

# Lynchburg Living Taste

## E-Newsletter Program

*Need to Promote Towards a Dining Audience?*

*New Menu?*

*Themed Nights/Events?*

*New Chef?*

*Happy Hour or Specials?*

*New Signature Drinks?*

# THINK LYNCHBURG TASTE!

**E** Expand your reach and authority and expertise with a highly targeted audience. Lynchburg Living has established a newsletter focused on dining.

This newsletter will go out monthly, on Wednesdays near the middle of each month.

Each newsletter will be sent to a minimum of 40,000 recipients per area. All featured content participants will be supplied follow up metrics showing opens and click throughs.

Demographics and lifestyle interest for this curated audience include:

- Area Specific Options: Lynchburg, Amherst, Appomattox, Bedford, Campbell and Forest
- A hand-carved Foodie Audience: Dining out interest and food and wine enthusiast
- Household Income: \$60K and above

### Specs & Prices:

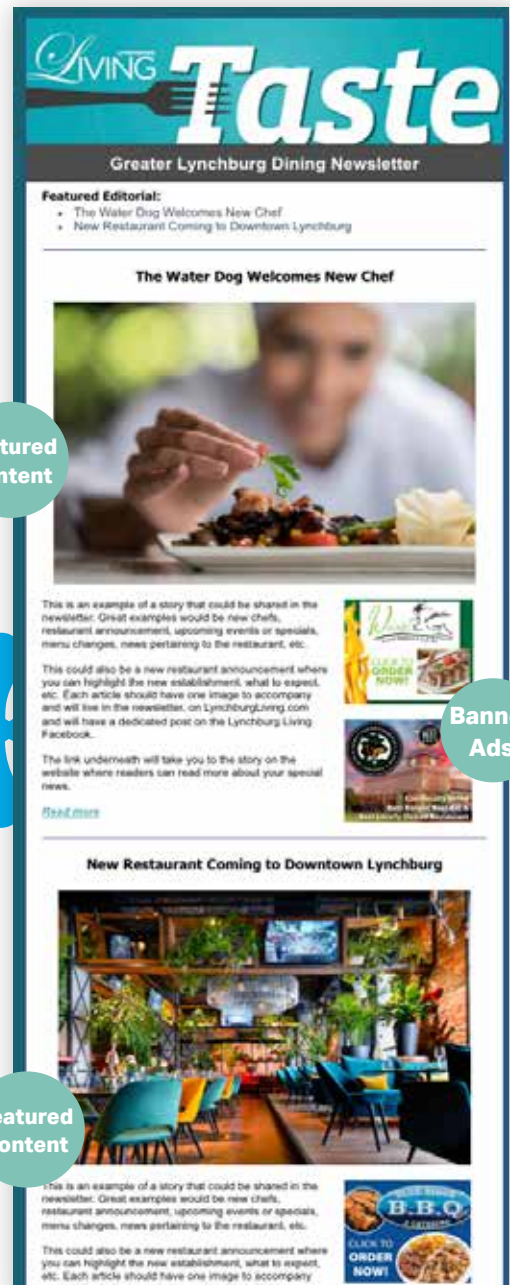
**Featured Content \$250**

50-75 Words & 1 Photo (800x550) and link  
Featured Content purchases will include a share on social media  
(Facebook: @lynchburgliving)

**Banner Ads \$125**

300 pixels (w) x 250 pixels (h) and link

Sample  
Newsletter  
Report



Featured Content

Banner Ads

Featured Content

**VDA**  
VISTA DIGITAL  
AGENCY

**Lynchburg Taste 2024  
Newsletter Reporting**

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**Audience Per Send: 40,000**  
**Average Open Rate: Average 16.5%**

- Average Desktop Opens: 70%
- Average Mobile Opens: 30%

© Campaign Creator

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**Customized Report Per Advertiser**

Each advertiser to receive a customized performance report one week following the send of the newsletter.

VDA  
 Lynchburg Taste 2024  
 Newsletter Reporting

# Frequency Builder Programs

DIGITAL / SOCIAL / PRINT

	<i>Featured Content on Lynchburg Eats Newsletter</i>	<i>Featured Content also on Lynchburg Living Social Media</i>	<i>Banner Ads on Lynchburg Taste Newsletter</i>	<i>Upgraded Dining Listings on LynchburgLiving.com</i>	<i>Display Ad in Lynchburg Living Magazine</i>	<i>Rate</i>
Annual	1x per Month (12)	12	12	12 Months	1/8 Page* 6 Issues	\$3,300 or \$275 per Month
6 Month	1x per Month (6)	6	6	12 Months	1/8 Page* 3 Issues	\$1,800 or \$300 per Month
3 Month	1x per Month (3)	3	3	12 Months	1/8 Page* 1 Issue	\$975 or \$325 per Month
A La Carte Full Page Restaurant Advertorial	1x				Issue of Choice	\$1,450

★ Increase 1/8 page ad to 1/4, add \$300 per issue to above monthly rate.  
 Increase 1/8 page ad to 1/2, add \$600 per issue to above monthly rate.  
 Increase 1/8 page ad to full page, add \$900 per issue to above monthly rate.