

# Reach PROSPECTIVE CAMPERS to VIRGINIA in a New, OLD WAY

- Deploy to 800,000+ prospective campers and RVers
- Ad space available at discounted rates for members

## 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 \$1,500. Every purchase benefits VRLTA and your support is greatly appreciated.

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

**For More Information Contact 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, measureable, 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