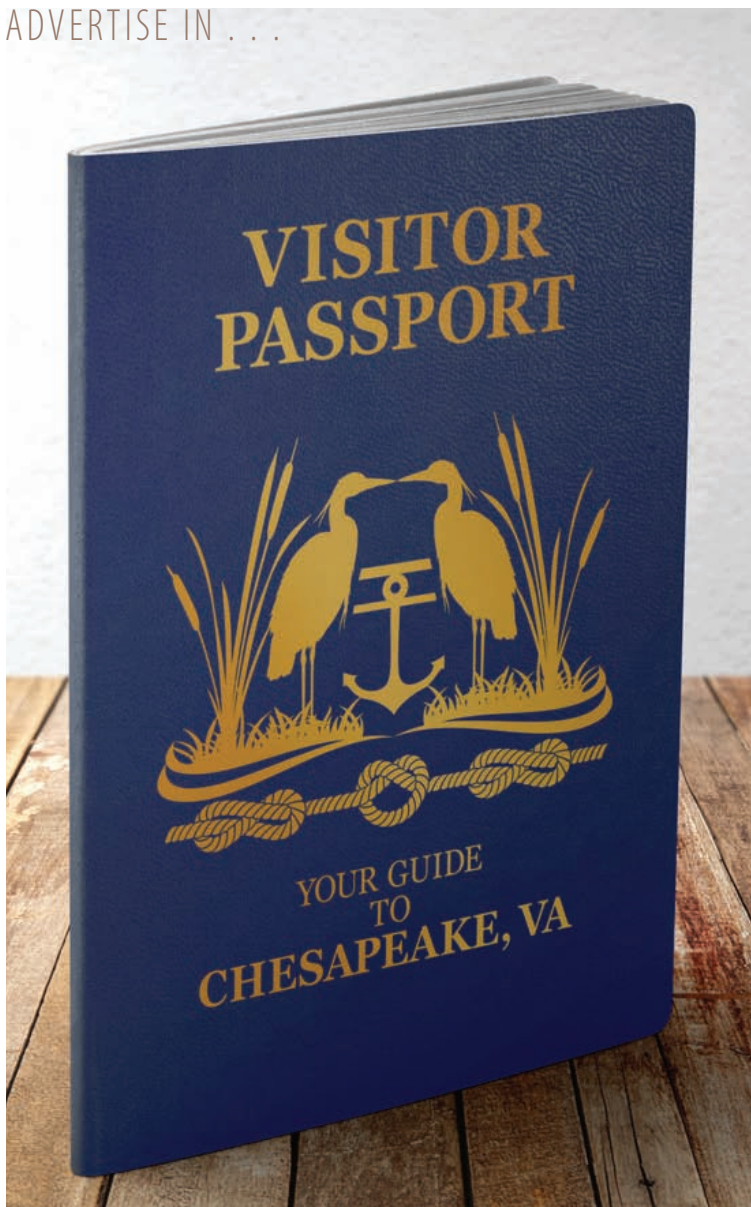


Chesapeake Passport Media Kit

A professional guide to assist you.

ADVERTISE IN . . .



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A publication of Virginia Water Tourism Corp and part of the GoChesapeake Initiative



Dear Friends,

Thank you for your interest in Chesapeake Passport — a visitor's guide to Chesapeake and the region!

As an advertiser, you'll have the opportunity to promote your company while becoming a collaborative partner in encouraging visitors to consider Chesapeake as a destination.

Read on to learn how your advertising investment will help to expand our economy while creating quality jobs in Chesapeake — all without creating additional burden on our roads, schools, utilities and public safety resources.

We hope you'll consider partnering with us in this initiative!

My warmest regards,



Dawn Matheson
Chairman / President



About The Publisher

Virginia Water Tourism Corp is a 501(c)(3) non-profit organization working to promote water tourism along the Atlantic Intracoastal Waterway. The primary mission of the organization is to expand the local economy and enhance the quality of life for all Virginians by increasing the revenues generated through water tourism in our state. Through its initiative, GoChesapeake, the organization works to promote Chesapeake as a destination for the 12,000 yacht owners and captains that travel through our waterways each year.



About Chesapeake Passport

Chesapeake Passport is a professionally designed promotional booklet modeled after an actual passport. The publication is designed to showcase the best services and experiences the region has to offer — everything from dining, shopping, professional and personal services, golf, tours and other experiences.



About The Atlantic Intracoastal Waterway

Atlantic Intracoastal Waterway (AICW) is commonly referred to as “The Ditch.” It officially begins at Mile Marker 0 in Norfolk and goes all the way through to Florida.

At Mile Marker 7 near Deep Creek, the waterway splits into two routes.

Route #1 is the Albemarle & Chesapeake (A&C) Canal also known as “The Virginia Split” or “The Virginia Cut”. The route comes thru the Great Bridge Locks and is the deepest and most common route.

Route #2 is the Great Dismal Swamp Canal which routes to Elizabeth City. This route is very popular in the fall, when foliage peaks and the insects are minimal. Route #2 is currently closed for navigation due to damage caused by Hurricane Matthew.

The two routes reconnect at Mile Marker 79 in North Carolina.

Roughly 12,000 recreational vessels travel the AICW each year as reported by the AICW Association. Before the economy crashed, this number was reported to be at 18,000 vessels per year.



Regional Competition

Chesapeake's top competitor is Elizabeth City which is well marketed to the yachting community. The City has branded itself as the “Harbor of Hospitality” and does a great job of promoting its restaurants, inns, and exciting events.

Chesapeake has literally been “missing the boat” when it comes to capitalizing on this economic sector.



Our Competitive Advantages

Chesapeake has a lot to offer, we just haven't promoted it well to the yachting community. Chesapeake is half-way between Maine and Florida. There is ample public docking with easy access to fine dining and shopping. Chesapeake is home to three well respected marinas — Top Rack Marina, Atlantic Yacht Basin and Centerville Marina. All are highly rated on Active Captain, a popular app used by yachters. Our marinas offer competitive fuel prices, ample docking and a variety of amenities — everything from fully stocked marine stores, showers, laundry facilities, power, pet-friendly facilities and even free wifi.

By combining the capabilities of these marinas with our well-marketed services and experiences, we will be the premier destination on “The Ditch.” And, we'll be helping to improve the Chesapeake economy without creating additional burden on our roads, schools, utilities and public safety resources.



Demographics / Reach

The Atlantic Intracoastal Waterway Association reports that roughly 12,000 recreational vessels travel the waterway each year. The Army Corps of Engineers reported that nearly 9,500 vessels traveled through the Chesapeake Locks last year.

*Could you use 9,500
more customers?*

The Chesapeake Passport will be available in print version and as an online flip-book. It will be promoted heavily on social media and to our database of 17,000 yachters known to travel thru Chesapeake.



Contacts

Advertising Sales

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Order Insertion & Billing

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Graphic Design & Technical Help

Joe Pozerycki Jr.
JoePozDesign@comcast.net
978.475.0667



Payment / Art & Copy / Publication Schedules

	Spring	Fall
Recreational Vessels	4,133	5,327
Distribution Dates	January - June	July - December
Production Dates	October - December	May - June
Early Bird Reservation Deadline	September 1st	April 1st
Standard Reservation Deadline	September 15th	April 15th
Art & Copy Submission Deadline	October 1st	May 1st

Data on recreational vessels provided by the Army Corps of Engineers and represents the number of vessels traveling through the Chesapeake Locks in 2016.

Payment:

- By check, major credit card or Paypal
- 100% due upon reservation



Advertising Sizes & Rates

All advertisements print in the booklet and appear on the screen in full color. A single booklet page measures 3.45" wide x 4.90" high. A two page booklet spread measures 6.90" wide x 4.90" high. The online / on the screen versions will vary upon the device and its settings.

Location	Early Bird Rate	Standard Rate
Interior Page	\$500	\$600
Interior Spread	\$950	\$1,150
Inside Back Cover Spread (last interior page + back inside cover)	\$1,150	\$1,450

Discounts:

Save 10% when advertising in both the Spring and Fall editions. Special pricing is available for multiple pages and spreads. Contact sales for details.

Confirmation:

Space is limited and therefore ads are confirmed on a first-payment basis. The publication reserves the right to limit the number of ads per industry segment.

Art & Copy Submission Instructions

The advertiser is responsible for the submission of the ad-content. Chesapeake Passport is responsible for the design of the advertisement.

Advertiser To Submit — via Email & Attachments:

Art:

Company Logo | Vector format preferred. High-resolution (at or near 300dpi) .png, .jpg, or .tif files accepted.

Photographic or Illustrative Images | Up to 6 images / 8.00" wide x 6.00" high maximum, at a resolution range of 150dpi min. to 300dpi max.

Copy:

Name of company or service.

Headline - for spreads only / the shorter the better

Sub-header - for spreads only / optional / the shorter the better

Ad-copy - at or near 60 words / could be edited to fit

Special Offer Text - 70 characters max / could be edited to fit

Street Address Of Business

Telephone Number Of Business

Website Address Of Business

Make submissions with **Chesapeake Passport Ad-Content** in the e-mail subject line. Include a contact name and primary phone number in case of needed clarifications. Thank you.

Chesapeake Passport will carefully select, and edit art & copy submissions and then professionally design the advertisements to fit the systematic appearance of the booklet. A proof will then be sent to the advertisers for review of the design content before production runs.



Atlantic Yacht Basin

Welcome to a full service yacht repair and storage facility that's strategically located on the A&C Canal of the Intracoastal Waterway in Chesapeake, Virginia. Family owned since 1936, our excellent reputation and expert services are unmatched in this beautiful region.

Latitude, Longitude: 36.720062, -76.239299
Precision: N36° 43.2037', W076° 14.3579'

SPECIAL OFFER
20% off your entire parts order | Through 12-31-17 | Anchors aweigh!

AYB
ATLANTIC YACHT BASIN

2615 Basin Road
Chesapeake, VA 23322
800.992.2489
AtlanticYachtBasin.com

Interior Page Design Name of company or service, 2 or 3 images, text, logo, and contact information.



Big Ugly Brewing Company

Big Ugly has it's roots in home brewing. Jim Lantry became interested when his wife gave him a Mr. Beer kit for Christmas more than 12 years ago. He moved on to brewing with malt extract before switching entirely to grain. Jim and Shawn Childers began formulating different beer concepts for future brews. Ten different varieties of barrel-aging beer are also ready for tasting. Stop in and enjoy.

SPECIAL OFFER
Buy the first beer | get the second beer at 50% off | Through 12-31-17 | Cheers!

Big Ugly Brewing

1296 Battlefield Boulevard South
Chesapeake, VA
757.609.2739
BigUglyBrewing.com

Interior Page Design Name of company or service, 2 or 3 images, text, logo, and contact information.



Interior Page Spread Name of company or service, full-page photograph or illustrative image, headline, sub-header (optional), 2 or 3 additional images, text, logo, and contact information.



*As an advertising partner, you'll have a unique opportunity to **showcase your business** to a new market sector while also helping to enhance the quality of life for all in our community.*

Thank you for your consideration!

