

Blue Ridge

P A R K W A Y

TRAVEL PLANNER

74
YEARS

OFFICIAL
PUBLICATION OF
THE BLUE RIDGE
PARKWAY
ASSOCIATION



74TH EDITION

BLUE RIDGE PARKWAY

Parkway Travel Planner Advertising Opportunity

Available only to Destination Marketing Organizations, Chambers of Commerce, TDAs and Attractions. Other businesses may contact us to discuss our digital marketing opportunities.

The Blue Ridge Parkway Travel Planner is the only travel publication of its kind distributed exclusively along the Blue Ridge Parkway at all Visitor Centers and concession facilities. Each printing of 200,000+ copies is fully distributed. The Travel Planner is newly designed and formatted to enhance the visitor experience, ensuring that critical traveler information is quickly and easily accessible.

Distribution includes:

- Parkway Visitor Centers and Facilities
- Mountain area visitor information centers
- North Carolina and Virginia
- AAA offices across the U.S.
- State Welcome Centers
- By mail to visitors in the U.S. and Canada

NEW Digital Edition on BLUERIDGEPARKWAY.ORG
(Downloadable Book - 1.2 Million visitors to our website each year)



CONTRACT 2024-2025

74TH EDITION BLUE RIDGE PARKWAY TRAVEL PLANNER

Business Name: _____

Contact Name: _____

Mailing Address: _____

City/State/Zip: _____

Telephone Number: _____

E-mail Address: _____

Please mail or email this contract to:

Blue Ridge Parkway Association
PO Box 2136, Asheville, NC 28802-2136
Phone: 828.670.1924
michelle@blueridgeparkway.org

YES! I want to be included in the 200,000 Parkway Travel Planners and digital download!
I authorize the Blue Ridge Parkway Association to invoice me for:
Check size ad: Quarter Half Full Spread

Submission for ads due: 1/24/2025

Digital ready ads due: 2/07/2025

(for full page Display ads only)

Payment due March 7, 2025

Required prior to printing.

Signature

Date

Info and images should be sent via email to:
michelle@blueridgeparkway.org and lisab@blueridgeparkway.org

Please specify your business name in the subject line of your email



RATES

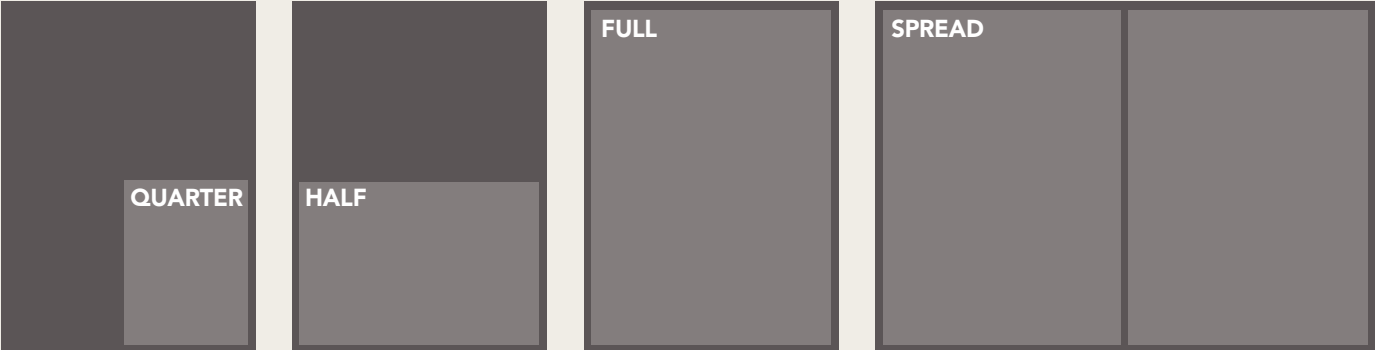
HALF-PAGE ADVERTORIAL <i>FOR RETURNING DMOS</i>	\$3,865	FULL PAGE DISPLAY ADS ONLY:	
FULL PAGE ADVERTORIAL	\$8,400	INSIDE FRONT COVER DISPLAY	\$9,660
HALF-PAGE ADVERTORIAL	\$4,250	INSIDE FRONT COVER OPPOSITE	\$9,660
QUARTER PAGE ADVERTORIAL	\$2,335	INSIDE BACK COVER	\$9,660
TWO PAGE ADVERTORIAL	\$14,250	BACK COVER	\$10,500

See next page for advertorial examples.





ADVERTORIAL examples



SIZING PER PAGE

QUARTER PAGE

Yancey County, NC

Burnsville, NC is home of the Bare Dark Sky Observatory and Mt. Mitchell, the highest peak east of the Mississippi River. With nearly 100 miles of public hiking trails, there's no better place to explore. This is 39 words.

828-682-7413
exploreburnsville.com/brp
 Burnsville Chamber of Commers
 106 West Main Street
 Burnsville, NC 28714

@exploreburnsville

FULL PAGE

Yancey County, NC

Burnsville, NC is home of the Bare Dark Sky Observatory and Mt. Mitchell, the highest peak east of the Mississippi River. With nearly 100 miles of public hiking trails, there's no better place to explore.

Ut aliquandem in consedi que ma ventos enim est, eos sum fugiat fugiam, siquam esto molorep elesto volupta tendebi sciatint estet videbis ad quation senditi untur. Equoste mpeliquo quam, omnisclassit et el veliquatum con resequeatm ipis comni comminus velique dolorro berumquam quant omnihic iendans re quanto. Ihil ipsandia sitatentum re, cus dolorest quis repersp elenditum.

Known for its rural-artistic vibe, downtown Burnsville offers a walkable Main Street, shops, galleries, and restaurants. Across this small region are hundreds of makers. The annual Mt. Mitchell Crafts Fair, the first weekend in August, transforms the streets around Burnsville's Town Square into a festival for art and craft lovers. The Toe River Arts Gallery, showcases local artists and sponsors the River Studio 3175, 330.9. This is 150 words.

828-682-7413
exploreburnsville.com/brp
 Burnsville Chamber of Commers
 106 West Main Street
 Burnsville, NC 28714

@exploreburnsville
 @exploreburnsvillenc
 @exploreburnsvillenc
 @exploreburnsville

HALF PAGE

Yancey County, NC

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Known for its rural-artistic vibe, downtown Burnsville offers a walkable Main Street, shops, galleries, and restaurants. Across this small region are hundreds of makers. The annual Mt. Mitchell Crafts Fair, the first weekend in August, transforms the streets around Burnsville's Town Square into a festival for art and craft lovers. The Toe River Arts Gallery, showcases local artists and sponsors the Toe River Arts Studio Tour, an annual self-guided tour. MP 3175, 330.9. This is 112 words.

828-682-7413
exploreburnsville.com/brp
 Burnsville Chamber of Commers
 106 West Main Street
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 @exploreburnsvillenc

SPECS

Quarter Page Ad

- 1 Photo - 300 DPI, CMYK
Horizontal orientation
- Minimum width 3.5"
- Business/DMO name
- 35 words maximum
- Phone number
- Website
- Street address
- 1 social media handle
(identify which social media platform)

Half Page Ad

- 1 Photo - 300 DPI, CMYK - Vertical orientation
- Minimum 4.75" Height
- Business/DMO name
- 115 words maximum
- Phone number
- Website
- Street address
- 2 social media handles
(identify which social media platforms)
- QR code (optional)

Full Page Ad

- 3 Photos - 300 DPI, CMYK
- Hero (largest photo) - Vertical orientation
Minimum height: 6.5"
- Secondary image - Horizontal orientation
Minimum width: 4.25"
- Tertiary image - Square
Minimum height/width: 2.5"
- Business/DMO name
- 160 words maximum
- If a logo must be added for grant funding,
maximum word count is reduced to 130 words
- Phone number
- Website
- Street address
- Up to 4 social media handles
(identify which social media platforms)
- QR code (optional)

Two Page Advertorial Ad

- 5 Photos - 300 DPI, CMYK
- Hero (largest photo) - Horizontal orientation
Minimum width: 10"
- Secondary images (3 needed; will run below
the hero) - Horizontal orientation
Minimum width: 5"
- Tertiary image - Horizontal orientation
Minimum width: 4"
- Business/DMO name
- 320 words maximum
- If a logo must be added for grant funding,
maximum word count is reduced to 290 words
- Phone number
- Website
- Street address
- Up to 4 social media handles
(identify which social media platforms)
- QR code (optional)

Full Page Display Ad

Live Area: 7.0" x 9.75" (Non-bleed option)
Trim: 8.0" x 10.5"
Bleed: Add .125" around all trim sides

74 Blue
Ridge
PARKWAY
ANNUAL TRAVEL PLANNER

