



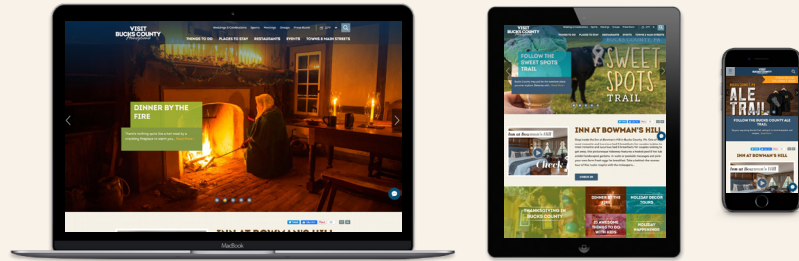
VISIT BUCKS COUNTY

Pennsylvania

2021 ADVERTISING OPPORTUNITIES

VISIT BUCKS COUNTY AT-A-GLANCE

**REACH
700K+**
QUALIFIED
LEISURE
VISITORS



PAGES 4-7

ENGAGEMENT

1.1 MILLION Users

2.6 MILLION
Pageviews

Average Time-on-Site:
00:01:30

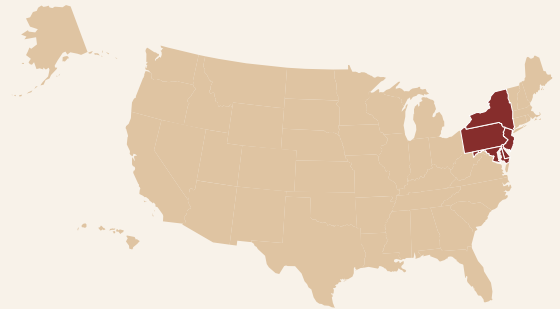
TOP MARKETS

WEB VISITS

49% Out-of-State
51% In-State

WEB VISITS

Pennsylvania, New Jersey, New York,
Washington D.C., Virginia



DEMOGRAPHIC



Gender
67% FEMALE
33% MALE



Age
UNDER 25: 6.92%
25-44: 35.37%
45-64: 38.93%
65+: 18.78%



45%
have children
in the household

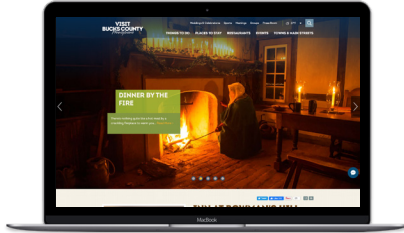
COMPLIMENTARY PARTNER BENEFITS

FREE WEBSITE LISTING

Includes: Business Name, Address, Phone Number,
Website Link, Email Link, Logo or Primary Image,
50-word Description, Links to Social Media,
TripAdvisor & OpenTable accounts, Images

FREE EVENT LISTING

Event must take
place within the
Bucks County Region



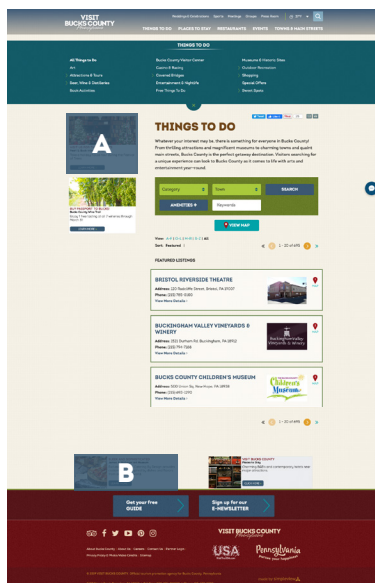
Visitors to VisitBucksCounty.com viewed more than 1.5 million pages in 2020 while planning their trip. Native ads allow you to target your message by site content, season or geography and our impressions-over-time model, along with our monthly reporting allow you to control your exposure and return.



A FORMATTED AD 1



B FORMATTED AD 2



VISITBUCKSCOUNTY.COM

1.1M USERS	2.6M PAGEVIEWS	00:01:30 AVG. TIME ON SITE
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COSTS

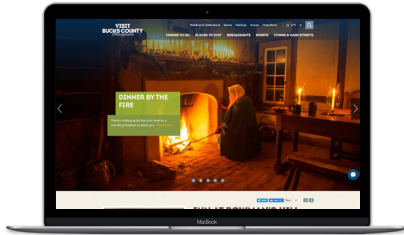
IMPRESSIONS	RATE
50,000	\$700
150,000	\$1,800
300,000	\$3,000
500,000	\$4,000

Includes both Ad Units shown.

Additional impression packages available in-between tiers above.

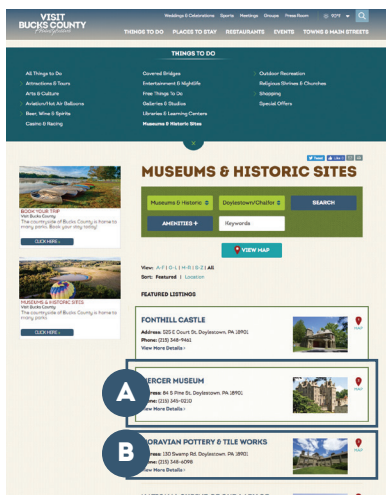
ABOUT

- All creative will be reviewed and approved by Visit Bucks County
- Control your exposure with our impressions-over-time model
- **FORMATTED ADS:** Integrated into the site look and feel to drive higher click through rates (CTR)

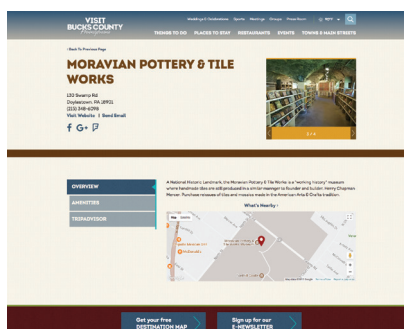


Featured Business Listings allow you to reach an incredibly qualified audience that is looking to convert.

Featured partners always display in a top-tier sort, affording you premium positioning. Featured Business Listings include all free partner benefits plus listing descriptions.



Search Results Page



Listing Page Example

VISITBUCKSCOUNTY.COM

1.1M USERS	2.6M PAGEVIEWS	00:01:30 AVG. TIME ON SITE
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COSTS

PRODUCT	RATE
Featured	\$700/year
Enhanced	\$575/year

ABOUT

A

Featured Listing

- 100-Word Description
- Up to 12 Images for each listing category
- Top-Tier Sort, appears above all Enhanced Listings alphabetically

B

Enhanced Listing

- 75-Word Description
- Up to 8 Images for each listing category