

MEDIA KIT





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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**.

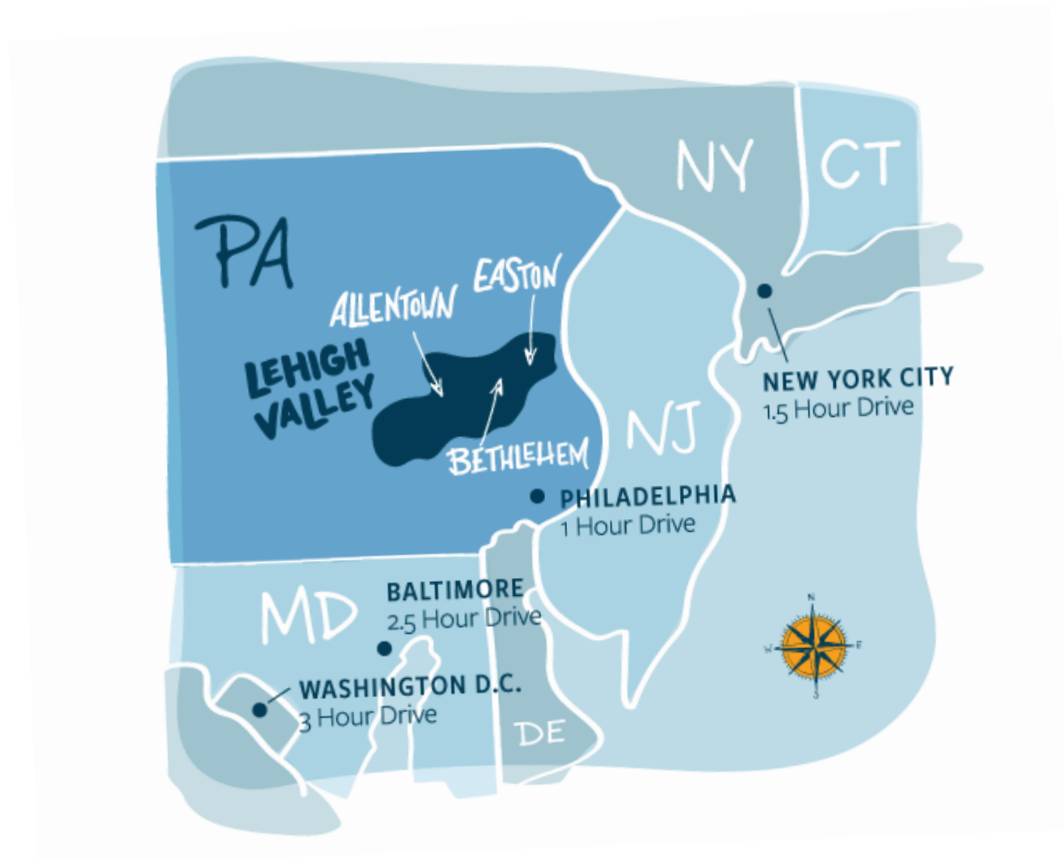


MARKETING & ADVERTISING

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 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 try to reach them through an integrated approach.

ONLINE

- » **PAID SEARCH**
- » **ONLINE VIDEO** [mobile, tablet, desktop]
- » **ONLINE DISPLAY** [mobile, tablet, desktop]
- » **SOCIAL MEDIA ADVERTISING**

PHYSICAL

- » **PRINT** [as budget permits]
- » **OUTDOOR** [local Lehigh Valley market]

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**

delish

DAILY NEWS



thrillist



USA TODAY

PureWow.

House Beautiful

The Philadelphia Inquirer

new jersey
family
the essential source for NJ moms!

amny

metro

TRAVEL+
LEISURE



Connect



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, and some inspire people to find the site as they research Lehigh Valley on their own.

2019-20 EARNED MEDIA

- » **568** Placements
- » **40.8M** Impressions
- » **\$2.5M** Publicity value



253K LEHIGH VALLEY FANS



@LehighValleyPA /// Discover Lehigh Valley

SOCIAL MEDIA

Improve impressions, inspire real-life actions, and drive traffic to DiscoverLehighValley.com. Organic social produced 12.2% of all website visits in 2019-20, **up 83% over the previous year.**

Our fan base is 253,000+ strong across Facebook, Twitter, Instagram, YouTube, Pinterest, & LinkedIn. We're one of the top engaged destinations in PA.

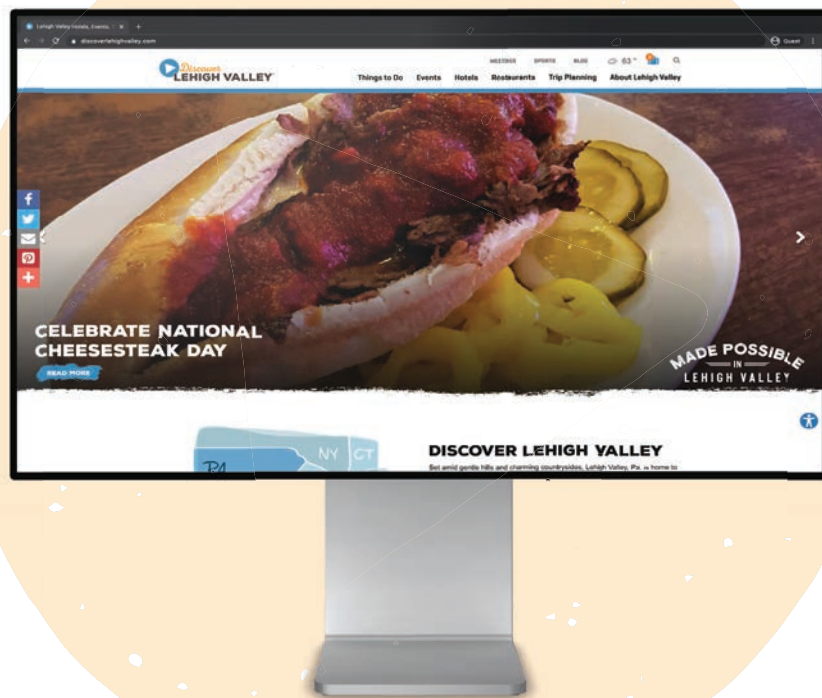
- » **160K** Facebook likes
- » **36K** Instagram followers
- » **51K** Twitter followers
- » **4K** LinkedIn followers
- » **1K** YouTube subscribers
- » **1.1K** Pinterest followers

#LVMADEPOSSIBLE

We use **#LVMadePossible** and encourage partners and fans to do the same. There are **5,200+** 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.



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 1.8 million pageviews in 2019-20.

» **04 Mobile Visitors**

In 2019-20, 66% 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 51,000 opted-in subscribers. Our emails have a 15% open rate, higher than average in this industry. Send your message to these subscribers with one of the opportunities beginning on pg 16.



16.5 MILLION
ANNUAL VISITORS

\$1.2 BILLION
VISITOR SPENDING

\$6.27 MILLION
SPENT BY INTERNATIONALLY
BASED VISA CARDHOLDERS

2018 Tourism Numbers



- » **1 MILLION** Visits
- » **2.3 MILLION** Pageviews
- » **64,222** Clicks to partner websites from "Visit Website" button on listings
- » **413,722** Website visitors arrived via organic search because they were looking for things to do in the region.

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



OPPORTUNITIES 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.



HOW TO STAND OUT ON DISCOVERLEHIGHVALLEY.COM

Visitors to DiscoverLehighValley.com viewed more than **1.8 million** pages in 2019 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: \$575

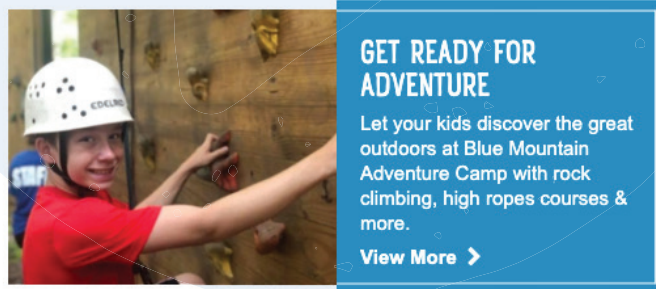
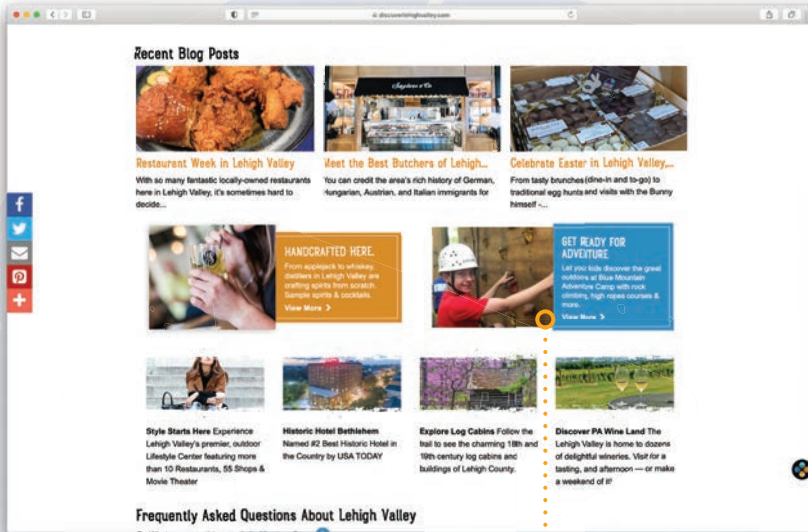
flat rate of \$575, sold on a three-month basis

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 six [6] 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

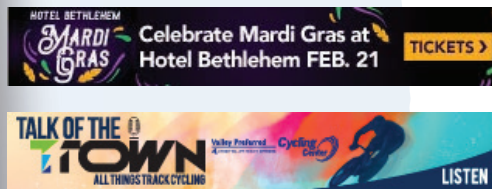
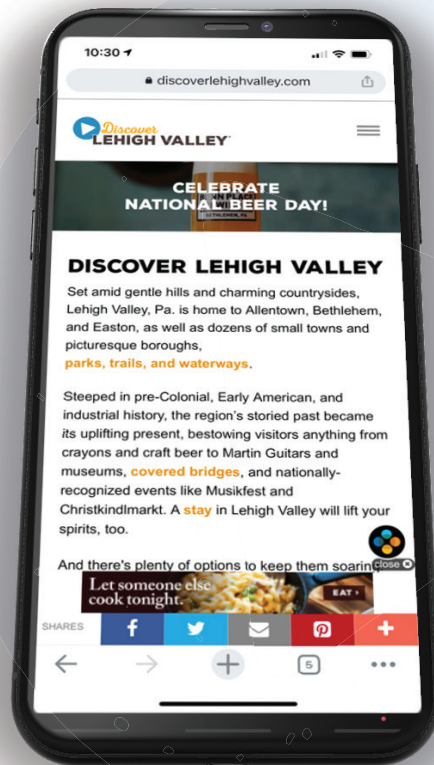
- » **Image Size:** 300x250 pixels (one image, no text)
- » **Format:** .JPG
- » **Title:** 20 characters, including spaces
- » **Body:** 110 characters, including spaces
- » **Link:** Provide a URL that tracks back to your site.

RATE: \$385

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 BANNER AD

Get your message in front of our mobile users. For the entire ad flight, this banner ad sits at the bottom of a cell phone screen as a mobile phone user searches/uses **DiscoverLehighValley.com**; an ideal opportunity for you to reach consumers, especially with **66% of all website traffic arriving on a mobile device**.

MATERIALS REQUESTED

- » **Ad size:** 320x50px JPG ad
- » **Link:** Provide a URL that tracks back to your site.

Don't have a graphic designer?

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

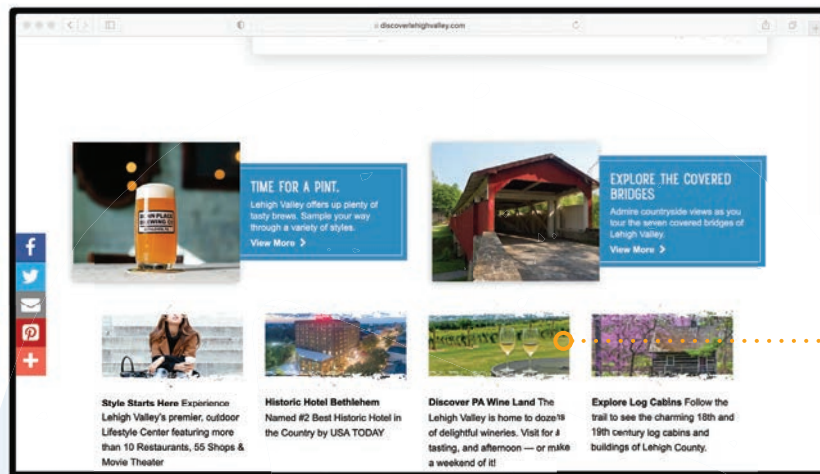
- » **Image:** JPG
- » **Text:** 45 characters including spaces
- » **Call to Action:** 10 characters total [ie, "Book Now" or "Tickets"]
- » **Link :** Provide a URL that tracks back to your site.

RATE: \$425

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

MOBILE BANNER 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 eight [8] 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:** 260x146 pixels Format: .JPG
- » **Title:** 25 characters, including spaces
- » **Body:** 125 characters, including spaces
- » **Link:** Provide a link that tracks back to your website.

RATE: Sold on a three-month basis, flat rate of \$950

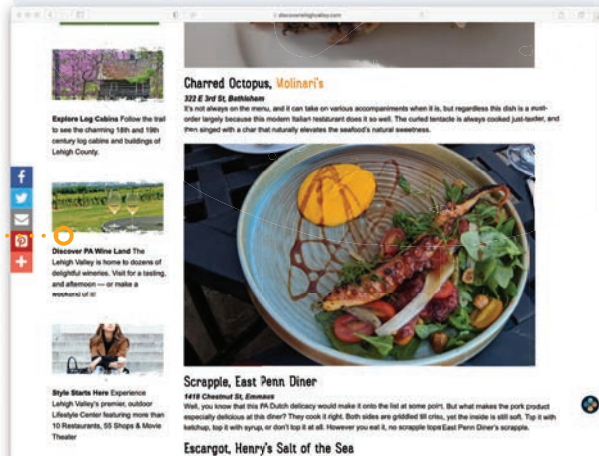
DEADLINE: 15th of the month prior to publish month.

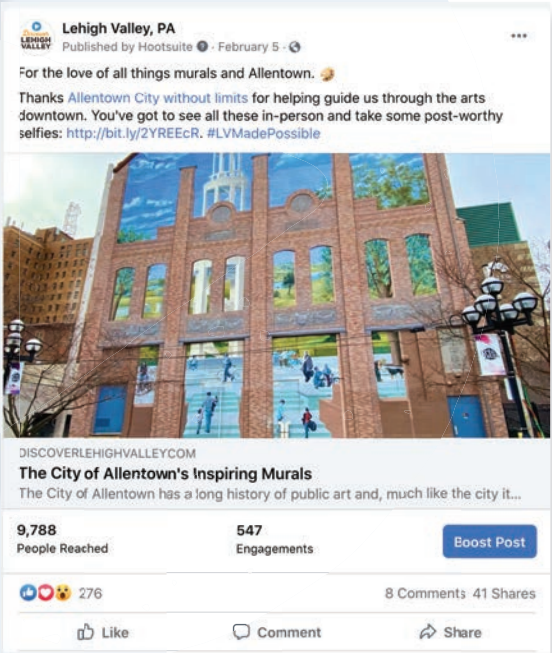
SPOTLIGHT TEXT LINK TIPS

- » 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!



Discover PA Wine Land The
Lehigh Valley is home to dozens of delightful wineries. Visit for a tasting, and afternoon — or make a weekend of it!





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 **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: \$1,500

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

- » [3] dedicated social media posts
- » [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 **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**, blog post **headline**, and minimum **350 words** body copy for blog

Basic Package: \$475

- » [1] enewsletter feature [linked to calendar of events listing]
- » [1] calendar of events listing
- » **Materials Requested:** **hero image**, **headline** for content feature, **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 51K+ subscribers with 100% share of voice, driving all clicks to your site. Limited availability; first come, first served.

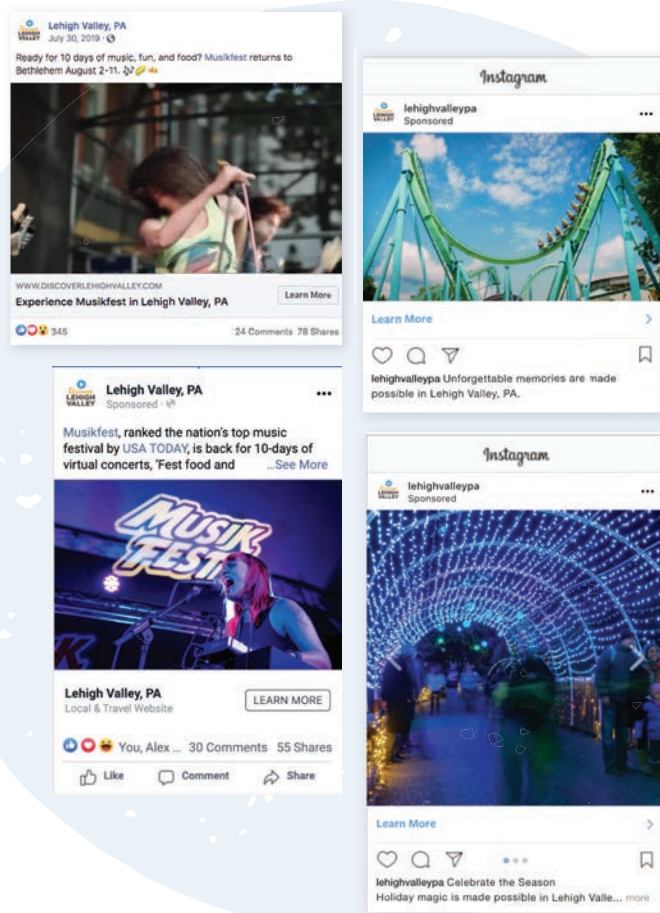
We will work with you to customize a compelling message that will maximize your return and drive clicks to your website. Inventory is currently limited to one custom email per month.

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



GET YOUR MESSAGE IN FRONT OF
253K LEHIGH VALLEY FANS



@LehighValleyPA /// Discover Lehigh Valley

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 DiscoverLehighValley.com. 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

BUNDLE & SAVE

Choose (2) channels from Facebook, LinkedIn, or Instagram and DLV will craft a message for each channel, using your handle, with a link to your listing on **DiscoverLehighValley.com**.

MATERIALS REQUESTED

- » **Hero image** [JPG or PNG]
- » **Social media handles**

RATE: \$500

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

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 on the left side of the image.

INTERESTED? GET IN TOUCH!

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

CONTACT ALICIA QUINN

alicia@discoverlehighvalley.com