



MEDIA  
2018-19 KIT



# PARTNERSHIPS ARE WHAT WE DO.

In the world of destination marketing, more collaboration means more visitation. That's why Discover Lehigh Valley® has been teaming up with regional partners for years.



The numbers don't lie, nor should they be that surprising.

**92.6%** of travelers prefer to seek destination information on the internet.

**75%** of the average tourist's budget is spent or committed before they even leave home.

## TABLE OF CONTENTS

- 2 Marketing & Advertising
- 4 Communications
- 5 Social Media
- 6 Our Website
- 7 **Advertising Specs**
- 9 Web Advertising
- 14 e-Newsletters
- 16 DLV TV

Travelers research and book travel online more than any other method. They go online for every part of their vacation, from the aspirational stage, to logistics and itinerary planning, to on-the-go research while they're there. That's why Discover Lehigh Valley puts so much focus on our web platforms, from mobile to desktop, social media, and, of course, the #1 website dedicated to tourism in Lehigh Valley, [DiscoverLehighValley.com](http://DiscoverLehighValley.com).

Our advertising, social media, and the must-read stories we place in the press promise a certain Lehigh Valley experience, and [DiscoverLehighValley.com](http://DiscoverLehighValley.com) tells people how and where to get that experience.

And, we take that all one step further by creating advertising opportunities for businesses to further extend their reach and impact and get their message and brand out in front of more eyes and with more frequency, such as with our DLV-TV channel, digital newsletters, visitors guide, event sponsorships, and more.

Regardless of the medium, we use compelling words, photos, and videos ... we get people interested in visiting Lehigh Valley and coming to your business. Our responsive website and enhanced brand help us drive home authentic stories in a very visual style.

*Inspiring people to experience Lehigh Valley.* That's our goal, and that's what you can expect from our recommended advertising vehicles in promotion of tourism in Lehigh Valley.

## Our Mission

Discover Lehigh Valley builds the region's economy and image through destination marketing that increases the number of leisure and business visitors, the number of nights they stay, and the number of things they do in the two-county area. These marketing efforts also enhance the quality of life and sense of hometown pride for Lehigh Valley residents.

# MARKETING & ADVERTISING

Our call-to-action, DiscoverLehighValley.com, is prominent in our messaging, including advertising and communications.



## MEDIA STRATEGIES

1. Portray Lehigh Valley as a convenient destination for a fun, uplifting experience that appeals to a wide range of personas.
2. Generate and distribute content that tells an overarching brand story, and enable and inspire visitors to simply the rest and share it.
3. Engage and rally local partners to support and benefit from marketing efforts.
4. Focus digital media on reaching the right audience in the right context, while employing a cross-device strategy.

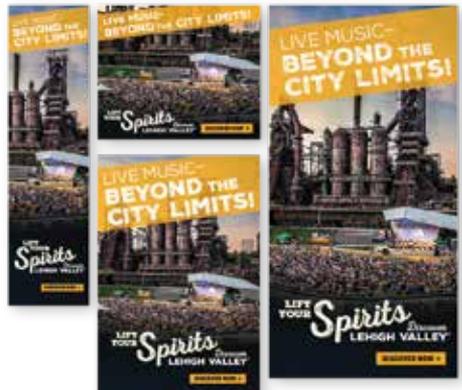
## MEDIA SELECTIONS

### ONLINE

- » Paid Search
- » Online Video (mobile, tablet, desktop)
- » Online Display (mobile, tablet, desktop)
- » Social Media Advertising

**PRINT** (as budget permits)

**OUTDOOR** (as budget permits)





## WHO WE TARGET

### KEY AUDIENCE DEMOGRAPHICS

HHI \$75K+, college educated, adults 25+

### GEOGRAPHY

- New York / Northern New Jersey DMA
- Philadelphia DMA
- Baltimore / Washington DMA
- Lehigh Valley
- Harrisburg / Lancaster / Lebanon / York DMA



### INTEREST TARGETING

- » Travel
- » Art
- » Culture
- » History
- » Shopping
- » Epicurean experiences
- » Romance
- » Family
- » Outdoor recreation
- » Sports
- » Small towns



# COMMUNICATIONS



Good press doesn't happen on its own!

It takes a dedicated team of media relations professionals, content editors, videographers, and photographers. Discover Lehigh Valley interacts with the press—pitching stories, sending photos, hosting media, and inviting journalists to experience Lehigh Valley for themselves.

**THE RESULT:** powerful, third-party endorsements from trusted outlets. These stories get people thinking about Lehigh Valley. Some of them include a link to [DiscoverLehighValley.com](http://DiscoverLehighValley.com), and some inspire people to find the site as they research Lehigh Valley on their own.

## 2016–17 EARNED MEDIA

- >> **366** earned media placements
- >> **\$1 MILLION** in advertising value

## FROM THE HEADLINES:

### 50 States: 50 Roadtrips

[*National Geographic Traveler*, April / May 2018]

### 5 Romantic Inns for Valentine's Day

[*Long Island Pulse*, February 2018]

### Spring Break Trips Your Crew Will Love

[*New Jersey Family*, February 2018]

### Christmas Lovers Need to Add These 15 Cities to their Holiday Travel List

[*POPSugar*, November 2017]

### Five Ways to Celebrate the Holidays in Lehigh Valley, PA

[*Metro*, November 2017]

### America's Prettiest Winter Towns

[*U.S. News & World Report*, October 2017]

### PA Bacon Fest is a Two-Day Celebration of the Savory Breakfast Staple

[*Philly Voice*, October 2017]

### The Appalachian Trail Turns 80

[*USA Today*, July 2017]

### How to Spend Your Lehigh Valley Getaway

[*Asbury Park Press* / *MyCentralJersey.com*, July 2017]



# SOCIAL MEDIA

What do we *do* on social media?



Improve impressions, inspire real-life actions, and drive traffic to DiscoverLehighValley.com.



## OVER 180,000 FANS

Our fan base is 180,000+ strong across Facebook, Twitter, Instagram, YouTube, Pinterest, & LinkedIn.

We're making fans and friends from all around and are recognized in the state as one of the top engaged destinations in Pa.!

Over **95,000** visits to [DiscoverLehighValley.com](http://DiscoverLehighValley.com) and [LehighValleyInSite.com](http://LehighValleyInSite.com) came from social media in fiscal year 2016–17.



@LehighValleyPA Discover Lehigh Valley

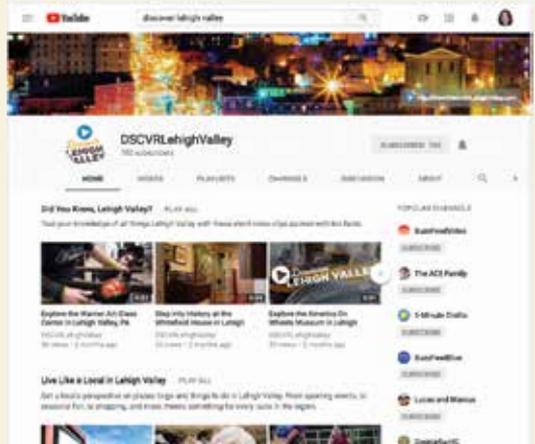
## WEB VIDEOS & YOUTUBE

Discover Lehigh Valley® creates, hosts, and shares plenty of videos—regional chefs, cool fashions, craft beers, and more—on [YouTube.com/DSCVRLehighValley](http://YouTube.com/DSCVRLehighValley) and other video-sharing sites. Feel free to request that we “favorite” your content from our YouTube channel, and share opportunities for us to broadcast live from Facebook.

YouTube has over **1.5 BILLION** users logged in daily.

### #LIFTYOURSPIRITSDLV

We show off the region using **#LiftYourSpiritsDLV** in our posts and encourage partners and fans to do the same. There are over **5,800** photos tagged on Instagram!





As the region's official visitor website, [DiscoverLehighValley.com](http://DiscoverLehighValley.com) is the premier online trip-planning resource for more than 1.3 million users annually, both leisure and business.

## TOP REASONS TO ADVERTISE ON DISCOVERLEHIGHVALLEY.COM

### 1. [DiscoverLehighValley.com](http://DiscoverLehighValley.com) Web Visits:

Our audience is growing. In 2016-17, [DiscoverLehighValley.com](http://DiscoverLehighValley.com) saw over 1.5 million pageviews. [source Google Analytics]

### 2. [DiscoverLehighValley.com](http://DiscoverLehighValley.com)

**Mobile Visits:** [DiscoverLehighValley.com](http://DiscoverLehighValley.com) boasts a fully responsive mobile website design.

MOBILE TRAFFIC GROWTH	%
2016-17	54.53%
2015-16	46.23%
2014-15	36.50%
2013-14	25.75%
2012-13	16.35%
2011-12	9.82%
2010-11	8.20%

### 3. [DiscoverLehighValley.com](http://DiscoverLehighValley.com) Subscribers:

[DiscoverLehighValley.com](http://DiscoverLehighValley.com)'s email database contains 37,000+ engaged subscribers. Send your message to a prequalified database of readers.

### 4. Target:

[DiscoverLehighValley.com](http://DiscoverLehighValley.com)'s audience is in the same top geographies that you want to target.

1	Allentown-Bethlehem-Easton
2	Northern NJ / New York DMA
3	Washington, D.C. DMA
4	Philadelphia DMA
5	Baltimore DMA
6	Boston / Hartford CT DMA
7	Wilkes-Barre / Scranton DMA
8	Harrisburg / Lancaster / Lebanon / York DMA

[source Google Analytics]

### 5. Official Visitors Guide:

[DiscoverLehighValley.com](http://DiscoverLehighValley.com)'s Official Visitors Guide drives traffic to the site with 150,000 copies in distribution, and an interactive digital guide for users on the go.

# ADVERTISING

## *Info & Specifications*

***New!* TIPS**

LOOK FOR TIPS FOR  
VARIOUS AD UNITS ON  
THE FOLLOWING PAGES

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# WEB ADVERTISING

Connect with this engaged audience through targeted and guaranteed exposure. Various banner ads and content opportunities allow you to expand your reach, showcase your business in a robust way, and target your audience and timeframe.

## FEATURED LISTINGS

Increase visitation to your business page on DiscoverLehighValley.com by positioning yourself as a leader to the most qualified audience on the site.

Our featured listings allow you to rotate in the premium listing tier on relevant category pages, driving more visitors to your business page and, ultimately, your door. No materials required.

FEATURED LISTING	PRICING
Stand out from the crowd—move your company listing to the top of the first page of a category.	○ \$150 / month
Featured Tab draws attention to these listings. Six spots available per month.	
<b>DEADLINE:</b> 15 <sup>th</sup> of the month prior to publish month.	

The screenshot shows a search results page with a map and three featured listings. Each listing includes a photo, a 'FEATURED' badge, a plus icon, a location pin icon, the business name, region, and a 'Read More' link.

- Lehigh Valley Zoo**: Region: Schnecksville
- ArtsQuest™ Center at SteelStacks™**: Region: Bethlehem
- Crayola Experience™**: Region: Easton

## FEATURED LISTING TIPS

- » Be sure you've kept your listing photos up-to-date. This featured listing will pull the first photo in the queue to populate the image.

## SPONSORED CONTENT

Exclusive opportunity to be featured on our homepage and an e-newsletter. This includes niche market homepages & niche market newsletters. **Value Add:** At least one Facebook post or tweet will be dedicated to this content during the month of exposure. Only one available per month.

SPONSORED CONTENT		PRICING
Component 1: Homepage	<p><b>SPECS:</b></p> <p><b>Category:</b> Leisure, Meetings, Group Tour, or Partner</p> <p><b>Image Size:</b> 300x250 pixels [no text]</p> <p><b>Format Accepted:</b> .JPG</p> <p><b>Title:</b> 20 characters, including spaces</p> <p><b>Body:</b> 110 characters, including spaces</p>	<p>○ \$525 / month [Leisure]</p> <p>○ \$450 / month [Meetings, Groups, or Partner section landing pages]</p>
Component 2: E-newsletter	<p><b>SPECS:</b></p> <p><b>Image Size:</b> 670x220 pixels high impact horizontal photo [no text]</p> <p><b>Format Accepted:</b> .JPG</p> <p><b>Title:</b> 30 characters, including spaces</p> <p><b>Body:</b> 240 characters, including spaces</p> <p><b>Link:</b> Lives on DiscoverLehighValley.com in the Homepage Sponsor placement of the appropriate category.</p> <p><b>Supporting Materials:</b> Please provide article* [for homepage link] with a max of 350 words, not written in first person, applicable links, and four high impact images to be considered for article post, 800x600 pixels horizontal [2:3 ratio] for webpage; two images will be selected by DLV staff member.</p>	
<p><b>DEADLINE:</b> 15<sup>th</sup> of the month prior to publish month.</p>		



### SPONSORED CONTENT TIPS

- » One image works better than a collage.
- » **NEED HELP?** If you do not have the ability to crop an image to this size, or are unsure if your image is to spec, please feel free to submit a larger image and we will crop for you!

\*DLV reserves the right to edit all submissions.

## RUN OF SITE BANNER AD

Be seen on nearly every content page of [DiscoverLehighValley.com](http://DiscoverLehighValley.com).

RUN OF SITE BANNER AD	PRICING
<p><b>SPECS:</b></p> <p><b>Image Size:</b> 300x250 pixels [one image, no text] <b>Format:</b> .JPG</p> <p><b>Title:</b> 20 characters, including spaces</p> <p><b>Body:</b> 110 characters, including spaces</p> <p><b>Link:</b> Provide a link that tracks back to your site.</p>	<p>○ \$350 / per month</p> <p><b>Save on consecutive month buys:</b></p> <p>○ \$890 for 3 mos. [15% savings]</p> <p>○ \$1,575 for 6 mos. [25% savings]</p>
<p><b>DEADLINE:</b> 15<sup>th</sup> of the month prior to publish month.</p>	



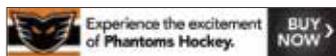
### RUN OF SITE BANNER AD TIPS

- ▶ One image works better than a collage.
- ▶ Crop in on the most engaging part of the photo.
- ▶ **NEED HELP?** If you do not have the ability to crop an image to this size, or are unsure if your image is to spec, please feel free to submit a larger image and we will crop for you!

## MOBILE BANNER

Give “ready-to-spend” visitors one-click mobile access to your business now.

MOBILE BANNER	PRICING
<p><b>SPECS:</b></p> <p><b>Thumbnail Image Size:</b> 70x50 pixels <b>Format:</b> .JPG</p> <p><b>Copy:</b> 45 characters, including spaces</p> <p><b>Call-to-Action:</b> 10 characters total</p> <p>[First line contains 5 characters, including spaces. Second line contains 5 characters, including spaces.]</p> <p><b>Link:</b> Provide a link that tracks back to your site.</p>	<p>○ \$350 / per month</p> <p><b>Save on consecutive month buys:</b></p> <p>○ \$890 for 3 mos. [15% savings]</p> <p>○ \$1,575 for 6 mos. [25% savings]</p>
<p><b>DEADLINE:</b> 15<sup>th</sup> of the month prior to publish month.</p>	



70x50  
Thumbnail Image

45 characters of text  
(a.k.a. copy)

Call-to-Action

### MOBILE BANNER AD TIPS

- ▶ **WE BUILD THIS FOR YOU!** The 70x50 pixel thumbnail image we request is the thumbnail image included on the left side of the mobile ad. Then we add in the 45 characters of text in the middle, and finally a call-to-action button on the right. Once built, the ad will be 320x50 pixels and optimized for mobile viewing.
- ▶ The 70x50 pixel thumbnail image you provide should be simple and have no text on it.
- ▶ **NEED HELP?** If you do not have the ability to crop an image to this size, or are unsure if your image is to spec, please feel free to submit a larger image and we will crop for you!

## SPOTLIGHT TEXT LINK AD

Give “ready-to-spend” visitors one-click mobile access to your business now.

SPOTLIGHT TEXT LINK AD	PRICING
<p><b>SPECS:</b></p> <p><b>Image Size:</b> 260x146 pixels <b>Format:</b> .JPG</p> <p><b>Title:</b> 25 characters, including spaces</p> <p><b>Body:</b> 125 characters, including spaces</p> <p><b>Link:</b> Provide a link that tracks back to your website.</p>	<p>○ \$250 / per month</p> <p><b>Save on consecutive month buys:</b></p> <p>○ \$635 for 3 mos. [15% savings]</p> <p>○ \$1,125 for 6 mos. [25% savings]</p>
<p><b>DEADLINE:</b> 15<sup>th</sup> of the month prior to publish month.</p>	



**Get cultured.** Catch a show, head to a local museum, or try your hand in a class.



**Lift Your Spirits.** From family fun to tasty libations, there's always more to discover in Lehigh Valley.

### SPOTLIGHT TEXT LINK AD TIPS

- » One image works better than a collage.
- » **NEED HELP?** If you do not have the ability to crop an image to this size, or are unsure if your image is to spec, please feel free to submit a larger image and we will crop for you!

## New! AUTO-RESPONDER

DLV wants to serve curated content to visitors who complete our form request for a Visitors Guide and/or free brochures. The content will be served digitally, and immediately, based upon the interests the visitor shares with us. The content will click through to your partner page.

AUTO-RESPONDER	PRICING						
<p>Select one of the following categories: <i>Antiques, Arts &amp; Culture, Birding, Date Night, Fairs &amp; Festivals, Family Fun, Farmers Markets, Foodie Finds, Golf, History, Libations, Museums, Outdoor Recreation, Shopping, Trails, Water Adventure, Winter Sports.</i> Limit of 3 advertisers per category.</p>	<p>○ \$50 per flight</p>						
<p>Then choose to serve the visitor request with: A) <i>Your Listing</i> or B) <i>a Current Coupon</i> [coupon may be new, but it must also reside on DiscoverLehighValley.com]</p>							
<p><b>FLIGHTS &amp; DEADLINES:</b></p> <table border="0" style="width: 100%;"> <tr> <td style="width: 50%;">May 15–July 15 [deadline May 1]</td> <td style="width: 50%;">November 15–December 15 [deadline Nov. 1]</td> </tr> <tr> <td>July 15–September 15 [deadline Jul.]</td> <td>December 15–March 15 [deadline Dec. 1]</td> </tr> <tr> <td>September 15–November 15 [deadline Sept. 1]</td> <td>March 15–May 15 [deadline Mar. 1]</td> </tr> </table>		May 15–July 15 [deadline May 1]	November 15–December 15 [deadline Nov. 1]	July 15–September 15 [deadline Jul.]	December 15–March 15 [deadline Dec. 1]	September 15–November 15 [deadline Sept. 1]	March 15–May 15 [deadline Mar. 1]
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### Outdoor Recreation in Lehigh Valley

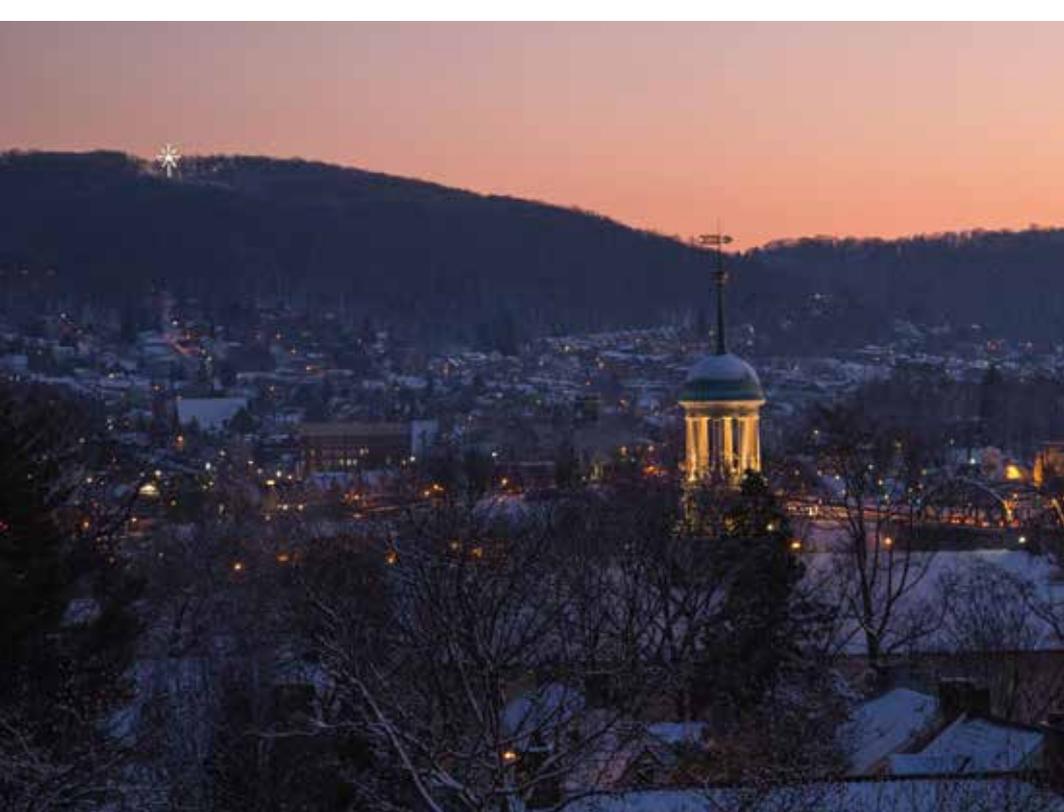


Lehigh Valley features miles of its walk-open trails. She explores trails, saving complete with riding over views and an air to the region's history. And, get your adrenaline fix on the slopes with skiing, snowboarding, and snow tubing.

 <p><b>Jacobeburg Environmental Education Center</b> Region: Nazareth</p> <p><a href="#">Read More &gt;</a></p>	 <p><b>Poccono Biking</b> Region: Jim Thorpe Area</p> <p><a href="#">Read More &gt;</a></p>	 <p><b>Outdoors at Bear Creek Mountain Resort</b> Region: Mauch Chunk</p> <p><a href="#">Read More &gt;</a></p>
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### AUTO-RESPONDER TIPS

- » If using a coupon or special offer, be sure it is **valid for at least 20 days post the flight period**. Visitors receiving this content are in the planning stage and may not have necessarily decided to visit Lehigh Valley—yet!



# E-NEWSLETTERS

Capture an already engaged audience.



Fans of Lehigh Valley receive an email each month detailing hot happenings and customizable subjects, such as family-friendly activities, ale trail, golf, etc. Opportunities to further segment and target your ads are available for meetings, motorcoach travel, and more. Complete database: **39,500** [size varies based on the distribution selected].



## LEISURE

**Published monthly — 37,200+ consumers**

Promote your business with our digital eblast highlighting what's happening in Lehigh Valley to consumers each month.

**Deadline to participate:**

15th of the month prior to publish month.

## PARTNER

**Published monthly — 1,300+ partners**

Reach Lehigh Valley business executives with SnapShot, our digital round-up of Lehigh Valley partner news and Discover Lehigh Valley's highlights.

**Deadline to participate:**

20th of the month prior to publish month.

## MEETINGS

**Published July, September, November, January, March, May — 400+ meeting planners**

Connect with meeting planners responsible for planning meetings and events in the Northeast, including Lehigh Valley.

**Deadline to participate:**

1st of the month of publish.

## GROUP TOUR

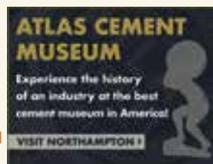
**Published August, October, December, February, April, June — 620+ group tour leaders**

Influence group leaders to bring their next motorcoach tour and excursion to Lehigh Valley.

**Deadline to participate:**

1st of the month of publish.

### E-NEWSLETTER DISPLAY AD EXAMPLE



### E-NEWSLETTER FEATURED EVENT EXAMPLE



## E-NEWSLETTER ADVERTISING

## PRICING

### E-newsletter Display Ad

Be one of six advertisers each month, per each of our newsletters, with a reach that matches the distribution of the audience selected.

- \$125 / per month [Leisure]
- \$100 / per month [Meetings, Partner, or Group Tour]

**DISPLAY AD SPECS:** Ad Size: 216x170 pixels **Format Accepted:** .JPG

## E-NEWSLETTER DISPLAY AD TIPS

- » If someone on your team is designing your ad, keep text to the bare minimum. This is a compact ad unit, and less text will make your ad pop. Use an eye-catching photo, your logo, and a call-to-action [like, "Get Tickets!" or "Learn More," for example] for a simple and effective display ad. Keep in mind, the display ad should grab viewer's attention, and when they click, you can provide all the details on a landing page.
- » **NEED HELP?** If you would like Discover Lehigh Valley to create your ad, simply supply a .JPG [with no text on it], your logo, and suggested text. We will take these materials and turn them into an eye-catching ad that is optimal for its viewing size.

### E-newsletter Featured Deal / Event

Only one featured deal and event per month!  
Exclusive opportunity to have your deal or event featured in our newsletter with a reach that matches the distribution of the audience selected.

- \$200 / per month [Leisure]
- \$150 / per month [Meetings, Partner, or Group Tour]

### FEATURED DEAL / EVENT SPECS:

**Image Size:** 328x170 pixels high impact horizontal photo [no text]

**Format Accepted:** .JPG

**Headline:** 30 characters, including spaces

**Teaser Deal Copy:** 130 characters, including spaces

[must include percentage of savings for deals or event details]\*

**Link:** Provide a link back to a place on your website where details, disclaimer info is provided, etc.

**DEADLINES:** See page left for deadline information per e-newsletter category.

\*DLV reserves the right to reject your offer if no info is on your site or percentage off is not clearly stated.

## E-NEWSLETTER FEATURED DEAL / EVENT TIPS

- » **WE BUILD THIS FOR YOU!** The 328x170 pixels high-impact horizontal image we request is the large image featured. Then we add in your headline and teaser deal copy, plus a call-to-action button.

# TV ADVERTISING

Your channel for “where to go” & “what to do” in Lehigh Valley.

Airs on 189 on RCN, both 189 and 49 on Service Electric Cable TV and rotates between 13 and 113 on Blue Ridge Cable. Seen in more than 300,000 households and more than 70 hotels and B&Bs locally, with a monthly viewership in excess of 600,000. Commercials / Bulletins see an average of 48 spots per day, 1,440 per month. Think about what that costs for regional cable!



TV ADVERTISING		PRICING
Supplied Commercials	15-sec. commercial	<input type="radio"/> 100 / per month <b>Save on consecutive month buys:</b> <input type="radio"/> \$255 for 3 mos. [15% savings] <input type="radio"/> \$450 for 6 mos. [25% savings]
	30-sec. commercial	<input type="radio"/> 175 / per month <b>Save on consecutive month buys:</b> <input type="radio"/> \$445 for 3 mos. [15% savings] <input type="radio"/> \$785 for 6 mos. [25% savings]
	<b>SPECS:</b> Format Accepted: .mp4 format	
Formatted Static Commercial with Voiceover	<b>SPECS:</b> <b>Image Size:</b> One image [720x480 pixels] <b>Format Accepted:</b> .JPG or .PDF format <b>Static Banner:</b> 30 characters <b>Voiceover:</b> 70-word script	<input type="radio"/> \$250 / per month <i>*Includes creation with supplied materials &amp; single month run.</i>  <input type="radio"/> \$150 / per month <i>for pickup of creative</i>
<b>DEADLINE:</b> 15 <sup>th</sup> of the month prior to advertising.		





@LehighValleyPA

Discover Lehigh Valley

#LIFTYOURSPIRITSDLV

**Pennsylvania**  
pursue your happiness™

840 Hamilton Street, Suite 200  
Allentown, PA 18101

[DiscoverLehighValley.com](http://DiscoverLehighValley.com)

o: 610-882-9200 f: 610-882-0343