



**Allow me to introduce to you a publication that can reach the Visitor's Market with over 3 MILLION potential high-end impressions annually!**

I am the President and CEO of Sandmarks Marketing. **Our mission** is to provide quality destination information to the best 3 and 4-star hotels in three major cities on the East Coast. This high gloss, four color, hardbound resource guide provides hotel guests with a comprehensive overview of each city. Our clients are the best of the best in Dining, Shopping, Attractions and more who wish to represent their businesses with the highest possible impression for those Visitor Markets.

**Sandmarks Marketing builds long term relationships and sustainability** with its clients and team members as we treat everyone with professional courtesy. With over a decade of experience, my team and I are enthusiastic for this new journey by introducing our Destination publications to Ocean City and Delaware Beaches, Coastal Virginia and Greater Richmond. Our reader demographic typically encompasses professionals over the age of 35, of a higher education and income level with leisure time as well as disposable income!

A comprehensive media-kit is attached with **advertising rates, publication distribution list** and an **advertising spec sheet** for your area. Please review and consider placing an advertisement today!

Whether you would like one ad or a long-term agreement, we are here to help. I look forward to working with you and helping increase your sales by tapping into the visitor's market in your area.

**At the end of every journey there is a *Destination*...and Sandmarks Marketing hopes that we will be there for you!"**

Thank you for your professional consideration,

Luke V. Howard, Jr.  
President / CEO

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President / CEO

**1332 Cape St. Claire Rd., #372 | Annapolis, MD 21409**  
**Corporate Phone: (410) 924-5286 | Direct Phone: (443) 871-0861**  
**Luke@SandmarksMarketing.com**  
**SandmarksMarketing.com**



# Publication Distribution

## Destination Greater Richmond

Accommodation	City	Rooms
Berkeley Hotel	Richmond	55
Best Western Plus Governor's Inn	Richmond	80
Country Inn & Suites Richmond	Richmond	71
Courtyard by Marriott Richmond NW	Richmond	154
Courtyard by Marriott Richmond West	Richmond	145
Courtyard by Marriott Downtown	Richmond	135
Delta by Marriott Downtown	Richmond	298
Graduate Richmond Hotel	Richmond	205
Embassy Suites Hotel Richmond	Richmond	226
Hampton Inn Downtown	Richmond	144
Hampton Inn & Suites	Richmond	116
Hilton Conference Center Short Pump	Richmond	254
Hilton Garden Inn Richmond Downtown	Richmond	254
Holiday Inn & Suites Downtown	Richmond	100
Holiday Inn Express Rich. Innsbrook	Richmond	113
Holiday Inn Richmond Central	Richmond	184
Holiday Inn Richmond Crossroads Hotel	Richmond	144
Hyatt House West	Richmond	134
Hyatt Place Richmond / Arboretum	Richmond	127
Linden Row Inn	Richmond	70
Marriott Richmond	Richmond	400
Omni Richmond Hotel	Richmond	361
Westin Richmond	Richmond	250
Wingate by Wyndham	Richmond	102
Four Points by Sheraton Richmond Airport	Richmond	155
Hampton Inn Richmond North/Ashland	Ashland	75
Henry Clay Inn	Ashland	14
Sleep Inn Ashland	Ashland	69
Comfort Suites Innsbrook	Glen Allen	125
Hampton Inn Richmond West	Glen Allen	136
Hilton Garden Inn Richmond Innsbrook	Glen Allen	155
Homewood Suites By Hilton	Glen Allen	123
Marriott Richmond West	Glen Allen	242
SpringHill Suites Richmond VA Center	Glen Allen	136
Holiday Inn Express Mechanicsville	Mechanicsville	105
Clarion Richmond	Sandston	230
Courtyard by Marriott Richmond Airport	Sandston	142
Hotel Richmond Airport	Sandston	160
<b>Total Rooms for Destination Greater Richmond</b>		<b>5,989</b>

Debbie Knotts; Regional Manager | [Debbie@SandmarksMarketing.com](mailto:Debbie@SandmarksMarketing.com)

Corporate Offices (410) 924-5286 | Direct Line (804) 678-8950

# Greater Richmond



## Rate Sheet

Advertisement Size	Rate
Full Page	\$ 4,200.00
2/3 Page	\$ 3,600.00
Half Page	\$ 3,000.00
1/3 Page	\$ 2,400.00

Special Rates	
Double Page Spread / Back Cover	\$ 6,300.00
Premium Page	\$ 5,300.00
3-up co-op	\$ 1,200.00
Advertorial Photo and Caption	\$ 1,200.00

*Effective 10-02-2017*

ALL SALES / ADVERTISING MATERIAL INQUIRIES:

**Debbie Knotts**

Regional Manager

**(804) 678-8950**

Debbie@SandmarksMarketing.com

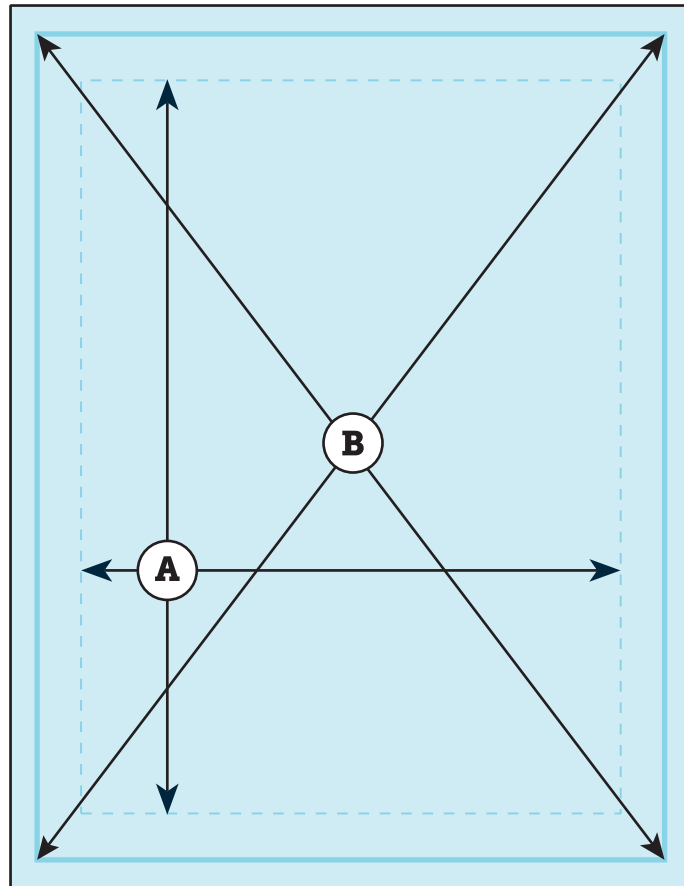
DIRECT ALL CORPORATE / ACCOUNTING INQUIRES TO:

Sandmarks Marketing, LLC  
1332 Cape St. Claire Rd., #372  
Annapolis, MD 21409

Amy@SandmarksMarketing.com



## AD SUBMISSION GUIDELINES



**A LIVE AREA**  
This is the "safe" area.  
Keep all text and important  
elements within this area.

**B TRIM AREA**  
This is the edge of the page  
where the book will be  
trimmed.

**C BLEED**  
Any images or elements that  
touch the edge of the page,  
should extend beyond the  
trim area by 1/8"

### Please Read

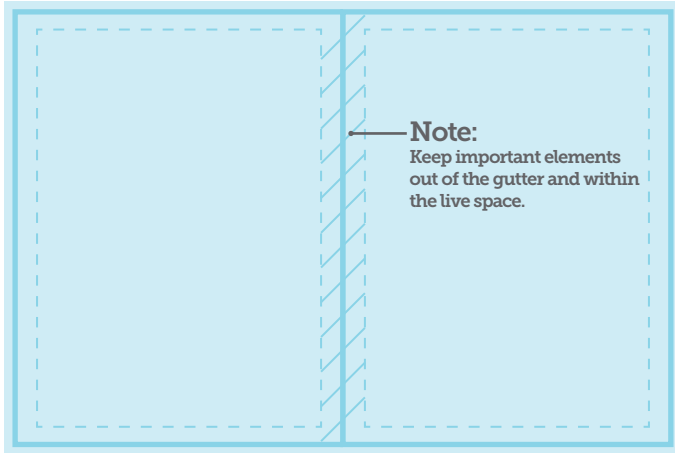
**Step 1:** Check your ad to confirm it follows the size, bleed, trim area and live area specifications above.

**Step 2:** Check that all artwork is AT LEAST 300DPI CMYK. Colors must be converted to "process" CMYK— No Pantone or "spot" colors.

**Step 3:** Export ad to HIGH-RESOLUTION PDF or TIF or JPG. Do NOT add Printers Marks, Bleed Marks or Crop Marks.

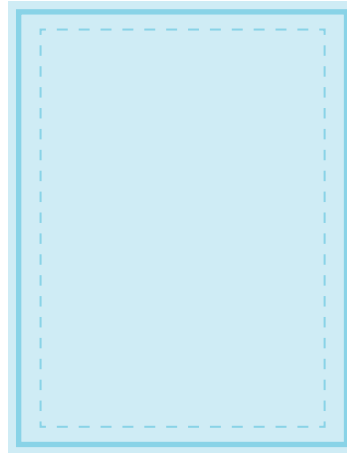
**Step 4:** Email ad to: [debbie@sandmarksmarketing.com](mailto:debbie@sandmarksmarketing.com)

# STANDARD AD SPECS & SIZES



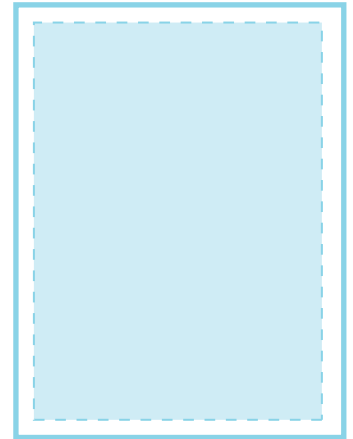
## Double Page Spread w/Bleeds

Add 1/8 inch bleeds on all four sides  
 Total Document: 11.25" x 17.25"  
 Trim Area: 11" x 17"  
 Live Area: 8" x 10.5"



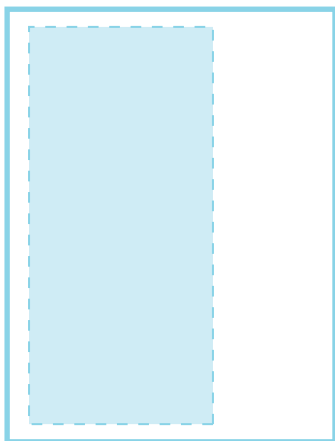
## Full Page w/Bleeds

Add 1/8 inch bleeds on all four sides  
 Total Document: 8.75" x 11.25"  
 Trim Area: 8.5" x 11"  
 Live Area: 8" x 10.5"



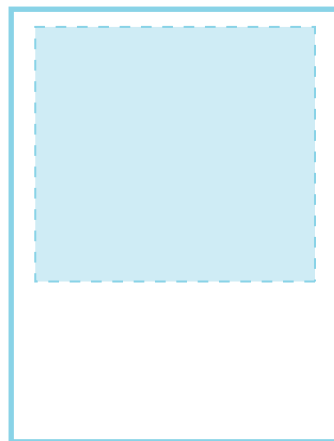
## Full Page, No Bleeds

Live Area: 7.125" x 10.125"



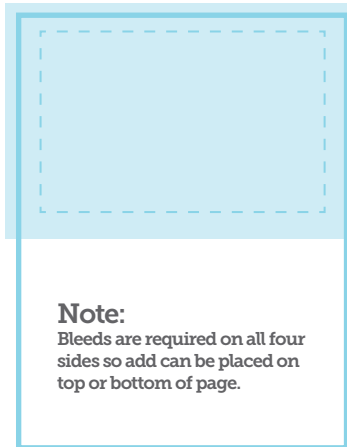
## 2/3 Page Vertical

Live Area: 4.6875" x 10.125"



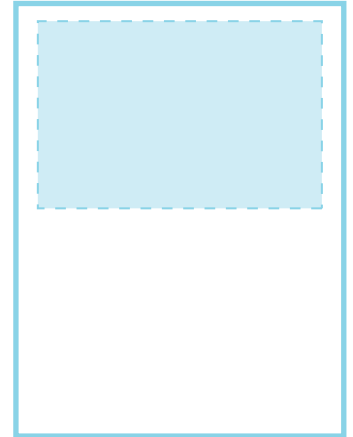
## 2/3 Page Block

Live Area: 7.125" x 6.75"



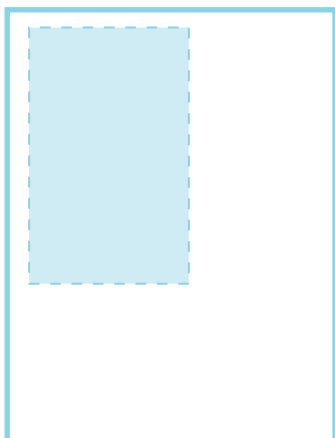
## Half Page w/bleeds

Add 1/8 inch bleeds on all four sides\*  
 Total Document: 8.75" x 5.75"  
 Trim Area: 8.5" x 5.5"  
 Live Area: 8" x 5"



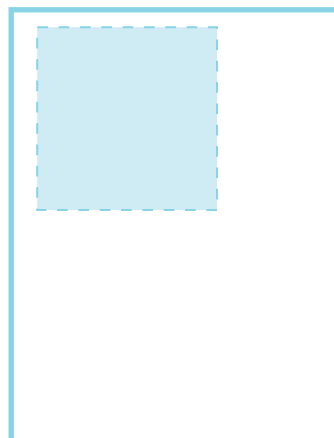
## Half Page

Live Area: 7.125" x 5"



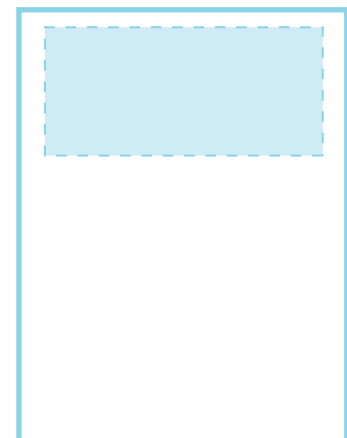
## Half Page

Live Area: 4.6875" x 7.5"



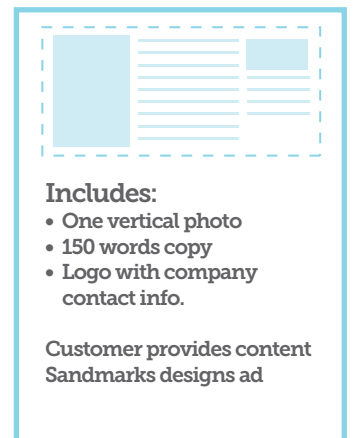
## 1/3 Page Block

Live Area: 4.6875" x 5"



## 1/3 Page

Live Area: 7.125" x 3.25"



## 1/3 Page Co-op