

DISCOVER
Lehigh Valley

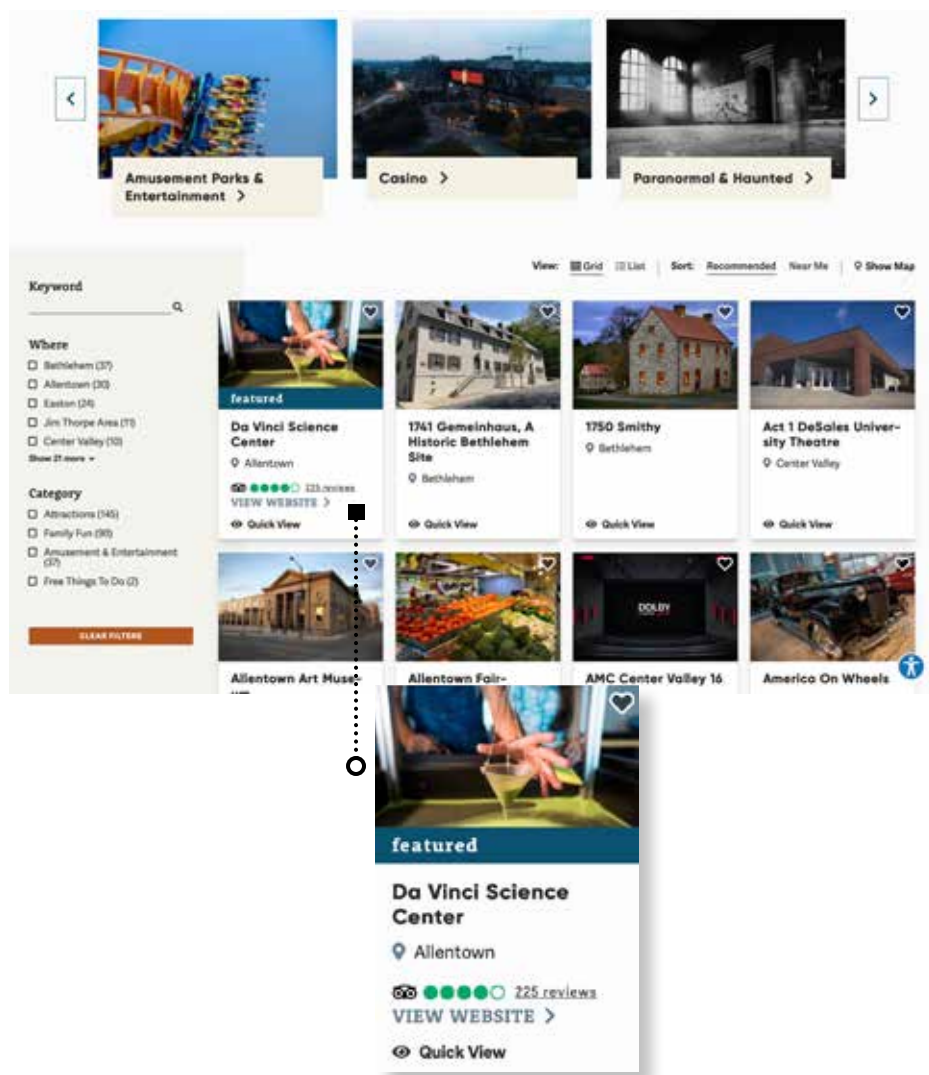
PARTNER ENHANCEMENTS

Media Kit

Advertising & social media opportunities to promote
your Lehigh Valley business on [DiscoverLehighValley.com](https://www.discoverlehighvalley.com)



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

\$750 flat rate, sold on three month basis or \$3,000 flat rate, sold on twelve month basis

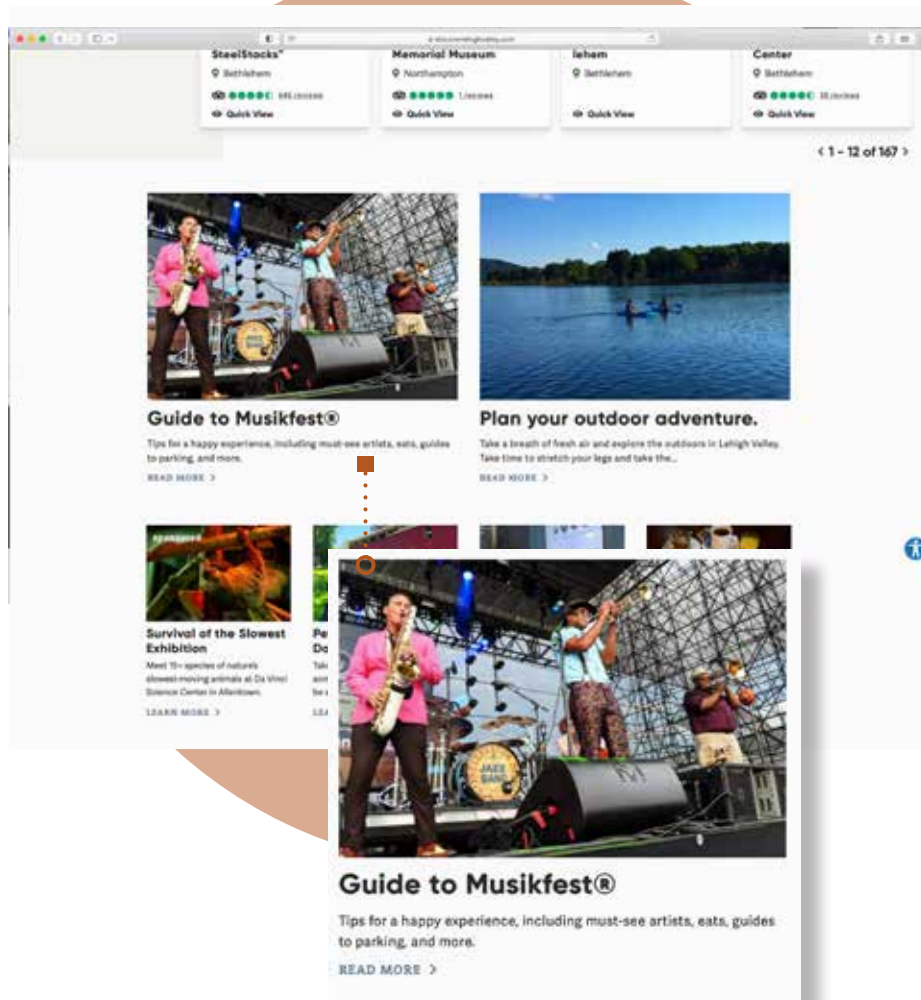
Deadline

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

Rate

\$1500 flat rate, sold on a three-month basis

Deadline

15th of the month prior to publish month.

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 over 71% of all website traffic arriving on a mobile device.

Materials Requested

DLV builds it for you! Submit the following:

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

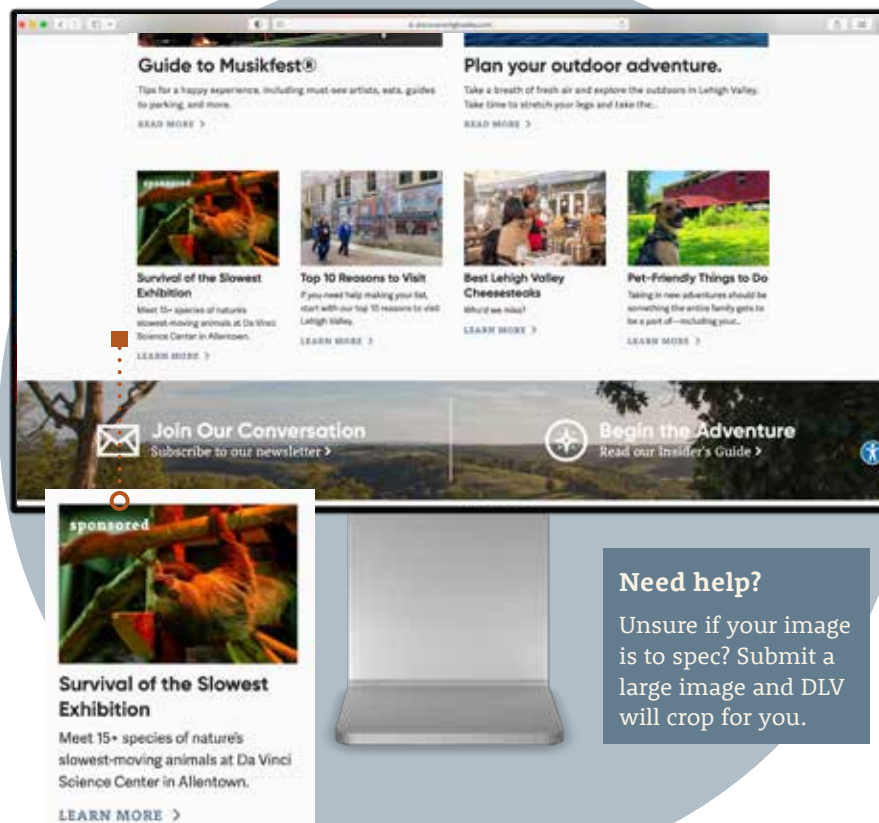
Rate:

\$1500 flat rate, sold on a three-month basis

Deadline

15th of the month prior to publish month.

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:** JPG at least 500w x 334h pixels
- » **Title:** 40 characters, including spaces
- » **Body:** 102 characters, including spaces
- » **Link:** Provide a link to your website.
- » **Tip:** One image works better than a collage.

Rate

\$1,000 flat rate, sold on a three-month basis

Deadline

15th of the month prior to publish month.

Header Image

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

Materials Requested

- » **Image:** JPG at 1400w x 935h pixels
- » **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

\$800, for one month

Deadline

15 business days prior to start

Need help?

Unsure if your image is to spec? Submit a large image and DLV will crop for you.



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:** JPG at 607w x 455h pixels
- » **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.

Rate


\$900, for one month

Deadline

15 business days prior to start

Find weekly happenings at the [Downtown Allentown Market](#) or [ArtsWalk Pocket Park](#) to "First Friday" gatherings, and year-round farmers markets. Lehigh Valley celebrates its unique cultural scene with events throughout the year. See below for a complete list of all events happening in Lehigh Valley.

Discover Lehigh Valley is not responsible for the accuracy of the information provided. This is a public calendar with information obtained by the respected event directly. Discover Lehigh Valley recommends contacting the event directly prior to confirm the most up-to-date information. Thank you.



sponsored

Survival of the Slowest Exhibition

Meet over 15 species of nature's slowest-moving animals during "Survival of the Slowest" at Da Vinci Science Center in Allentown, PA. Get tickets now!


NOW-SEPT 17, 2023 >

View: Grid List | Sort: Recommended Near Me | [Show Map](#)

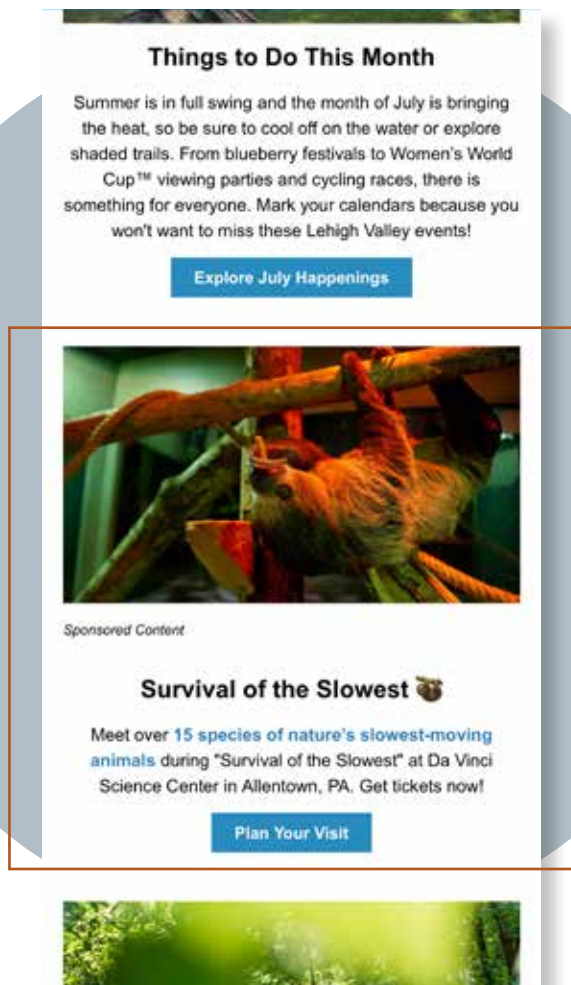
Keyword

Show Events For

Day Week Weekend Month



eNewsletter Feature



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 your event or listing on DiscoverLehighValley.com

Materials Requested:

- » **Image:** JPG, at least 600 px by 400 px
- » **Headline:** 44 characters, including spaces
- » **Body:** 75 words body copy for content feature
- » **Link:** calendar of events listing

Rate

\$500, for one month

Deadline

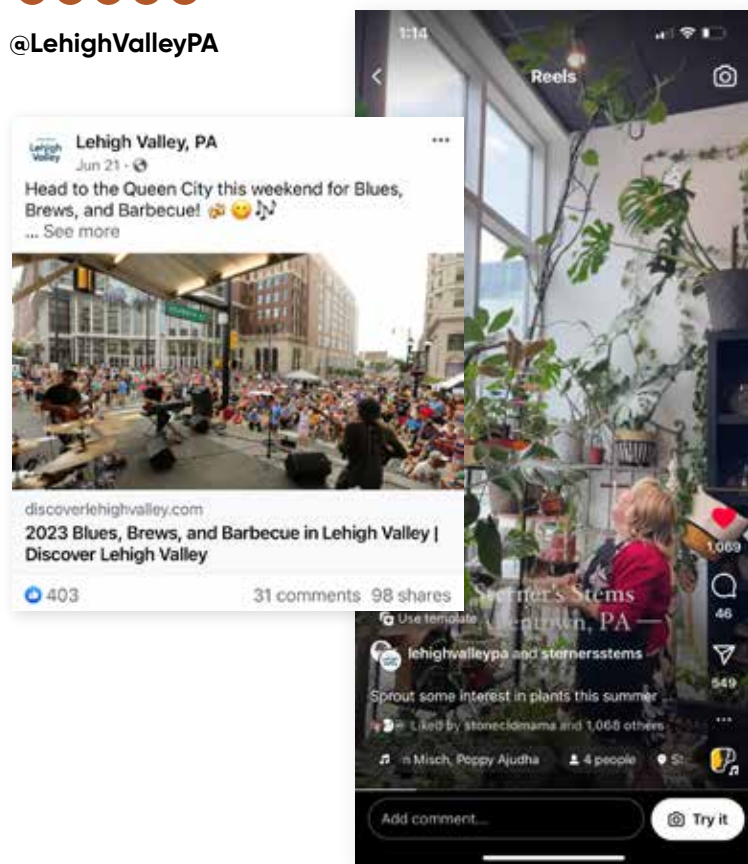
15 business days prior to start

Social Media Opportunities

Get your message in front of 255K Lehigh Valley Fans



@LehighValleyPA



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.*

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

Materials Requested

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

Rate

\$350

EXTRA SOCIAL MEDIA SUPPORT

DLV offers partners one complimentary social media post. Looking for more social media exposure? Consider the following enhancements:

Rates

- \$450 for videos with voiceover
- \$300 for videos with no voiceover
- \$200 for a static

Advertising on DiscoverLehighValley.com

Learn more about how you can promote your business on DiscoverLehighValley.com

Contact Mary

mary@discoverlehighvalley.com

À LA CARTE

_____ **Featured Listing (\$750)** Three months

_____ **Featured Listing (\$3,000)** One year

_____ **Native Run of Site Ad (\$1500)** Three months

_____ **Mobile Footer Ad (\$1500)** Three months

_____ **Spotlight Text Link Ad (\$1000)** Three months

_____ **Header Image (\$800)** One month

_____ **Premium Page Sponsor (\$900)** One month

_____ **eNewsletter Feature (\$500)**

_____ **Facebook Boosted Post (\$350)**

Extra Social Media Support

_____ **Video with voiceover (\$450)**

_____ **Video with no voiceover (\$300)**

_____ **Static (\$200)**