

Belong to Something Extraordinary
- *the Lynchburg Region!*



LYNCHBURG REGIONAL
BUSINESS ALLIANCE
— Chamber & Economic Development —

2021 VISIBILITY OPPORTUNITIES

Lynchburg Regional Business Alliance | 300 Lucado Place, Lynchburg, VA 24504
434-845-5966 | www.lynchburgregion.org | info@lynchburgregion.org

ABOUT THE ALLIANCE

WHAT IS THE ALLIANCE?

The Alliance is the combined regional chamber of commerce and economic development organization representing Amherst, Appomattox, Bedford and Campbell Counties; the Towns of Altavista, Amherst, Appomattox, Bedford and Brookneal; and the City of Lynchburg.

Since 1883, the Lynchburg Regional Business Alliance has worked to promote regional economic growth and to enhance the quality of life for all citizens of the Lynchburg region.

PUBLICATIONS & MORE

The Alliance offers many opportunities for you to increase your organization's visibility:

- Inside Lynchburg Region: Our award-winning regional magazine
- Worlds of Opportunity: Our comprehensive guide to in-demand careers in our region
- Lynchburg Region Map: Our useful "who's who" and where to go around the region
- Lynchburg Region Black Business Guide: Our newest publication showcasing Black-owned businesses in the region
- Website: Our online hub for all things commerce.



INSIDE LYNCHBURG REGION MAGAZINE

WHY RELOCATE HERE?

With some of the East Coast's best views, the Lynchburg Region is steeped in rich history with plenty to see and even more to do. We've got something for everyone—spectacular hiking, scenic lakes and rivers, thriving downtowns, and an amazing arts scene. With seven colleges and universities, the Lynchburg Region is vibrant and growing.

Throughout this magazine, you'll get a taste of the landmarks, trails, businesses and most importantly, people that make the Lynchburg Region a special place to call home.

So, whether you're staying for the weekend, getting your college education, joining one of our world-class industries or easing into retirement, we encourage you to settle in, explore and add your chapter to our ever-expanding story.

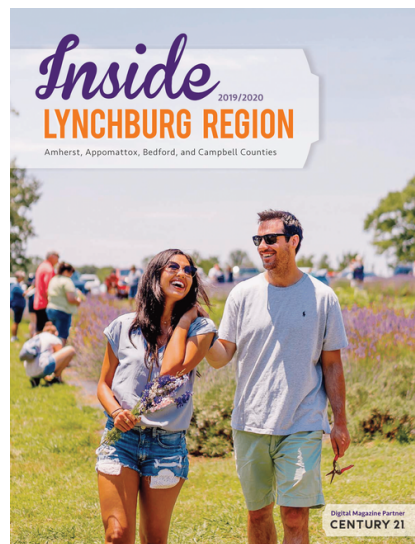
See you around the region,

Megan Lucas
CEO & Chief Economic Development Officer

THE 2019 EDITION

[CLICK HERE FOR REFERENCE](#)

Annual Distribution of 6,000 copies!



Inside LYNCHBURG REGION

Community	
Living in the Region	6
Tourism	8
Outdoors	14
Arts	18
Development	22
City Atmosphere	26
Region	
Lynchburg	32
Amherst County	36
Appomattox County	39
Bedford County	42
Campbell County	45
Education	
Technical Training	47
Public School	48
Private Schools	49
Colleges and Universities	50
Healthcare	
Access	53
Senior Care	55
Business	
Entrepreneurs	56
Nuclear	60
Trades	66
Transportation	70
Lynchburg Regional Business Alliance	
About Us	72
Small Business	76
Development Center	76
Business Hall of Fame	76
Advertiser Index	79
Major Employers	79
Member Directory	80



Welcome to the Lynchburg Region.

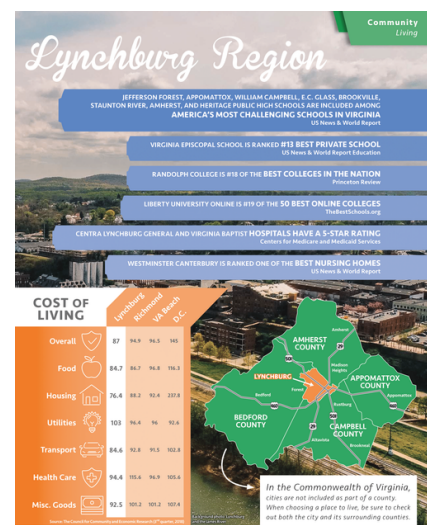
With some of the East Coast's best views, the Lynchburg Region is steeped in rich history with plenty to see and even more to do. We've got something for everyone—spectacular fishing, scenic lakes and rivers, thriving downtowns, and an amazing arts scene. With seven colleges and universities, the Lynchburg Region is vibrant and growing.

Throughout this magazine, you'll get a taste of the landmarks, trails, businesses and most importantly, people that make the Lynchburg Region a special place to call home. So, whether you're staying for the weekend, getting your college education, joining one of our world-class industries or easing into retirement, we encourage you to settle in, explore and add your chapter to our ever-expanding story.

See you around the region.



Megan Lucas
Megan Lucas
CEO & Chief Economic Development Director
Lynchburg Regional Business Alliance



INSIDE LYNCHBURG REGION

AD SIZINGS

Print Sizes

Two-page spread
Bleed: 17¹/₄ x 11¹/₈



Full page
Bleed: 8³/₄ x 11¹/₈ (Live area: 8 x 10³/₈)
Inside Front Cover
Inside Back Cover
Back Cover
Facing Inside
Front Cover Premium Pages (2-9)



1/2-page
7⁵/₈ x 4⁷/₈



2/3 page vertical
4⁷/₈ x 9³/₄



1/3 page vertical
2¹/₂ x 9³/₄



1/3 page square
4⁷/₈ x 4⁷/₈



1/4 Page Vertical,
3⁵/₈ x 4⁷/₈



On-line Sizes



Leaderboard Horizontal 728 x 90
Homepage Leaderboard
Virtual Magazine Leaderboard
Leaderboard Horizontal

Wide Skyscraper Vertical
160 x 600
Home Page Medium Rectangle
Medium Rectangle



Supplied Files Policy

The Lynchburg Regional Business Alliance is not responsible for enhancing advertiser's digital files or resizing to match the ad space purchased. When an advertiser sends a PDF file it should be considered final.

If any additional work is necessary or files deviate from the size or specification on this for the files will be rejected and must be resubmitted. Please proof your ad carefully before submission.

Any extra charges incurred by the Alliance due to problems with supplied files will be billed to the advertiser with detailed explanation of the problem.

Print ads should be submitted as a high resolution (300 dpi) and as CMYK.

Online ads submitted in one of the following formats: GIF, Animated GIF, or JPEG. Files may not exceed 45KB. Additionally the linking URL must be provided.

Video formats should be MOV, MP4, are preferred, but can use AVI, FLV, or MPEG. Embed videos that are already hosted on YouTube and/or Vimeo can be used as well but must be owned by the advertiser.

Email all ads to ruth@chamber-marketing.com
Include business name and ad size in your message



WORLDS OF OPPORTUNITY

WHY WORK HERE?

The Lynchburg region is home to tons of talented students, STEM learners, and future professionals. We annually partner with Virginia Career Works- Central Region to showcase your organization to over 4,000 regional middle and high school students to spark their interest in high demand industry sectors.

Our Worlds of Opportunity Career Magazine & Workbook is distributed to students and guidance counselors at middle and high schools in our region.

The Worlds of Opportunity Career Magazine will:

- Highlight companies and communicate career pathways to obtain industry credentials, technical training or post-secondary education.
- Includes regional labor statistics and more.
- Market high demand occupations in our region to funnel prospective students and their parents to your organization.
- Online visibility as well as distribution of over 6,000 magazines

Advertisers also receive a primary booth (premium visibility) at our region-wide virtual Career Expo, happening in October 2020.



WORLDS OF OPPORTUNITY

ADDITIONAL INFORMATION

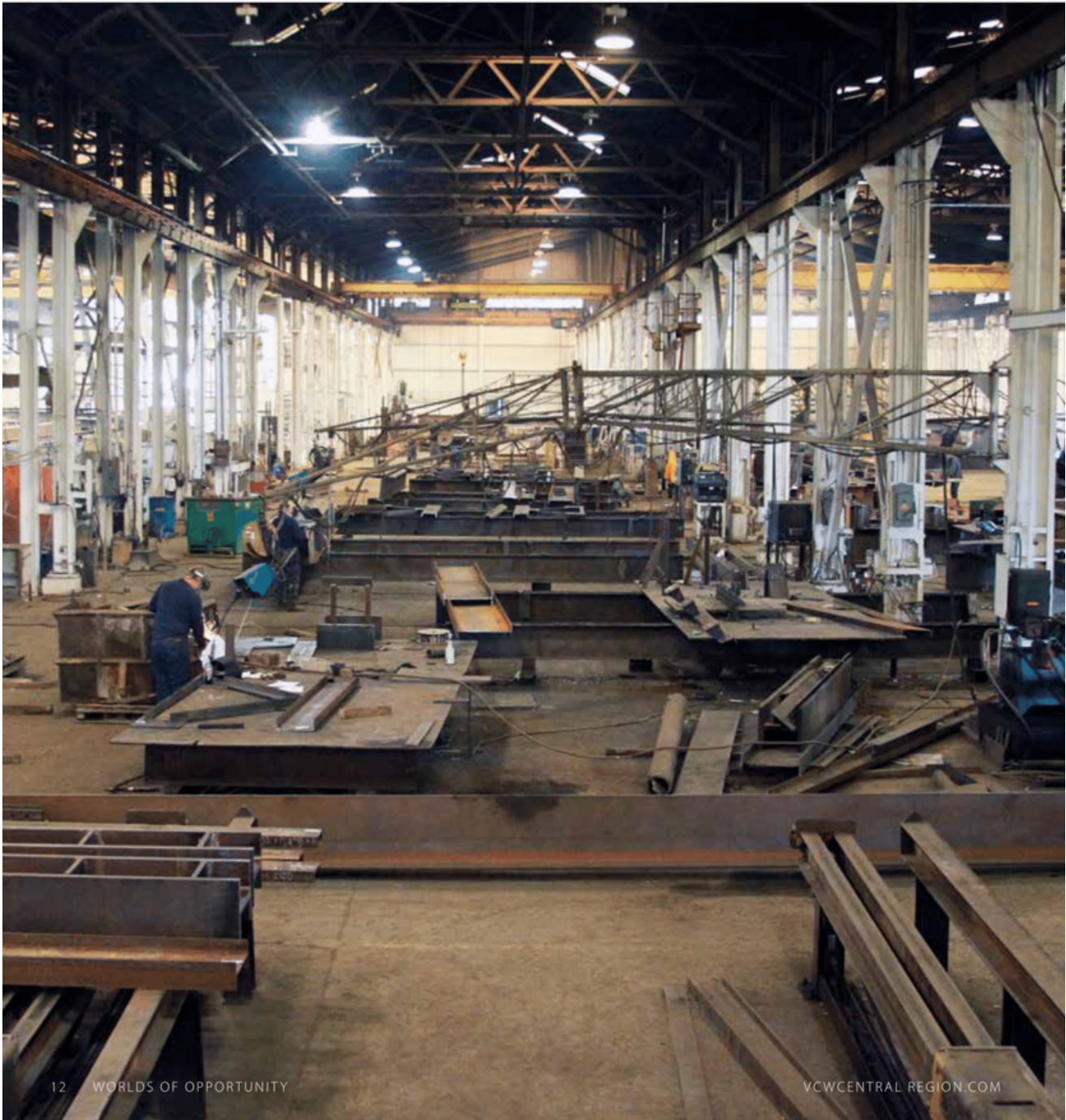
By participating in our Worlds of Opportunity Career Magazine you receive a two-page profile ad.

To submit your profile Information please visit:
<http://business.lynchburgregion.org/form/view/16028>

The following two pages illustrate what a two-page profile spread will look like.

- In 2019, over 6,000 copies were distributed to regional students and their parents.
- Featured businesses from nearly 200 unique categories.

STRONG AND SUCCESSFUL



12 WORLDS OF OPPORTUNITY

VCWCENTRALREGION.COM

BANKER STEEL COMPANY, an award-winning, AISC-certified steel fabricator, began operations in 1997, and provides the foundation for impressive buildings all over the country. The company is based in Lynchburg and also has facilities in Florida and New Jersey. In total, these facilities run as much as 25,000 tons of steel at any given time.

"If you can dream it, we can fabricate it," says CEO Don Banker.

Banker Steel has been at the forefront of some of the most high-profile projects in recent decades. They have provided the first steel to rebuild the World Trade Center Tower 1 following the attack of 9/11. They also helped to construct Barclays Center in Brooklyn, New York, the Orlando Soccer Stadium, the MGM Resort at National Harbor and the Marine Corps Museum.

Over the last two decades, Banker Steel has become one of the top steel fabricators on the east coast, winning numerous awards for their hard work and dedication to excellence.

While parts of the job are labor-intensive and require hands-on work, technological advances have made the job easier. The most up-to-date equipment and processes are utilized to ensure that every piece of steel created is accurate down to the smallest detail. This allows new pieces to quickly be created as a project scope changes. Powerful 3D modeling and Building Information Modeling (BIM) software is used to create detailed virtual models that can be used to examine every part of a project.



Banker Steel says they are different from many competitors in that they truly invest in their employees.

"We empower each employee with the authority to participate in our overall process and product quality," says Chet McPhatter, President of Banker Steel. This means that anyone can have input into the process. For example, if you believe you have spotted an area where quality or efficiency can be improved, company leadership actively encourages you to speak up.

You'll have the opportunity to learn how steel fabrication works, including skills that will allow you significant opportunity for personal and professional growth. You'll work with people from across the country on challenging, unique and interesting projects. And, you'll be supported by leaders who are actively working to improve the company and the lives of those who make it great.

Banker Steel's benefits include medical, dental, vision and life insurance, 401-K and paid holidays. To learn more and to see current job openings, visit www.bankersteel.com.



VCWCENTRAL.REGION.COM

WORLDS OF OPPORTUNITY 13

LYNCHBURG REGION MAP

WHY VISIT HERE?

The Lynchburg region has so much to see, explore, taste, and do! And your business should be a part of It!

The Lynchburg Region Map highlights the counties of Amherst, Appomattox, Bedford, and Campbell, as well as the Towns of Altavista, Amherst, Bedford, & Brookneal, and the City of Lynchburg and Its vibrant downtown scene.

The map is distributed to local restaurants, hotels, visitor centers, government offices, the Alliance building, and other locations that service visitors to our community.

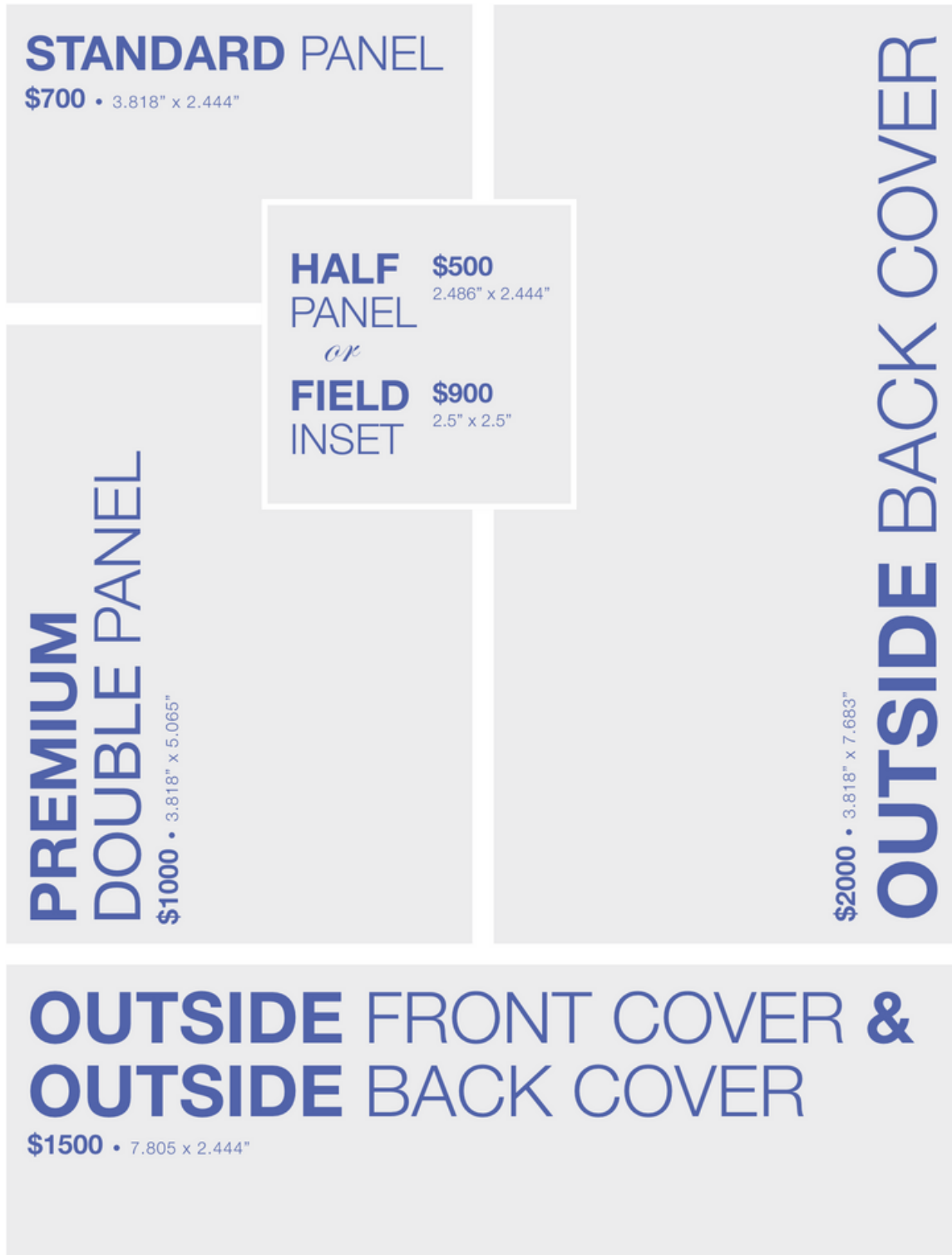
The map is also interactive and available online so it can easily be visited on a computer, tablet, or smartphone.

Ads come in many different sizes, according to your needs. All ad purchases also include a push pin of the advertiser's location on the interactive online map, accompanied by a brief description and link to your website.

Visit the Interactive map [here](#).

LYNCHBURG REGION MAP

AD SIZINGS



LYNCHBURG REGION MAP

EXAMPLES



LYNCHBURG REGION BLACK BUSINESS GUIDE

WHY OWN A BUSINESS HERE?

The Lynchburg region and the Alliance stand for a supportive and Inclusive community. We have partnered with Blackwater Branding on our newest publication opportunity to highlight Black-owned businesses and organizations in the region through a digital and print directory.

Show your support for our community by taking out an ad or an enhanced listing. The net proceeds of ad sales will be used to create a fund to support local Black entrepreneurs and start-ups.

The first edition of this print and digital directory will be published in February 2021.

Local Black-owned business owners can self-register for a listing free of charge through our minority-owned business initiative at:

<https://www.lynchburgregion.org/56327-2/>

LYNCHBURG REGION BLACK BUSINESS GUIDE

DETAILS

PROJECTED LOGO



AD SIZING

This publication will be notebook sized, likely 5x8 inches, and will offer several full-page ads and 1/3 page vertical inserts like those available in Inside Lynchburg Region Magazine. Enhanced listings which increase a businesses visibility in the directory will also be available. For visual details on sizing, please visit the Inside Lynchburg Region Magazine section.

However, ad sizing and price are negotiable. We want to make this opportunity as accessible to the community as possible, while creating funding to support future Black business owners.



WE'RE ONLINE!

WWW.LYNCHBURGREGION.ORG

WHY BELONG TO THE ALLIANCE?

The Lynchburg Regional Business Alliance is your concierge for commerce. We combine the community and connections of a chamber of commerce with the power and growth of an economic development authority.

The Alliance website is a great way to gain traction and visibility with regional businesses and leaders. Alliance members are featured in our business directory and gain access to website ads, enhanced listings, member deals, discounts, and much more.

- **Website Views per Month: Over 9,000 on average**
- **Website Views per Year: Over 125K views**
- **Unique Visitors per Month: Over 4,300**

WWW.LYNCHBURGREGION.ORG

ADDITIONAL INFORMATION

AD SIZING

We offer leaderboard and rectangle sizing on LynchburgRegion.org. We also offer Category Leaderboards. Category Leaderboard ads appear in the Member Directory at the top of your category header.

Leaderboard Horizontal 728 x 90

Category Leaderboard 480 x 60

Rectangle
200 x 225

ENHANCED MEMBER PAGE LISTING

- Top of your category listing (only 5 businesses per category)
- 200 character display on search listing
- 1600 character description
- 5 bullet points
- Additional photos, logos, and videos
- Map link with driving directions
- 20 key words (improves search results)
- Additional website link on search results

All of these benefits for only \$350.00 a year!

HOW WILL YOU CHOOSE TO BELONG TO SOMETHING EXTRAORDINARY?

INSIDE LYNCHBURG REGION MAGAZINE

NON-MEMBER RATES	PRICE
<input type="checkbox"/> Inside Cover Gate Fold	\$8,395
<input type="checkbox"/> Back Cover	\$5,250
<input type="checkbox"/> 2 Page Spread	\$4,920
<input type="checkbox"/> Inside Front Cover	\$4,620
<input type="checkbox"/> Facing Inside Front Cover	\$4,290
<input type="checkbox"/> Inside Back Cover	\$3,695
<input type="checkbox"/> Premium Pages	\$3,240
<input type="checkbox"/> Facing Statistics	\$3,240
<input type="checkbox"/> Full Page	\$2,660
<input type="checkbox"/> 2/3 Page	\$2,185
<input type="checkbox"/> 1/2 Page	\$1,705
<input type="checkbox"/> 1/3 Page Square	\$1,395
<input type="checkbox"/> 1/3 Page Vertical	\$1,395
<input type="checkbox"/> 1/4 Page Vertical	\$950
<input type="checkbox"/> Enhanced Listing	\$275
<input type="checkbox"/> Additional Listing	\$35
<input type="checkbox"/> Embed Video	Variable

MEMBER ONLINE RATES	PRICE
<input type="checkbox"/> Home Page Leaderboard Horizontal	\$950
<input type="checkbox"/> Leaderboard Horizontal	\$600
<input type="checkbox"/> Wide Skyscraper Vertical	\$500
<input type="checkbox"/> Virtual Magazine Sponsorship Leaderboard	\$2,500

LYNCHBURGREGION.ORG

MEMBER ONLINE RATES	PRICE
<input type="checkbox"/> Rectangle: Home Page Placement	\$1,200
<input type="checkbox"/> Leaderboard: Home Page Placement	\$950
<input type="checkbox"/> Rectangle: General Placement	\$800
<input type="checkbox"/> Leaderboard: General Placement	\$600
<input type="checkbox"/> Enhanced Member Page Listing	\$350
<input type="checkbox"/> Enhanced Member Page Video	\$200

LYNCHBURG REGION MAP

RATES	PRICE
<input type="checkbox"/> Half Panel	\$500
<input type="checkbox"/> Field Inset	\$900
<input type="checkbox"/> Standard Panel	\$700
<input type="checkbox"/> Premium Double Panel	\$1,000
<input type="checkbox"/> Double Standard Panel	\$1,500
<input type="checkbox"/> Premium Triple Panel	\$2,000

WORLDS OF OPPORTUNITY CAREER MAGAZINE

MEMBER RATES	PRICE
<input type="checkbox"/> Two Page Profile Ad	\$1,500

LYNCHBURG REGION BLACK BUSINESS GUIDE

ONLINE & PRINT RATE	PRICE
<input type="checkbox"/> 1/3 Page Vertical	\$500
<input type="checkbox"/> Full Page	\$1,000

SPECIAL AD PACKAGES

THE BUSINESS BELONGS HERE PACKAGE

☐ Gain wider visibility and save! Get seen by visitors and readers throughout the region and put your business in front of the next generation of customers and the workforce.

PRICE

\$1,250

This package includes one Inside Lynchburg Region online wide skyscraper vertical size ad and a two-page profile ad in Worlds of Opportunity Career magazine.

You save \$750!

THE EXTRAORDINARY PACKAGE

☐ Want to do more with your money? Make an impact by showing you support the Lynchburg region community with this package and save at the same time!

PRICE

\$2,000

This package includes one full page ad In the Lynchburg Region Black Business Guide, an enhanced member page listing, and your choice of one horizontal or vertical 1/3 page ad in Inside Lynchburg Region Magazine.

You save \$740!



CONTACT INFORMATION

**BELONG TO SOMETHING
EXTRAORDINARY- THE
LYNCHBURG REGION!**

For questions about ad sales or our publications, please contact:

Ruth Martineau

Sales Representative

Mobile: (434) 660-8289 | Fax: (434) 522-9592

Email: ruth@chamber-marketing.com

For questions about the Lynchburg Regional Business Alliance, the Lynchburg Region Black Business Guide, and to learn about other Alliance opportunities, please contact:

Ryan Weeks

Director of Marketing & Communications

Office: (434) 845-5966 | Mobile: (919) 370-0876

Email: rweeks@lynchburgregion.org

Thank you!

