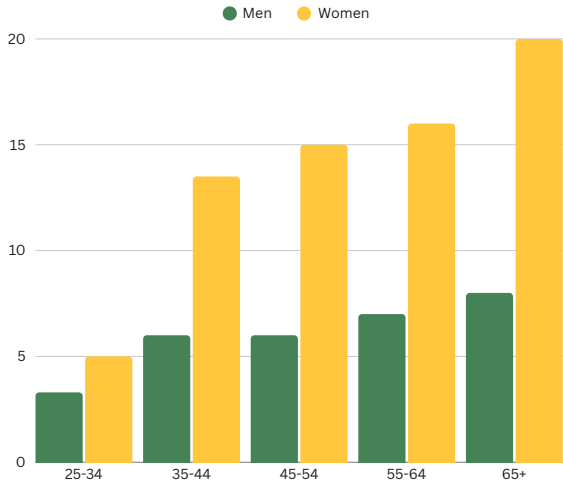


Social Media Stats

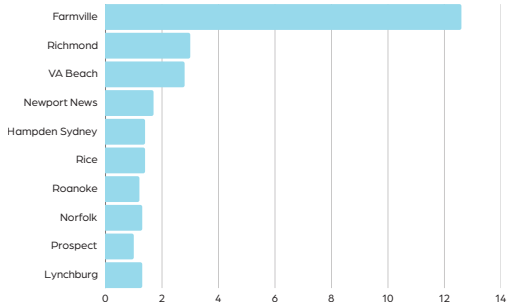
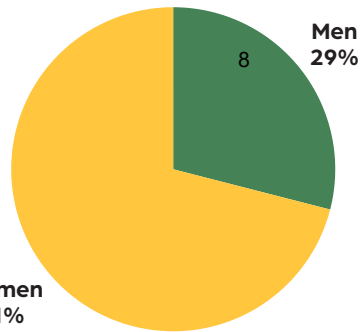
Facebook Followers

1,862

Top Post



Women
71%



10.4k Reached



24 Followers



262 Visits

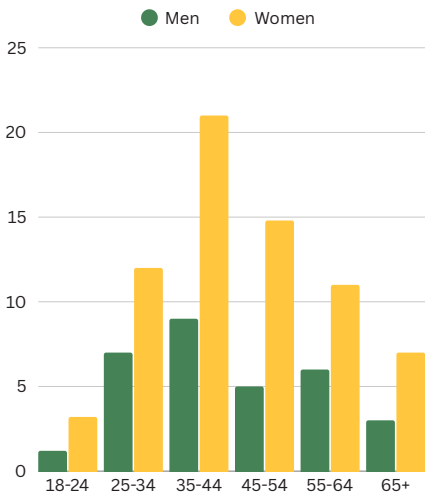
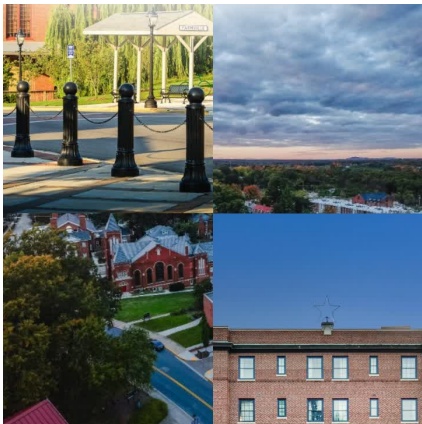


Social Media Stats

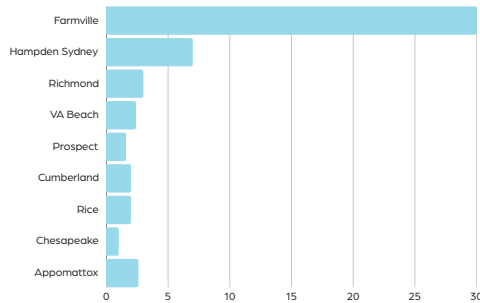
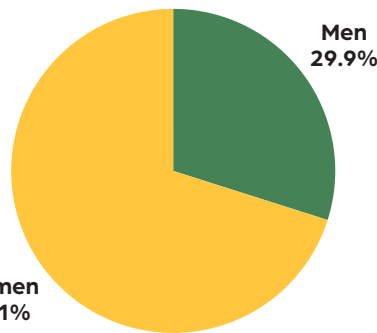
Instagram Followers

389

Top Post



Women
70.1%



642 Reach



11 New Page Likes



28 visits



GOOGLE MY BUSINESS

Phone Calls	Directions	Website Visits
2	66	8

Lodging Tax

	2024	2025	2026
January	\$3,755.00	\$7,852.00	\$3,965.17
February	\$4,303.50	\$2,845.67	\$3,255.34
March	\$6,019.24	\$4,272.27	\$2,800.44
April	\$6,687.75	\$5,895.82	\$7,489.69
May	\$8,974.96	\$5,684.99	\$6,310.14
June	\$3,683.94	\$8,282.11	
July	\$10,721.84	\$7,915.39	
August	\$9,477.17	\$6,817.36	
September	\$7,335.03	\$6,911.65	
October	\$6,124.91	\$4,633.06	
November	\$2,914.04	\$3,464.96	
December	\$2,914.04	\$10,955.83	
Total	\$72,911.42	\$75,531.11	\$23,820.78

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Economic Development & Tourism Report Summary

May 12, 2026 Board of Supervisor Meeting

Economic Development:

- May is Business Appreciation Month in Virginia, so I'd like to first focus on some recent examples of how Prince Edward County and our Industrial Development Authority support our local businesses and industries.
- As the Board is aware, Prince Edward County hosts a Virginia Enterprise Zone, which is a partnership between state and local government that encourages job creation and private investment.
- As the Board is also aware, our local enterprise zone has been intentionally planned to try to include many of the population centers of the county, including Farmville, Kingsville, Rice, Green Bay, Virso, and Meherrin.
- The annual enterprise zone application season wrapped up on April 1st.
- As the designated Local Zone Administrator, I had been providing technical support to local businesses in the Enterprise Zone on their applications.
- I assisted local business owners in Farmville and the county with submitting applications to request hundreds of thousands of dollars in incentive grants from the state based on qualified investments that they made in the zone during the 2025 calendar year.
- These incentive-based reimbursement grants encourage job creation and private investment in the county.
- Grant awards will be announced later this year in the summer.
- This past quarter, I have been coordinating Business Retention and Expansion Site (BRE) visits and contact with manufacturing companies in the county.
- In these meetings, the primary goal has been to learn more about the company, what is currently working well, what the current issues are, plans for the future, and how the county can be a good partner to help bring additional investment and jobs.
- I also invited key regional and state partners to participate in these meetings to discuss important resources, incentive programs, workforce development support, and grant opportunities that could be of benefit.
- So far, coordination has included existing companies such as YakAttack and Paris Ceramics, as well as a new company locating in the county.
- The local and regional partners who have participated so far have included representatives from the Virginia Economic Development Partnership, Virginia Career Works, Virginia's Heartland Alliance (VHREDA/VAHA), and Southside Virginia Community College.
- I was also able to coordinate a meeting with Dr. Chip Jones, Mr. Jason Lee, and a company to discuss potential partnership opportunities with the Prince Edward County Career and Technical Education Center surrounding building a talent pipeline, enhancing

skills-based learning, and creating tailored credential opportunities for particular industry sectors.

- I am currently finalizing the next set of business retention and expansion visits, as well as the business spotlight schedule for the rest of the year, so there will be further updates to follow.
- All of the incentive reinvestment grants have been paid out for tax year 2025, with the combined total awarded being \$8,813.80.
- This year, Sandy River Distillery and 5 Pillar Meats were recipients.
- These grants help support companies as they bring jobs and investment to the county.
- The IDA recently finalized an equipment loan to Paris Ceramics for \$136,910.00 (terms: 5-year, 6% interest, lien against property as collateral - financing statement tied to land).
- This loan will allow the company to expand production and hire two additional employees.

My department, in both the Economic Development and Tourism realms, invests substantial time and energy in our existing business community, and we welcome new ideas on how to serve our local employers better.

Now I will highlight a few recent business attraction items and activities:

- I recently had the pleasure of helping to host Virginia Economic Development Partnership representatives on a tour of available property in the Prince Edward Business Park.
- I was able to touch on key information particular to the park, such as available usable acreage, water and wastewater capacity, specific information on electric service availability, and the target industries for the site.
- This tour provided a good opportunity for the state to become more familiar with the available products or sites that the county has available for marketing.
- The representatives took our site information back to their colleagues who interface with potential prospects.
- Their team also gave a presentation at the RIFA meeting held at the Heartland Industrial Park, and I also attended this meeting to hear more about site development opportunities that exist with VEDP.
- As mentioned during their presentation, the state is in desperate need of larger industrial sites to compete with other states on securing manufacturing projects.
- There are currently two economic development grant applications moving forward to help fund the grading and clearing of 25 acres in the Prince Edward Business Park.
- One is a Tobacco Commission application, and one is a VEDP application. They are matching grants with the combined total request of \$3,487,260.
- As you know, 2025 was a fairly busy year for commercial projects in the town and county, and we are hopeful that 2026 will also keep us busy.

- The IDA voted to sell lot 4a, behind Lowe's, in the Prince Edward Business Park for two separate projects, and they are now finalizing the subdivision and legal land sale documents.
- Prince Edward County was featured in the April edition of the Business View magazine. The Article was titled *Cherishing the Beauty, Nurturing the Economy* and it focused on the county's historical, recreational, and economic development assets.
- Please be sure to check it out if you have not done so already
(<https://businessinfocusmagazine.com/2026/04/prince-edward-county-virginia/>)
- And lastly, the IDA will hold its next regular meeting on May 22nd at 8:00 am.

Tourism:

- Prince Edward County was awarded \$15,000 through the Virginia Tourism Corporation DMO Marketing Program to support the campaign "*Traversing Prince Edward County's Great Outdoors.*"
- This initiative focuses on expanding the county's digital marketing efforts through a coordinated six-month campaign using Meta and Google ads, paired with the development of a Mailchimp newsletter system to capture and nurture visitor interest.
- The goal is to increase overnight visitation and long-term engagement by positioning the county as a destination for multi-day stays, while promoting its outdoor recreation, cultural assets, and local businesses.
- The campaign uses a Hub and Spoke model, with Prince Edward County Tourism leading and local partners including High Bridge Trail State Park, Holiday Inn Express, Sandy River Adventure Park, the Robert Russa Moton Museum, and downtown businesses contributing to a cohesive visitor experience.
- Target markets include Northern Virginia and Charlotte, North Carolina, with a focus on couples and high-value travelers seeking outdoor and cultural experiences.
- The next regular Prince Edward County Tourism Council (PECTC) Meeting is scheduled for June 17th, at 9 am.
- The Council will discuss current projects and new tourism promotion initiatives.

BUS TOURS

Magazine

Print, Digital and Online Opportunities

Proud to have editorial staff with bus operation and group tour planning experience dating back to the 1960s.



Bus Tours Magazine

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Phone: (815) 946-2341

Fax: (815) 946-2347

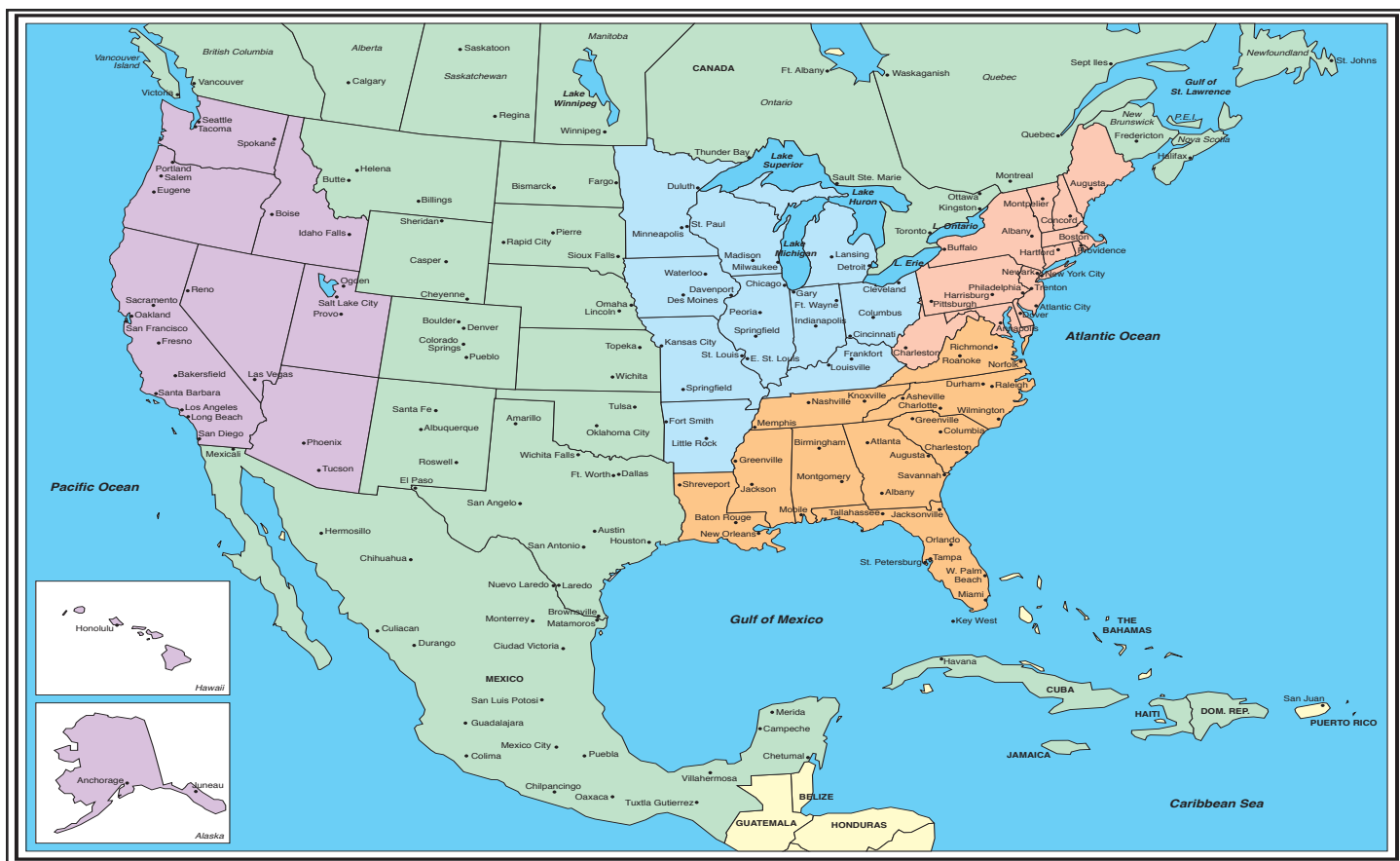
www.BusToursMagazine.com

Serving bus and group tour planners since 1979



2026 Media Kit

Circulation Information



West

Alaska
Arizona
California
Hawaii
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Nevada
Oregon
Utah
Washington

Central

Colorado
Kansas
Montana
Nebraska
New Mexico
North Dakota
Oklahoma
South Dakota
Texas
Wyoming

Midwest

Arkansas
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Indiana
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Kentucky
Michigan
Minnesota
Missouri
Ohio
Wisconsin

Southeast

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Florida
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Pennsylvania
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Vermont
West Virginia

central@busmag.com

central@busmag.com

midwest@busmag.com

southeast@busmag.com

tourgrouops@busmag.com

Total Print Readership: 20,000+

Total Digital Readership: 10,000+

Additional copies are printed and distributed
at trade shows and conventions.

2026 Editorial Calendar

Subject to Change. All issues may include "Regional Roundup" as well as special and local articles on other topics that are arranged in advance.

January/February 2026

Student & Senior Tours
Historical Attractions & Museums
Shopping, Dining & Lodging
Theaters & Entertainment
Military & Space
The Charming Southeast
America's 250th Birthday
Wineries, Breweries & Distilleries
Terrific Texas Tours

Advertisers Note: *Catalogs are complete and tour planners are now looking for new ideas. A great time to solicit for fall foliage, autumn and holiday tours.*

Deadlines: Insertion and Material: 12/01/25

July/August 2026

Gaming & Entertainment
Rail & Sail
Places for Summer 2027
Gardens & Estates
Military & Space
Historical Attractions & Museums
Outdoor Adventures
The Heart of New York
Wineries, Breweries & Distilleries

Advertisers Note: *Bus tour planners start planning for next year. This is a great time for being the first to get exposure to tour planners.*

Deadlines: Insertion and Material: 6/01/26

March/April 2026

Gaming & Entertainment
Rail & Sail
New, Improved & Different
Presidential Locations
Zoos, Aquariums & Wildlife
Gardens & Estates
Historical Attractions & Museums
Explore the Northeast
Cultural Attractions

Advertisers Note: *Tour planners are now looking for new ideas. This is a good time to solicit for fall foliage, autumn, holiday and next year's spring tours.*

Deadlines: Insertion and Material: 2/01/26

September/October 2026

Student & Senior Tours
Historical Attractions & Museums
Shopping, Dining & Lodging
Zoos, Aquariums & Wildlife
Small Town America
Presidential Locations
Maple Leaf Magic: Canada's Great Tour Stops
Super Sights in Central U.S.
Cultural Attractions

Advertisers Note: *Tour planning is in high gear for next year. An excellent time to get your name in front of tour planners.*

Deadlines: Insertion and Material: 8/01/26

May/June 2026

Student & Senior Tours
Historical Attractions & Museums
Shopping, Dining & Lodging
Faith-based Attractions
Theaters & Entertainment
Go West!
Waterfront Attractions
Global Destinations
Scenic Fall Tours

Advertisers Note: *Bus tour planners are finalizing autumn and holiday tours and are starting work on spring and summer tours for next year.*

Deadlines: Insertion and Material: 4/01/26

November/December 2026

Gaming & Entertainment
Rail & Sail
New, Improved & Different
Faith-based Attractions
Military & Space
Historical Attractions & Museums
Gardens & Estates
Heartland Attractions in the Midwest
Places to Go Next Year

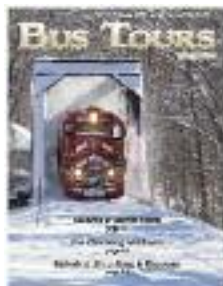
Advertisers Note: *Tour planners are looking for last-minute ideas to round out their tour programs for next year.*

Deadlines: Insertion and Material: 10/01/26

Print Advertising Rates

Rates effective 01/01/20

Full Color Rates



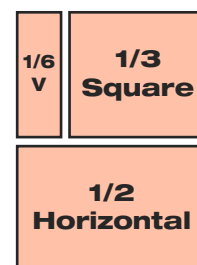
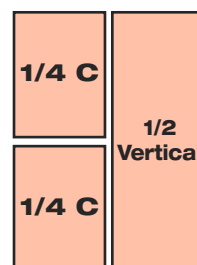
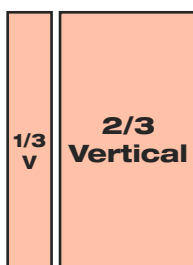
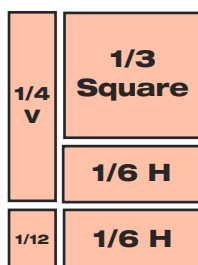
Size		1x	3x	6x
2-Page Spread		\$ 5,960	\$ 4,680	\$ 3,880
Full Page		\$ 3,900	\$ 3,100	\$ 2,300
2/3 Page		\$ 3,080	\$ 2,440	\$ 2,040
1/2 Page Island		\$ 3,080	\$ 2,440	\$ 2,040
1/2 Page	Vert or Horiz	\$ 2,460	\$ 1,980	\$ 1,680
1/3 Page	Square or Vert	\$ 1,840	\$ 1,520	\$ 1,320
1/4 Page	Conv or Vert	\$ 1,530	\$ 1,290	\$ 1,140
1/6 Page	Vert or Horiz	\$ 1,220	\$ 1,060	\$ 960
All advertising rates are NET RATES and are subject to change. Rates above are charges <i>per insertion</i> .				

Covers & Preferred Positioning



Size		1x	3x	6x
4th Cover	Outside Back	\$ 4,560	\$ 4,200	\$ 4,020
2nd Cover	Inside Front	\$ 4,450	\$ 4,100	\$ 3,925
3rd Cover	Inside Back	\$ 4,340	\$ 4,000	\$ 3,830
Preferred Position		15% add'l	15% add'l	15% add'l
All advertising rates are NET RATES and are subject to change. Rates above are charges <i>per insertion</i> .				

Mechanical Specifications



Full Page8.5" x 10.875"
 Full Page Bleed9.0" x 11.5"*
 2/3 Page4.75" x 10"
 1/2 Page Vertical3.5" x 10"

1/2 Page Horizontal.....7.5" x 4.75"
 1/2-Page Island.....4.75 x 7.5"
 1/3 Page Vertical2.25" x 10"
 1/3 Page Square4.75" x 4.75"
 1/4 Page Vertical2.25" x 7.5"

1/4 Page Conv.....3.5" x 4.75"
 1/6 Page Vertical2.25" x 4.75"
 1/6 Page Horizontal...4.75" x 2.25"
 1/12 Page2.25" x 2.25"

* Based on 8.5 x 10.875" trim size

Advertising and Design Service Available at \$150 per print or online ad

Online Advertising Rates

1. 200 x 400 Pixel Regional Skyscraper Ad

Price: 1x - \$400, 3x - \$300, 6x - \$250 (rate per insertion)

Length of Exposure: 2 months (per insertion)

Location: Side Bar, Regional Page

What should be submitted: 200 x 400 pixel digital ad



2. Online Regional Editorial

Price: 1x - \$500, 3x - \$400, 6x - \$350

Length of Exposure: 2 months

Location: Regional Page

What should be submitted: 500 words, 2-3 photos



3. Calendar of Events

Price: 1x - \$630, 3x - \$550, 6x - \$400

Length of Exposure: 2 months (per insertion)

Location: Online Exclusives

What should be submitted: Full page PDF



4. 200 x 400 Pixel Home Page Skyscraper Ad

Price: 1x - \$600, 3x - \$500, 6x - \$450 (rate per insertion)

Length of Exposure: 2 months (per insertion)

Location: Side Bar, Home Page

What should be submitted: 200 x 400 pixel digital ad

5. 468 x 60 Pixel Regional Banner Ad

Price: 1x - \$700, 3x - \$600, 6x - \$450 (rate per insertion)

Length of Exposure: 2 months (per insertion)

Location: Top of Regional Page

What should be submitted: 468 x 60 pixel digital ad



6. Online Home Page Editorial Feature

Price: 1x - \$700, 3x - \$600, 6x - \$450 (rate per insertion)

Length of Exposure: 2 months (per insertion)

Location: Home Page

What should be submitted: 750 to 1,000 words and 3-5 photos

7. Sample Tour Itineraries

Price: 1x - \$700, 3x - \$600, 6x - \$450 (rate per insertion)

Length of Exposure: 2 months (per insertion)

Location: Regional Page

What should be submitted: Full page PDF

8. Scouting or Online Video

Price: 1x - \$500, 3x - \$400, 6x - \$350 (rate per insertion)

Length of Exposure: 2 months (per insertion)

Location: Regional Page

What should be submitted: Video on Youtube, link to video and 100 words.



9. Supplier Directory

Price: 1x - \$500 (Includes Hyperlink)

Length of Exposure: 1 year

Location: Regional Page

What should be submitted: 400 words and up to 5 photos, Website address, hyperlink, phone number, fax number, e-mail contact.

Digital Advertising Rates

10. Sponsor of The Digital Issue (First Come, First Served)

Price: 1x - \$1800, 3x - \$1,560, 6x - \$1,320 (rate per insertion)

Length of Exposure: 2 months (on current issue page)

Location: Digital Issue of the magazine (Full page ad on outside, message on first inside page, then regular cover.

What should be submitted: Full page ad and 350 words + 1 photo for second page.



**Come Experience The World's
Most Famous Ranch Today!**
SOUTHERN RANCH.COM



11. Hyperlinked Ad

Price: 1x - \$120, 3x - \$100, 6x - \$80

Length of Exposure: 2 months per insertion (on current issue page)

Location: From Digital Issue to selected Web page

What should be submitted: Link to target Web page

12. Digital Advertising Pages

Length of Exposure: Two months on current issue page

Location: Website. Follows behind regular digital issue pages.

What should be submitted: Standard print ads, editorial and photos.

	1x	3x	6x
Full Page	1,400	1,200	1,000
Half Page Horizontal	920	800	680
Quarter Page	620	550	480

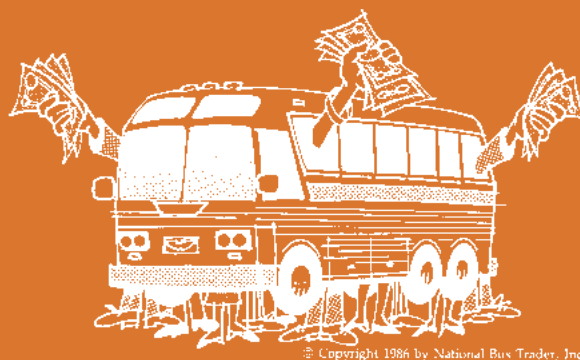


Digital and Online Expansion

Bus Tours Magazine has offered a digital edition since 2003. In subsequent years our Website at www.BusToursMagazine.com has expanded with regional sections, a Supplier Directory and other information to meet the needs of visitors seeking bus tour information. We are proud of the fact that our Web visits and numbers are continually growing. Here are some current statistics:

- Tour planners visit www.BusToursMagazine.com to read the digital edition of *Bus Tours Magazine* as well as to search for ideas for the next bus tours.
- In recent months, readership of the digital edition as well as other visitors to the www.BusToursMagazine.com has increased as some people have been working from home rather than in the office.
- Many of the online visitors sign up to receive information on *Bus Tour Magazine* and many ask to join our mailing list.

Ten Reasons to Advertise in Bus Tours Magazine



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- 10** – *Bus Tours Magazine* can claim the Senior Editor in the bus industry with extensive practical industry experience and more than 500 bus industry magazines edited.
- 9** – Student and Senior tours make up much of bus tour business and provide a solid sales base because they are much less impacted by the economy or a recession.
- 8** – Founded in 1979, *Bus Tours Magazine* is the oldest independent magazine in this field.
- 7** – *Bus Tours Magazine* gives you more for your money with low advertising rates.
- 6** – Because of the staff's extensive industry experience and the fact that membership status is ignored, *Bus Tours Magazine* provides in-depth scouting-type editorial to its bus and group tour planner readers.
- 5** – *Bus Tours Magazine* circulates to bus and group tour planners in the United States and Canada regardless of membership or whether public or private. Free copies are available on the Web site.
- 4** – Bus and group tour planners work months in advance so you must advertise as soon as possible.
- 3** – The typical bus tour group is a big help to the local economy since it is responsible for spending \$5,000 to \$10,000 daily depending on passengers and activities.
- 2** – Bus and group tours are the fastest growing segment of tourism and are setting new records.
- 1** – Because of the price of gasoline, automobile travel and tourism is declining while bus tours are increasing. Bus tours have increased substantially since the pandemic and are reaching pre-pandemic levels.



Bus Tours Magazine

Serving Bus Tour Planners Since 1979

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WASHINGTON **COMMANDERS**





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VIRGINIA

Reminder!

**Please submit any upcoming
tourism events for us to help
promote!**



<https://tinyurl.com/yc2kv6r7>