



# 2023 Travel Guide Advertising Rates & Information



With an advertisement in the **2023 Official Visit Hershey & Harrisburg Travel Guide**, you can optimize your exposure to motivated travelers.

In a typical year, visitors to the Hershey Harrisburg Region spend a total of **\$2.56 billion** a year.

Become a part of their travel plan itinerary.

## Why advertise in the 2023 Official Visit Hershey & Harrisburg Travel Guide?

- > Be a part of the larger, magazine-style inspiration piece for a full year of exposure.
- > Be seen by visitors who are in the trip-planning cycle and those who are already here.
- > Reach travelers with intent through high-quality distribution points such as individually mailed on demand, inbound turnpike locations, state welcome centers, local attractions and hotels, and more.
- > Direct link clicks to your website via your ad in the digital version of the travel guide.



## Advertising Deadlines, Specs & Rates

Placement	Size	Rates
Back Cover	6.5" w x 9.5" h	\$8,250
Inside Front Cover	6.5" w x 9.5" h	\$7,450
Inside Back Cover	6.5" w x 9.5" h	\$7,450
Full Page	6.5" w x 9.5" h	\$5,950
1/2 Page Horizontal (Page 1 below Table of Contents)	6.5" w x 4.625" h	\$4,665
1/2 Page Horizontal	6.5" w x 4.625" h	\$3,750
1/4 Page Vertical	3.125" w x 4.625" h	\$2,250
<b>Category Pages</b> 1/8 Page Vertical Each formatted ad includes one photo, a maximum of 25 words, name, address, phone and web address. Category examples: Dining, Accommodations, etc. *Space is limited.	2.125" w x 3.125" h	\$750

Trim Size: 7.5" x 10.5" • Full Page Bleed Size: 7.75" x 10.75"

### ADVERTISING DEADLINES

Ad Reservation: 10/3/2022 • Artwork Deadline: 10/10/2022

## REQUIREMENTS FOR ADVERTISING MATERIALS

All advertising materials must be received by October 10, 2022 in order to appear in the 2023 Guide. We accept high-resolution digital PDF files in Macintosh format. Advertising layout and design services are available at an additional cost. Contact your account rep for more information.

## CONTACT

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