



MEDIA 2019-20 KIT

Advertising Rates & Information

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.	
DEADLINE: 15 th of the month prior to publish month.	

The screenshot shows a search results page with a filter bar at the top: "Sort By: Recommended" (selected), "Near By" (radio button), and "View: A-F G-I J-R S-Z All". Navigation arrows show "1-12 of 21" results. Below the filter bar is a map with an "OPEN MAP" button. Three featured listings are displayed in a grid:

- Lehigh Valley Zoo**: Region: Schnecksville. Image shows a penguin swimming. Includes a plus icon and a location pin icon. "Read More" link.
- ArtsQuest™ Center at SteelStacks™**: Region: Bethlehem. Image shows a modern building at night. Includes a plus icon and a location pin icon. "Read More" link.
- Crayola Experience™**: Region: Easton. Image shows a child at a table with colorful objects. Includes a plus icon and a location pin icon. "Read More" link.

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>SPECS:</p> <p>Category: Leisure, Meetings, Group Tour, or Partner</p> <p>Image Size: 300x250 pixels [no text]</p> <p>Format Accepted: .JPG</p> <p>Title: 20 characters, including spaces</p> <p>Body: 110 characters, including spaces</p>	<p>○ \$525 / month <i>[Leisure]</i></p> <p>○ \$450 / month <i>[Meetings, Groups, or Partner section landing pages]</i></p>
Component 2: E-newsletter	<p>SPECS:</p> <p>Image Size: 670x220 pixels high impact horizontal photo [no text]</p> <p>Format Accepted: .JPG</p> <p>Title: 30 characters, including spaces</p> <p>Body: 240 characters, including spaces</p> <p>Link: Lives on DiscoverLehighValley.com in the Homepage Sponsor placement of the appropriate category.</p> <p>Supporting Materials: 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>DEADLINE: 15th 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.

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



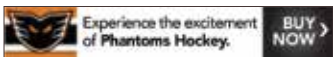
RUN OF SITE BANNER AD TIPS

- ▶ 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>SPECS:</p> <p>Thumbnail Image Size: 70x50 pixels Format: .JPG</p> <p>Copy: 45 characters, including spaces</p> <p>Call-to-Action: 10 characters total</p> <p>[First line contains 5 characters, including spaces. Second line contains 5 characters, including spaces.]</p> <p>Link: Provide a link that tracks back to your site.</p>	<p>○ \$350 / per month</p> <p>Save on consecutive month buys:</p> <p>○ \$890 for 3 mos. [15% savings]</p> <p>○ \$1,575 for 6 mos. [25% savings]</p>
<p>DEADLINE: 15th 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>SPECS:</p> <p>Image Size: 260x146 pixels Format: .JPG</p> <p>Title: 25 characters, including spaces</p> <p>Body: 125 characters, including spaces</p> <p>Link: Provide a link that tracks back to your website.</p>	<p>○ \$250 / per month</p> <p>Save on consecutive month buys:</p> <p>○ \$635 for 3 mos. [15% savings]</p> <p>○ \$1,125 for 6 mos. [25% savings]</p>
<p>DEADLINE: 15th 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 & Culture, Birding, Date Night, Fairs & 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>FLIGHTS & DEADLINES:</p> <table border="0"> <tr> <td>May 15–July 15 [deadline May 1]</td> <td>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 tall hills, saving complete with rolling over views and an air in the region's history. And, get your adrenaline fix on the slopes with skiing, snowboarding, and snow tubing.

 <p>Jacobeburg Environmental Education Center Region: Nazareth Read More ></p>	 <p>Fatigue Biking Region: Jim Thayer Park Read More ></p>	 <p>Outdoors at Bear Creek Mountain Resort Region: Mountain Read More ></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

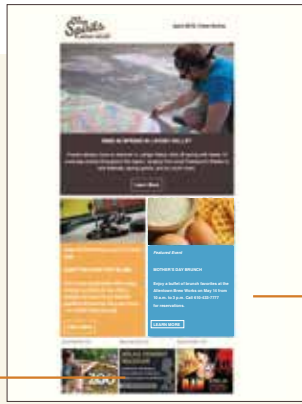
Published August, October, December, February, April, June — 620+ group tour leaders

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.	<ul style="list-style-type: none"> ○ \$125 / per month [Leisure] ○ \$100 / per month [Meetings, Partner, or Group Tour]
DISPLAY AD SPECS: Ad Size: 216x170 pixels Format Accepted: .JPG		

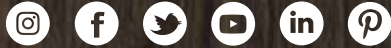
E-NEWSLETTER DISPLAY AD TIPS

- » 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.	<ul style="list-style-type: none"> ○ \$200 / per month [Leisure] ○ \$150 / per month [Meetings, Partner, or Group Tour]
<p>FEATURED DEAL / EVENT SPECS:</p> <p>Image Size: 328x170 pixels high impact horizontal photo [no text]</p> <p>Format Accepted: .JPG</p> <p>Headline: 30 characters, including spaces</p> <p>Teaser Deal Copy: 130 characters, including spaces [must include percentage of savings for deals or event details]*</p> <p>Link: Provide a link back to a place on your website where details, disclaimer info is provided, etc.</p>		
<p>DEADLINES: See page left for deadline information per e-newsletter category.</p> <p>*DLV reserves the right to reject your offer if no info is on your site or percentage off is not clearly stated.</p>		

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.



@LehighValleyPA

Discover Lehigh Valley

#LIFTYOURSPIRITSDLV

Pennsylvania
pursue your happiness™

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Allentown, PA 18101

[DiscoverLehighValley.com](https://www.DiscoverLehighValley.com)

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