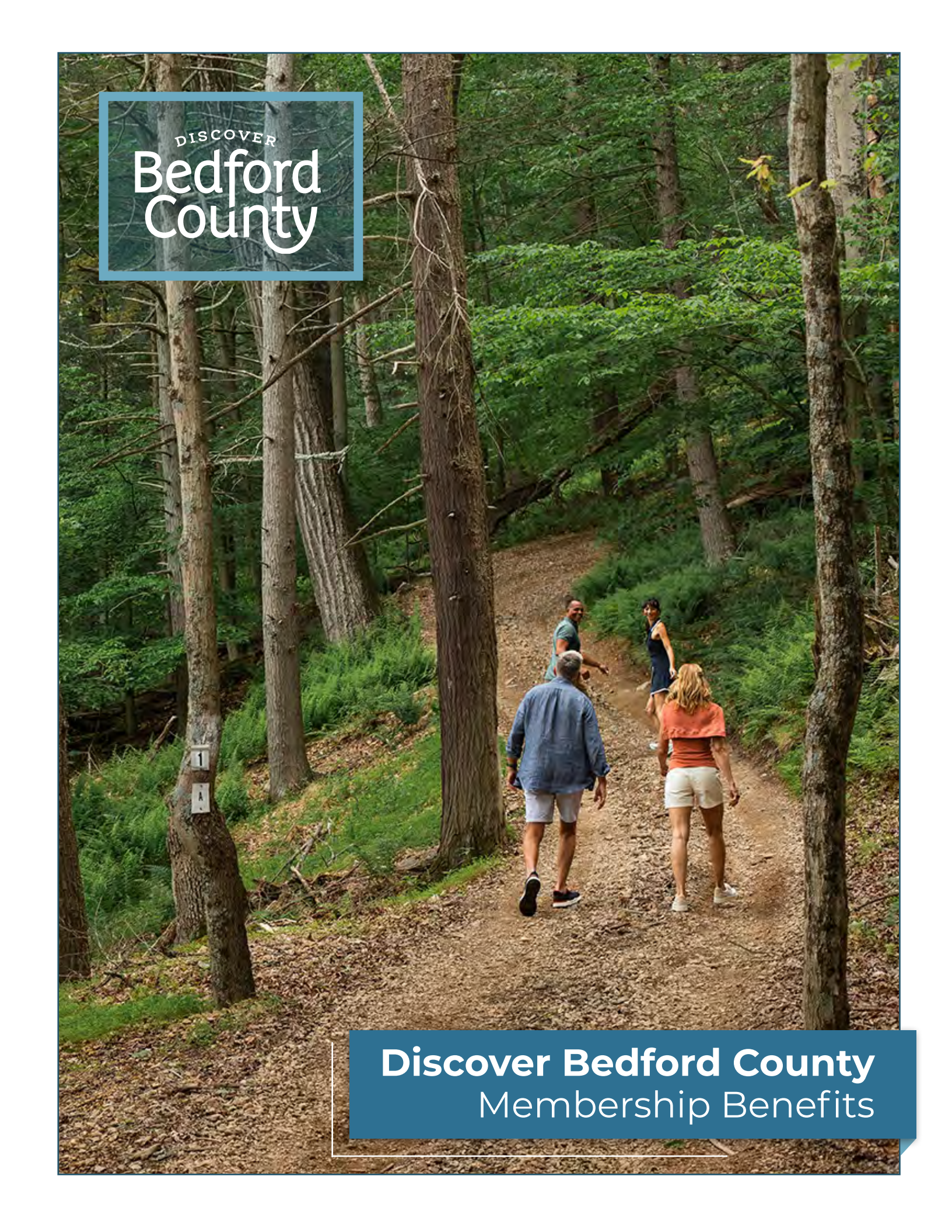




DISCOVER
**Bedford
County**

Discover Bedford County
Membership Benefits

2024 TOURISM IMPACTS

2024 data on visitor spending and economic impacts to tourism for Bedford County, PA.

Presented by Tourism Economics

ANNUAL SPENDING | \$MILLIONS

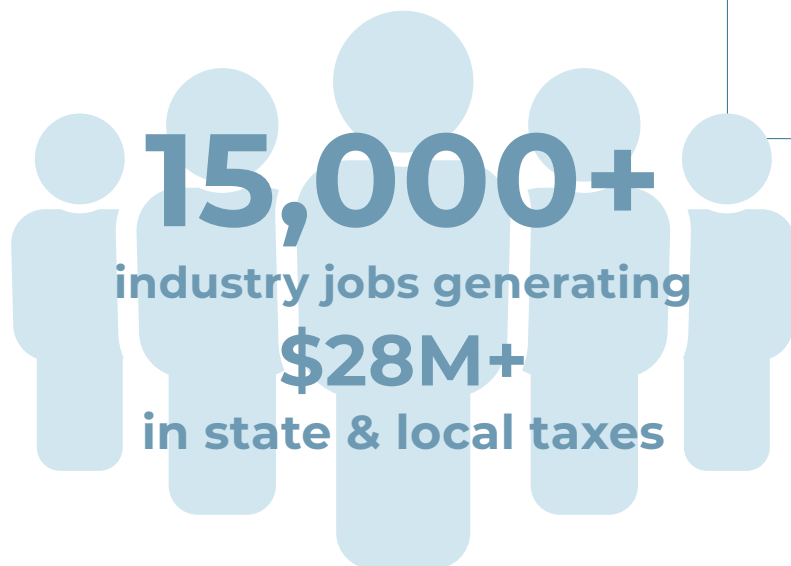
✓ Lodging	\$40.4
✓ Food & Beverage	\$65.9
✓ Recreation	\$55.2
✓ Retail	\$44.8
✓ Transportation	\$97.0

TOTAL ANNUAL SPENDING

\$303.2M



+7.7%
YOY



15,000+

industry jobs generating

\$28M+

in state & local taxes

Benefits of Partnering with Discover Bedford County

From educational programming and networking, to advertising and promotional opportunities, your partnership with DBC will ensure that you have access to Bedford's premiere marketing organization and expertise throughout the year!

- **BROCHURE PLACEMENT** at the Visitors Bureau office & 16 satellite centers
- **LISTINGS** in 16 additional racks & 34 Visitor Guide floor stands
- **FREE COUPON DISTRIBUTION** in our office
- **GET FEATURED** - Free listing in the 2027 Bedford County Visitors Guide
- **REDUCED AD RATES** for members
- **FREE BUSINESS LISTING** on DiscoverBedfordCounty.com
- **GROW YOUR REACH – FREE REFERRALS** — we recommend member businesses first
- **FREE EVENT PROMOTION** in the Visitors Guide, online calendar, and regional publications
- **TOURISM GROWTH INITIATIVE** - 50% matching funding for marketing campaigns and tourism development projects. The application deadline is June 1, 2026.
- **APPLY** at discoverbedfordcounty.com/grant



STRATEGIC REACH. TARGETED DISTRIBUTION. UNMATCHED EXPOSURE.

Be Part of Bedford County's Most Ambitious Visitor Outreach Campaign to Date

For the first time in our organization's history, the Bedford County Visitors Bureau is implementing a truly regional, digital-first distribution strategy targeting high-intent travelers across key drive and metropolitan markets.

PRINT GUIDE DISTRIBUTION

Our 2026 Visitor Guide is being distributed in high-traffic visitor hubs across five key states:

- **Ohio & Pennsylvania – 15,000 copies.**
Through CTM Media's established network at top tourist stops, rest areas, attractions, and hotels.
- **Washington, D.C., Virginia & Maryland – 13,000 copies.** Reaching metro-area travelers planning rural getaways and weekend drives.
- **Philadelphia Metro Area – 10,000 copies**
Distributed via our PA on Display partnership—covering the entire Philly market for the first time ever.

DIGITAL ADVERTISING INTEGRATION

To complement physical distribution, we're adding a full digital layer to maximize brand visibility:

- **Digital Lobby Screens** – 15-second promotional video ads on 22"–32" screens across CTM venues.
- **ExploreBoards** – Featured listings on interactive digital kiosks located in hotels, attractions, and travel centers throughout the Northeast.

WHY IT MATTERS FOR OUR PARTNERS

This campaign places Bedford County—and our partners—front and center for visitors who are already on the move and ready to explore. With expanded geographic reach and a powerful combination of print and digital media, we're positioning the region for its most visible and impactful tourism year yet.

Join us in bringing more travelers to Bedford County—and directly to your business.

Discover Bedford County Visitors Guide

2027 Advertising Rates

PREMIUM PLACEMENTS

Back Cover	\$3,500
Inside Front Cover	\$2,500
Inside Back Cover	\$2,500
Covers - 7.375" W x 10.875" H + .125" bleed	
Two-Page Spread	\$4,000
15" W x 11" H + .125" bleed	

PRINT AD RATES

Full Page 6.5" W x 10" H	\$1,450
1/2 Page 6.5" W x 4.75" H	\$725
*1/4 Page 3" W x 4.75" H	\$400
*1/8 Page 3" W x 2.375" H	\$225

** 1/4 and 1/8 page print ads are available for camera ready artwork or pre-formatted ads. See Template info below.*

DESIGN SERVICES (OPTIONAL)

1/8 Page: \$50 | 1/4 Page: \$75 | 1/2 Page: \$125

Full Page/Cover: \$200 | 2-page spread: \$300

Need Design Services? Let your salesperson know!

TEMPLATE (FORMATTED ADS)

A pre-templated ad layout provides a streamlined look. Advertisers will submit a photo, logo, contact information, and words of copy (25 words for 1/8 page and 50 words for a 1/4 page) for their ad.

1/2 Page
6.5" W x 4.75" H

Incentives & Discounts

Early Bird Discount: 20% off
if reserved & prepaid by October 10, 2026

Returning Advertiser Loyalty: 10% off

Non-Profit Rate: 15% off
(excludes premium placements)

Non-Member Rate: +15%

Membership Benefit

We're happy to offer you savings, but please note that only one discount can be applied at a time.

DISTRIBUTION:

50,000

PUBLISHED:

JANUARY 2027

[illegible]



Like a local

by Collt Winter Lepley



For craft beverage lovers

The production of alcoholic spirits here has a history ready to run colonial roots. Many breweries and distilleries have served the people of Pennsylvania for centuries. Now, a new generation of brewers, distillers, and winemakers dwells and produces here.

We are so lucky to have a handful of incredible breweries here, including Oldie Bedford Brewing Company, Woodwain Brewing, and Iron Bird Brew Works (coming soon). They also offer unique experiences, specialty beers, and food options. If you're more into wine, Bella Terra Distillery offers premium estate-produced wines, and also a wonderful dining experience with music and gallery space. Composition Art & Wine Bar works with wine vendors to create artists' tasting experience. You can sample wines from around the world and enjoy the constant update.

Espy House Bourbon's distilling operation and showroom both exist in Bedford. The tasting room is in the Espy House, where



Hebrews Coffee Company

103 S. Richard St., Bedford, PA 15522
814-423-8600

Established in 2005 and locally owned. Featuring a wide variety of espresso based drinks, hot, iced, or frozen. For the non-coffee lover, we have truly delicious smoothies and pastries. Our cozy atmosphere is complete with sofas, fire places, and free wireless internet. Check us out on Facebook.

HOURS Mon-Fri 7am-5pm, Sat 8am-5pm.
Check our Facebook page for our seasonal hours.



Denny's

Denny's Restaurant

4276 Business 220, Bedford, PA 15522

or dinner
or lunch
or on at
any time

Places to eat & drink

Bella Terra Distillery 123 S. Richard St. Bedford, PA 15522 814-423-1811 bellaterradistillery.com	Hebrews Coffee Company 103 S. Richard St. Bedford, PA 15522 814-423-8600
Best Buy Plaza Adam Bank 426 Quaker Hill Rd. Pittsford, PA 15522 814-462-1200 bestbuy.com/adambank	Horn & Phipps 227 Quaker Hill Rd. Bedford, PA 15522 814-423-0522 myhornphipps.com
Best Buy Plaza Bedford 4375 Lincoln Highway Bedford, PA 15522 bestbuy.com/bedford	House Blend & Bow House 4300 Business 220 Bedford, PA 15522 814-423-2700
Black Valley Provisions 131 E. Main St. Fayette, PA 15522 814-346-1367 blackvalleyprovisions.com	Jean Bonaventura 6040 Lincoln Hwy. Bedford, PA 15522 jeanbonaventura.com 814-423-2202
Denny's Restaurant 4276 Business 220 Bedford, PA 15522 814-423-7079	Libby's Ice Cream 101 E. Pitt St. Bedford, PA 15522 814-326-2677 libbysicecream.com
Dunkin' 97 Newco Rd. Rising Spring, PA 15875 814-776-7900	Mad Nite Pub & Bar 120 E. Pitt St. Bedford, PA 15522 814-423-7753
Children (Eagle Inn) 131 E. Pitt St. Bedford, PA 15522 814-426-0880 bedfordjuniors.com	Woodwain Bldg and Lumber Vernon 244 N. Main St. Schuylkill, PA 15509 814-677-0055 woodwainbldg.com



or dinner
or lunch
or on at
any time

Order Bedford Branching
Changemart
109 Railroad St.
Bedford, PA 15522
814-385-0968

Order Bedford Branching
(The Main Mall)
124 E. Pitt St.
Bedford, PA 15522
814-677-5130

Shoely
9402 Lincoln Highway
Bedford, PA 15522
shoely.com

Shoely
4200 Business 220
Bedford, PA 15522
shoely.com

Shoely
131 E. Main St.
Fayette, PA 15522
shoely.com

Shoely
2447 Lincoln Highway
Bedford, PA 15523
shoely.com

The Union Hotel
120 E. Main St.
Fayette, PA 15522
814-346-1331 | unionhotel.net

U.S. Bank Veterans
413 South Lincoln St.
Bedford, PA 15504
814-692-2624 | usbank.com

Woodwain Bldg and Lumber
Vernon
244 N. Main St.
Schuylkill, PA 15509
814-677-0055 | woodwainbldg.com



Scan this QR code to find the nearest Denny's restaurant.



High5 Dites

brewery

DISCOVER
Bedford County
 2026 VISITORS GUIDE

Discover the
Unexpected

discoverbedfordcounty.com



Discover Bedford County

Insertion Order

2027 VISITOR'S GUIDE ADVERTISING

PLEASE COMPLETE THIS FORM TO PURCHASE AN AD IN THE 2027 BEDFORD COUNTY VISITORS GUIDE

Send to: Bedford County Visitors Bureau | 131 South Juliana St. | Bedford PA 15522
or **Email to:** brooke@discoverbedfordcounty.com

Advertiser _____

Contact Name _____ Phone Number _____

Email Address _____ Website _____

Circle one category for your FREE primary listing included with your partnership:

SHOPPING | LODGING/CAMPING | DINING | ATTRACTIONS | REAL ESTATE | SERVICES

☐ **Discover Bedford County - Membership Only \$120**

I do not wish to purchase advertising at this time but do wish to be a Member of Discover Bedford County for \$120.

PAID ADVERTISING OPTIONS - CHECK ALL DESIRED OPTIONS

Please select your ad options for purchase below. Sign, date and return this form by October 24th, 2026

☐ **Additional Listing \$50** | An Extra Listing allows you to be listed in more than one section of the Guide. Members are automatically listed in one section for free. A listing consists of your business name, address, website & phone number.

Circle One Category: **SHOPPING | LODGING/CAMPING | DINING | ATTRACTIONS | REAL ESTATE | SERVICES**

DISPLAY ADS

- | | |
|---|--|
| ☐ Back Cover \$3,500 | ☐ Full Page \$1,450 |
| ☐ Inside Front Cover \$2,500 | ☐ ½ Page \$725 |
| ☐ Inside Back Cover \$2,500 | ☐ *¼ Page Display -OR- ¼ Page Formatted \$400 |
| ☐ Two-Page Spread \$4,000 | ☐ *⅛ Page Display -OR- ⅛ Page Formatted \$225 |

NEED DESIGN SERVICES? Let your salesperson know!

☐ ⅛ Page: **\$50** | ☐ ¼ Page: **\$75** | ☐ ½ Page: **\$125** | ☐ Full Page/Cover: **\$200** | ☐ 2-page spread: **\$300**

☐ *I hereby commit to the above purchases for the 2027 Bedford County Visitors Bureau Visitor's Guide. I agree to the payment terms of 50% due with contract, with the 50% balance to be billed upon completion in January.*

Signature _____ Date _____

50% PAYMENT DUE WITH SIGNED CONTRACT | CHECKS PAYABLE TO BEDFORD COUNTY VISITORS BUREAU OR CC INFO BELOW

Name on Credit card _____ Expiration _____

CC # _____ CVV _____

**50% BALANCE DUE
JANUARY 30, 2027**

CONTACT
Bedford County Visitors Bureau | (814) 623-1771