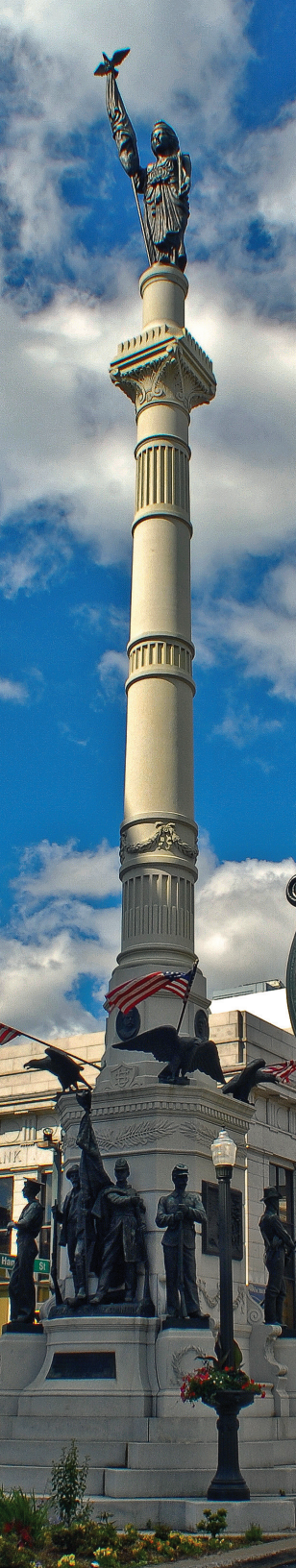




# MEDIA KIT

Advertising & content opportunities  
to promote your business and Lehigh Valley.



# MEDIA KIT CONTENTS

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**DISCOVER LEHIGH VALLEY®**

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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. Learn how we can work together to promote your business and Lehigh Valley to travelers, meeting planners, tournament organizers, tour operators, and more. We want to share your stories through our communications, advertising, websites, and social media.



#### **MISSION**

Strengthening Lehigh Valley's economy through tourism, while enhancing quality of life and regional pride.



#### **VISION**

Inspiring experiences



#### **VALUES**

**Authentic:** Be true to our roots

**Collaborative:** Bring the community together; encouraging partnership

**Curious:** Explore and discover new experiences

**Responsible:** Do everything with integrity and transparency



## ADVERTISE ON DISCOVERLEHIGHVALLEY.COM

**Discover Lehigh Valley®** is our name and our mission. As the region's official tourism marketing agency, we build Lehigh Valley's image, drive visitation, and boost the economy. Since 2016 we've offered advertising opportunities for regional museums, attractions, restaurants, hotels and more, interested in advertising on **DiscoverLehighValley.com** and our engaged email opt-in subscribers offerings.

**DiscoverLehighValley.com** is Discover Lehigh Valley®'s call-to-action: On the site, users discover the promise of a Lehigh Valley trip, and they decide to experience it for themselves. Discover Lehigh Valley drives visitors. Everything Discover Lehigh Valley® does – advertising, communication, social media, partnerships, – drives to **DiscoverLehighValley.com**.



## MARKETING & ADVERTISING

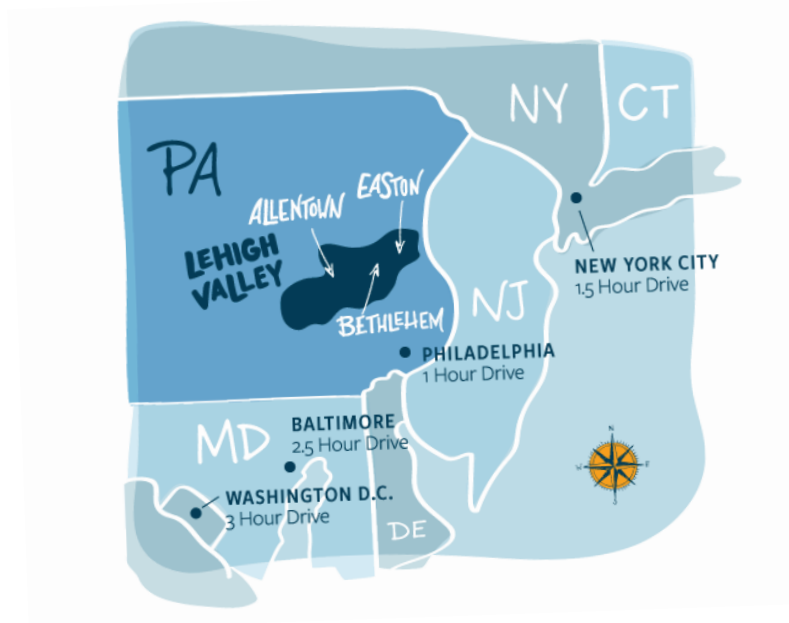
Our call-to-action, **DiscoverLehighValley.com**, is prominent in our messaging, including advertising and communications.

## MEDIA STRATEGIES

- » **01**  
Portray Lehigh Valley as **a convenient destination for a fun, uplifting experience** that appeals to a wide range of personas.
- » **02**  
Generate and distribute content that tells **an overarching brand story**, and enable and inspire visitors to supply the rest and share it.
- » **03**  
**Engage the community and rally local partners** to support and benefit from marketing efforts.
- » **04**  
**Focus digital media on reaching the right audience in the right context**, while employing a cross-device strategy.

## MEDIA SELECTIONS

In today's **tourism marketing** landscape, researchers say it takes anywhere from 7-10 **touchpoints** to convert potential visitors into visitors. We reach them through an integrated approach.



### WHO WE TARGET

- » **KEY AUDIENCE DEMOGRAPHICS**  
HHI \$75K+, college educated, adults 25+
- » **GEOGRAPHY (DMAs)**  
New York–Northern New Jersey, Philadelphia, Baltimore–Washington, Lehigh Valley, Harrisburg–Lancaster–Lebanon–York.
- » **INTEREST TARGETING**

### ONLINE

- » **PAID SEARCH**
- » **ONLINE STREAMING VIDEO**  
Includes connected TV & YouTube
- » **ONLINE DISPLAY**  
Includes Google Responsive
- » **TRAVEL AD NETWORKS**
- » **SOCIAL MEDIA ADVERTISING**

### PHYSICAL

- » **PRINT** Regional & local lifestyle magazines

### OUTDOOR

- » **DIGITAL & STATIC BULLETINS**  
Local Lehigh Valley market
- » **DIGITAL BULLETINS**  
Northern NJ, Philadelphia, Washington, D.C.

### TV

- » **CABLE TELEVISION**  
Northern NJ, Philadelphia, Washington, D.C.

### RADIO

- » **IHEART RADIO**



REAL SIMPLE



WASHINGTONIAN

AAALiving

metro



VOICE  
PHILLY

edible  
DC

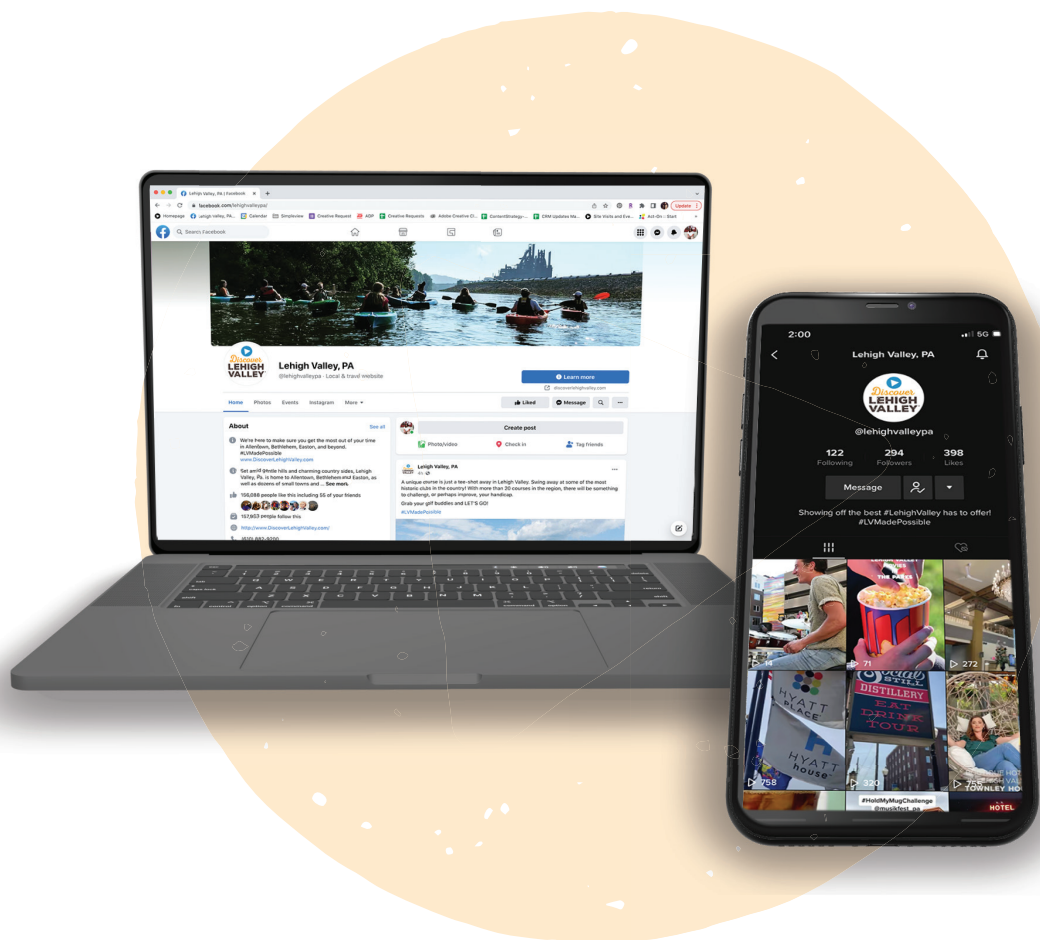
## COMMUNICATIONS

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](https://DiscoverLehighValley.com), and some inspire people to find the site as they research Lehigh Valley on their own.

## 2021–22 EARNED MEDIA

- » **710** Placements
- » **41.6** Impressions
- » **\$676,300** Publicity value



**255K** LEHIGH VALLEY FANS



@LehighValleyPA /// Discover Lehigh Valley

## SOCIAL MEDIA

Improve impressions, inspire real-life actions, and drive traffic to DiscoverLehighValley.com. Organic social produced 5% of all website visits in 2021-22.

**Our fan base is 255,000+ strong** across Facebook, Instagram, Twitter, LinkedIn, YouTube, Pinterest, & TikTok. We're one of the top engaged destinations in PA.

- » **158K** Facebook likes
- » **39K** Instagram followers
- » **51K** Twitter followers
- » **5K** LinkedIn followers
- » **1K** YouTube subscribers
- » **1.1K** Pinterest followers
- » **289** TikTok followers [newly created in 2021]

## #LVMADEPOSSIBLE

We use **#LVMadePossible** and encourage partners and fans to do the same. There are **9,745+** tagged Instagram photos!

## WEB VIDEOS & YOUTUBE

DLV creates and shares Lehigh Valley stories on **YouTube.com/DSCVRLehighValley** and other sites. Request that we "favorite" your content from our YouTube channel, and share opportunities for us to broadcast live from Facebook.



## WEBSITE AT-A-GLANCE

- » **1 MILLION** Users annually
- » **1.4 MILLION** sessions
- » **2.5 MILLION** Pageviews
- » **89,189** Clicks to partner websites from "Visit Website" button on listings
- » **669,891** Website visitors arrived via organic search because they were looking for things to do in the region. 61% of traffic is organic.

## DISCOVERLEHIGHVALLEY.COM

As the region's official visitor website, DiscoverLehighValley.com, is the premier trip-planning resource for more than **1 million users** annually.

### REASONS TO ADVERTISE ON THE WEBSITE

- » **01 Reach an Incredibly Qualified Audience**  
DLV spends dollars to drive visitors to Lehigh Valley. Ride that momentum to send actively-planning visitors to your site and your door.
- » **02 Targeting**  
DiscoverLehighValley.com's audience is in the same top geographies that you want to target [see pg 6].
- » **03 Benefit from a Tailored Campaign Strategy**  
We'll craft a customized campaign recommendation tailored to exceed your goals as our audience continues to grow with over 2.5 million pageviews in 2021-22.
- » **04 Mobile Visitors**  
In 2021-22, 71% of all web traffic was from a mobile device, which makes the mobile banner ad opportunity [pg 14] a great tactic to use on our fully responsive website.
- » **05 Opted-In Email Subscribers**  
Our leisure email database contains over **53,370 opted-in subscribers**. Our emails have a **24.6% open rate**, higher than average in this industry. Send your message to these subscribers with one of the opportunities beginning on pg 16.



**16 MILLION**  
ANNUAL VISITORS

**\$1.1 BILLION**  
VISITOR SPENDING

*Longwoods International, 2021.*




DISCOVER LEHIGH VALLEY **AT-A-GLANCE**

**TOP DOMESTIC MARKETS**

- » Greater Philadelphia, PA
- » Lehigh Valley, PA
- » New Jersey
- » New York
- » Washington, D.C.

**DEMOGRAPHIC**

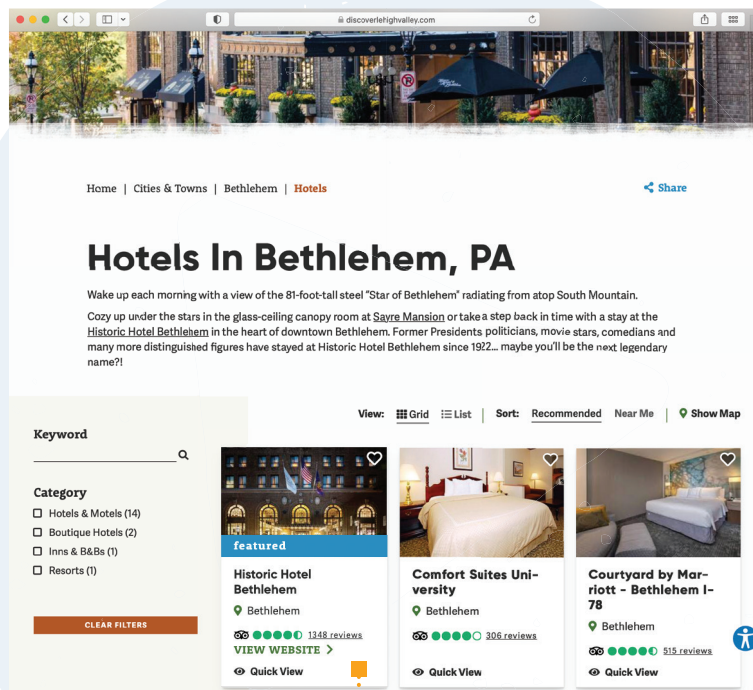
- » **57.8%** Female
- » **42.1%** Male
- » **81.5%** 25-64 years old



# ADVERTISING OPPORTUNITIES

Discover Lehigh Valley® **creates award-winning editorial content and launches top marketing campaigns** proven to inspire travel to Lehigh Valley. Consumers can find the content they need no matter where they are in the planning process. From early research to itinerary planning to booking, Discover Lehigh Valley is a one-stop-shop destination for all things Lehigh Valley tourism.

- Our responsive website design allows advertisements to display on all devices.
- All placements are templated and designed to match the visual aesthetic of [DiscoverLehighValley.com](http://DiscoverLehighValley.com).
- Images should be single photographs without any overlaid elements.
- Character count specs include individual spaces, punctuation marks, and letters.



## HOW TO STAND OUT ON DISCOVERLEHIGHVALLEY.COM

Visitors to DiscoverLehighValley.com viewed more than **2.5 million** pages while planning their trip. Advertising across our website allows you to target your message by content, season, or geography. Along with our monthly reporting, you control your exposure and return on investment.

### 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 needed.

**RATE:** \$725

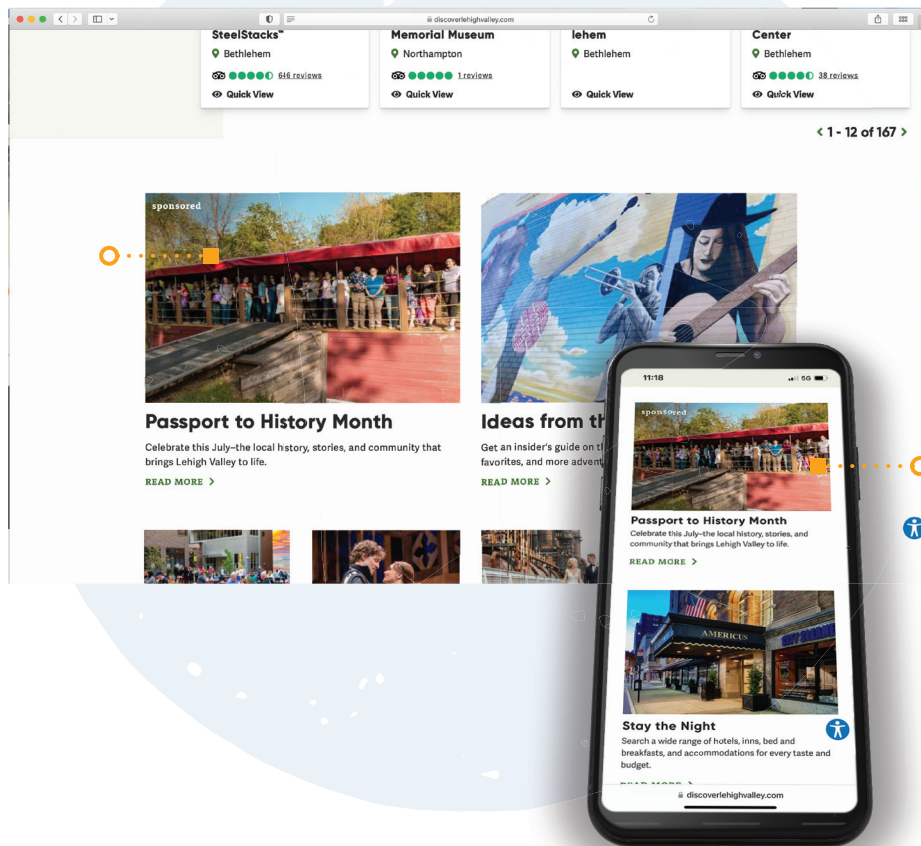
flat rate, sold on a three-month basis

**DEADLINE:**

Five business days ahead of launch date

### FEATURED LISTING **TIP**

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



## NATIVE RUN OF SITE AD

Your message will be displayed across all pages of **DiscoverLehighValley.com**, including the homepage on a rotation of one of four (4) for the duration of your campaign. This high-impact visual placement offers strong branding and contextual alignment that sees **average click-through rates of more than 1% – 10x higher than traditional banner ads**. Ads link directly to advertiser websites via trackable unique URLs. Impressions, clicks, and click-through-rates will be measured, and the metrics provided in complimentary reports.

## MATERIALS REQUESTED

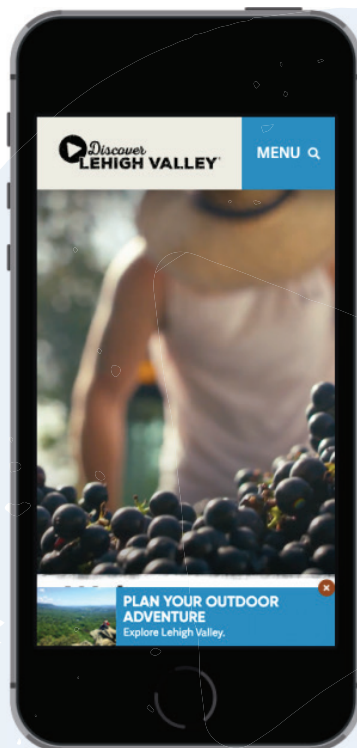
- » **Image Size:** 579w x 386h pixels  
(one image, no text)
- » **Format:** .JPG
- » **Title:** 55 characters, including spaces
- » **Body:** 118 characters, including spaces
- » **Link:** Provide a URL that tracks back to your site.

**RATE:** \$435

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

## NATIVE RUN OF SITE **TIPS**

- » One image works better than a collage.
- » **Need help?** If you can't crop an image to this size or not sure if your image is to spec? Submit a large image and DLV will crop for you!



### MOBILE FOOTER AD

Get your message in front of our mobile users. For the entire ad flight, this banner ad displays as a mobile phone user searches/uses **DiscoverLehighValley.com**, on a rotation of one of four [4] footer ads. This is an ideal opportunity for you to reach consumers, especially with **71% of all website traffic arriving on a mobile device**.

### MATERIALS REQUESTED

DLV will build an ad for you! Submit the following:

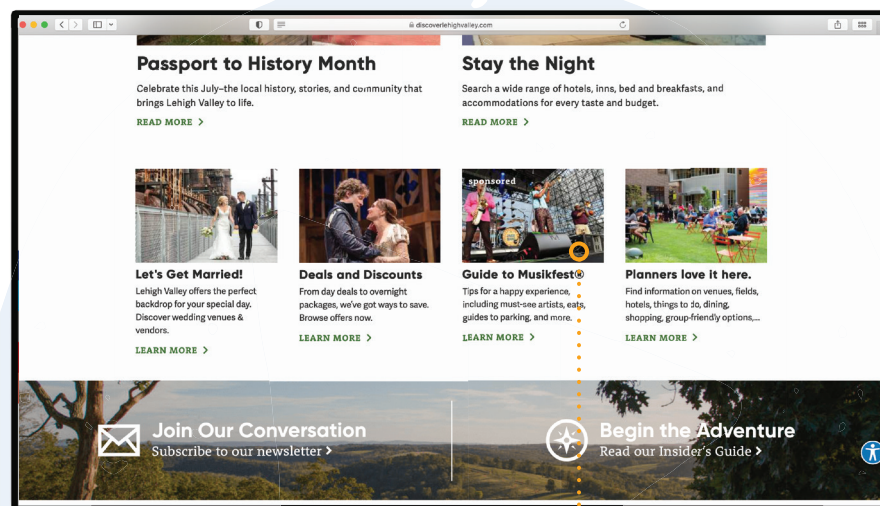
- » **Image Size:** 303w x 228h pixels
- » **Format:** JPG
- » **Headline:** 40 characters, including spaces
- » **Body:** 65 characters, including spaces
- » **Link :** Provide a URL that tracks back to your site.

**RATE:** \$475

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

### MOBILE FOOTER **TIP**

- » Submit your most compelling image



## SPOTLIGHT TEXT LINK AD

Your message will be displayed across nearly all pages of **DiscoverLehighValley.com**, including the homepage on a rotation of one of six [6] for the duration of your campaign. Similar to a native feel, this visual placement near the footer of each page has seen an average click-through rate higher than traditional banner ads. Ads link directly to advertiser websites via trackable URLs. Impressions, clicks, and click-through-rates will be measured, and the metrics provided in complimentary reports.

## MATERIALS REQUESTED

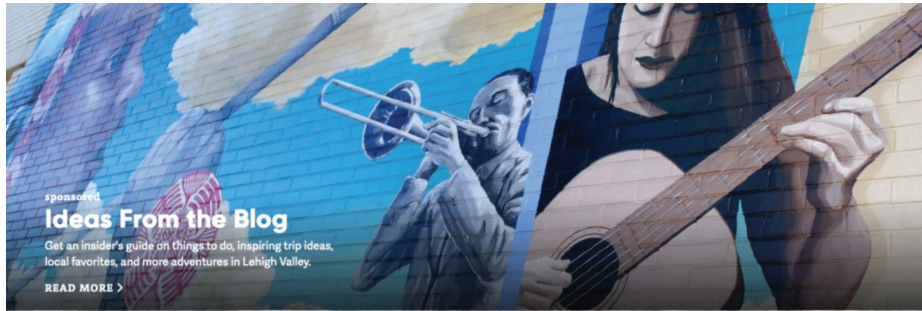
- » **Image Size:** 500w x 334h pixels
- » **Format:** .JPG
- » **Title:** 40 characters, including spaces
- » **Body:** 102 characters, including spaces
- » **Link:** Provide a link that tracks back to your website.

**RATE:** \$950 flat rate, sold on a three-month basis

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

## SPOTLIGHT TEXT LINK **TIPS**

- » One image works better than a collage.
- » **Need help?** If you can't 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!



## HEADER IMAGE TIPS

» **Need help?** If you can't crop an image to this size, or are unsure if your image is right, feel free to submit a large image and we will crop for you.

### HEADER IMAGE

Standout on highly driven and targeted interior content pages by taking over the header or hero image.

### MATERIALS REQUESTED

- » **Image Size:** 1400w x 935h pixels **Format:** .JPG
- » **Headline:** 40 characters, including spaces
- » **Body:** 143 characters, including spaces
- » **Link:** to your listing on DiscoverLehighValley.com, a related blog post within the Insider's Guide, or a featured event on our calendar of events.

**RATE:** \$550, for one month


**DEADLINE:** 15 business days prior to start

### PREMIUM PAGE SPONSOR

Data proves most users scroll to the intro copy on each page of the site. As a Premium Page Sponsor, you can have prominent sought-after placement on a highly engaged interior content page. It's a chance to be a step-up from a featured listing.

### MATERIALS REQUESTED

- » **Image Size:** 607w x 455h pixels **Format:** .JPG
- » **Headline:** 44 characters, including spaces
- » **Body:** 300 characters, including spaces
- » **Link:** your live listing on DiscoverLehighValley.com, a related blog post within the Insider's Guide or a featured event on our calendar of events.



sponsored

### Get Your Pumpkin Fix in Lehigh Valley This Season

One of the world's oldest domesticated plants, the pleasingly plump pumpkin's bold color telegraphs cozy fall weather and a Happy Halloween! Here are 10 local ways to enjoy this scrumptiously versatile squash, from spa treatments to beers to pasta, there's a pumpkin-infused treat for every craving.

[CONTINUE READING >](#)

**RATE:** \$700, for one month

**DEADLINE:** 15 business days prior to start



COMMAND ATTENTION WITH  
OUR FRONT AND CENTER  
CONTENT OPPORTUNITIES.

## FEATURED CONTENT

Our marketing team creates quality and inspiring content that drives organic traffic. Utilize DLV to write an article featuring your business. Your content will be featured on The Insider's Guide, **DiscoverLehighValley.com/Blog**, for a minimum of one year, with optimized SEO—keyword research to ensure you get the most impact. You also own this content for your usage to provide visitors with authentic and inspirational content.

**Premium Package:** \$2,500

- » [1] curated blog post
- » [5] dedicated social media posts within three months
- » [3] consecutive months of Spotlight Ads [see pg 15]
- » [1] month of Native Run of Site ad.

**À la carte:** \$1,800

[1] curated blog post + one of the three options below:

- » [3] dedicated social media posts
- » [1] month as a Premium Page Sponsor
- » [3] consecutive months of Spotlight Ads
- » [1] month of Native Run of Site ad

**DEADLINE:** 1st of the month prior to publish date

## SPONSORED CONTENT

Reach an engaged and active travel-planning audience. Every month via email, enews subscribers are inspired with rich stories showcasing Lehigh Valley. Drive traffic to your business with native placement featuring image, tagline, body copy, and a strong call to action directing readers to The Insider's Guide, **DiscoverLehighValley.com/Blog**. This blog post is drafted by you and edited by the marketing department. In addition, sponsored content includes social media posts to promote the content.

**Premium Package:** \$850

- » [1] enewsletter feature [linked to blog post]
- » [1] blog post written by you
- » [3] dedicated social posts.
- » **Materials Requested:** [2] **hero images** and minimum **350 words** body copy for blog
- » **OPTIONAL ADD ON** [1] month as a Premium Page Sponsor for an additional \$300

**Basic Package:** \$475

- » [1] enewsletter feature [linked to calendar of events listing]
- » [1] calendar of events listing
- » **Materials Requested:** **hero image**, **75 words** body copy for content feature, **calendar of events** listing

**DEADLINE:** 15th of the month prior to publish date

**CONTENT TIPS:** Submit your most compelling image[s]; create a headline/tagline that attracts attention and brings the user into the experience through your copy.



### CUSTOM EMAIL

Reach our highly engaged database of 53K+ subscribers with 100% share of voice, driving all clicks to your site. Limited availability; first come, first served.

We will work with you to customize a compelling message that will maximize your return and drive clicks to your website. Inventory is currently limited to one custom email per month.

### MATERIALS REQUESTED

- » **3-5 images**
- » **300 words** or less of copy
- » **Link:** Provide a link that tracks back to your website.
- » **Call to Action**
- » **OPTION:** You can provide a totally “camera-ready” image for the body of the email. The image should be JPG/PNG and be 650px wide by any height.

**RATE:** \$3,750

**DEADLINE:** 1st of the month prior to publish date



### BUNDLE & SAVE

1 static post on **2 channels** of your choosing: Facebook, LinkedIn, or Twitter. DLV will craft a message for each channel, using your handle, with a link to your listing on DiscoverLehighValley.com. Plus (1) newly shot and edited Instagram Reel or TikTok video.

#### MATERIALS REQUESTED

- » **Hero image** (JPG or PNG)
- » **Social media handles**

**RATE:** \$650 plus additional \$100 for voiceover; Photography only, \$300.

## REACH A WIDER AUDIENCE WITH DLV'S SOCIAL MEDIA

### FACEBOOK BOOSTED POST

Work with DLV to craft a Facebook post to be shared from **@LehighValleyPA**, with a link to your listing on our site. DLV will boost the post for further reach and engagement, up to \$50.\*

#### MATERIALS REQUESTED

- » **Hero image** (JPG or PNG)
- » **Facebook handle**
- » **15 words** of copy

**RATE:** \$350

\*This is pending approved available dollars from DLV and size of potential audience reach, relative to partner's audience size.

### INSTAGRAM COLLABORATED POST

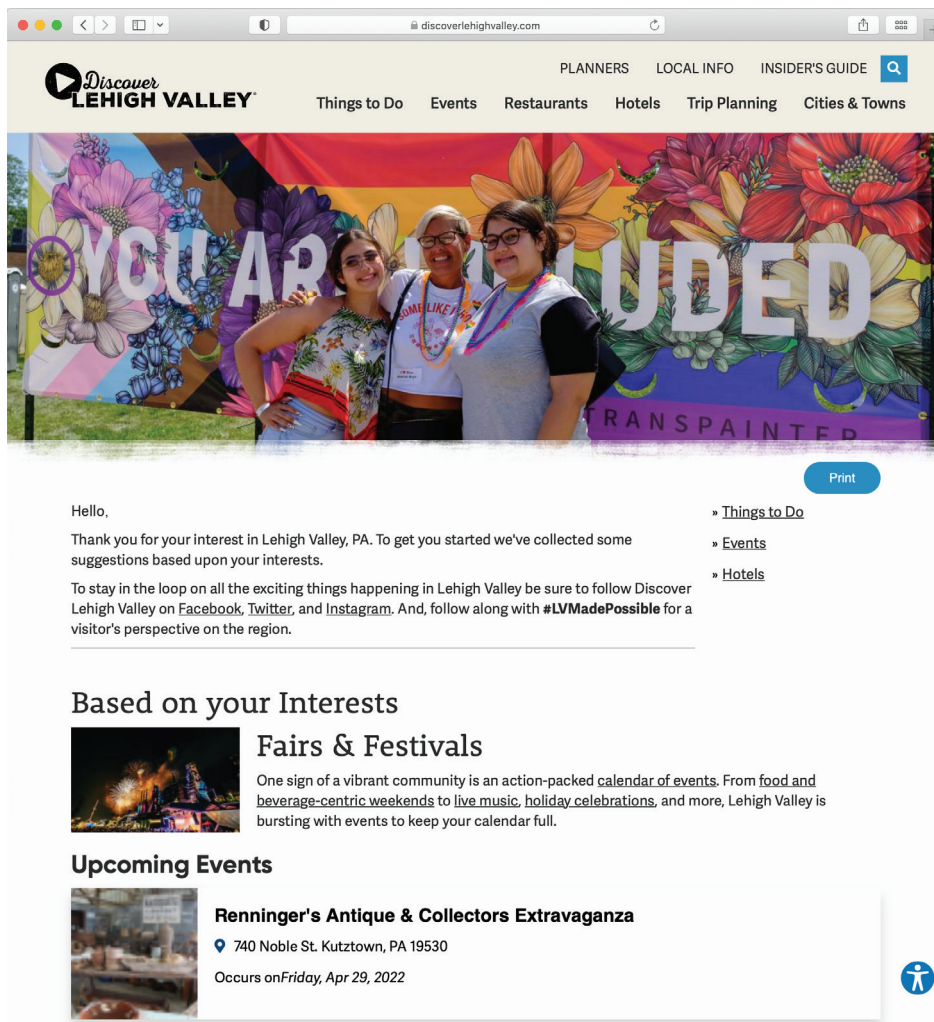
Create your own static Instagram post or reel and invite us to collaborate. This allows the content to live on your feed, as well as ours, optimizing your audience reach.

**RATE:** \$150

## GET YOUR MESSAGE IN FRONT OF 255K LEHIGH VALLEY FANS



@LehighValleyPA /// Discover Lehigh Valley



## 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!

## 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 to your partner listing.

### MATERIALS REQUESTED:

#### » Select one of the following categories:

- Arts & Culture
- Breweries & Distilleries
- Date Night
- Fairs & Festivals
- Family Fun
- Golf
- History,
- Holidays
- Hosting a Meeting
- Hosting a Sports Event
- Outdoor Recreation
- Relocation Information
- Spectator Sports
- Wellness & Spas
- Wineries
- Weddings

*Limit of 3 advertisers per category.*

#### » Choose to serve the visitor request with:

**A) Your Listing or B) a Current Coupon.**

*The coupon may be new, but it must reside on DiscoverLehighValley.com.*

#### » Select a flight:

- May 15–Jul 15
- Jul 15–Sept 15
- Sept 15–Nov 15
- Nov 15–Dec 15
- Dec 15–Mar 15
- Mar 15–May 15

**RATE:** \$150 per flight

**DEADLINE:** 1st of the month of selected flight

An aerial photograph of a river flowing through a town, with green hills in the background. The river is in the foreground, and the town is visible along the banks. The hills are in the distance, under a cloudy sky.

# INTERESTED? GET IN TOUCH!

Learn more about how you can promote your business  
on [DiscoverLehighValley.com](http://DiscoverLehighValley.com)

**CONTACT ALICIA QUINN**

**[alicia@discoverlehighvalley.com](mailto:alicia@discoverlehighvalley.com)**