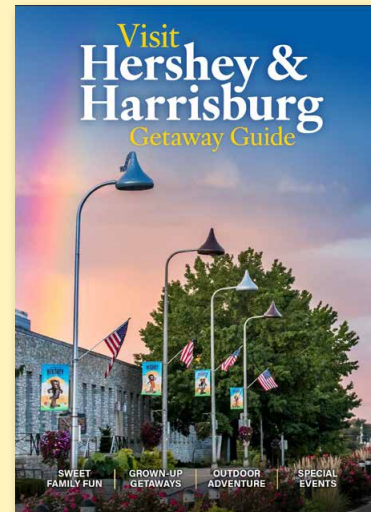




2027 Getaway Guide Advertising Rates & Information

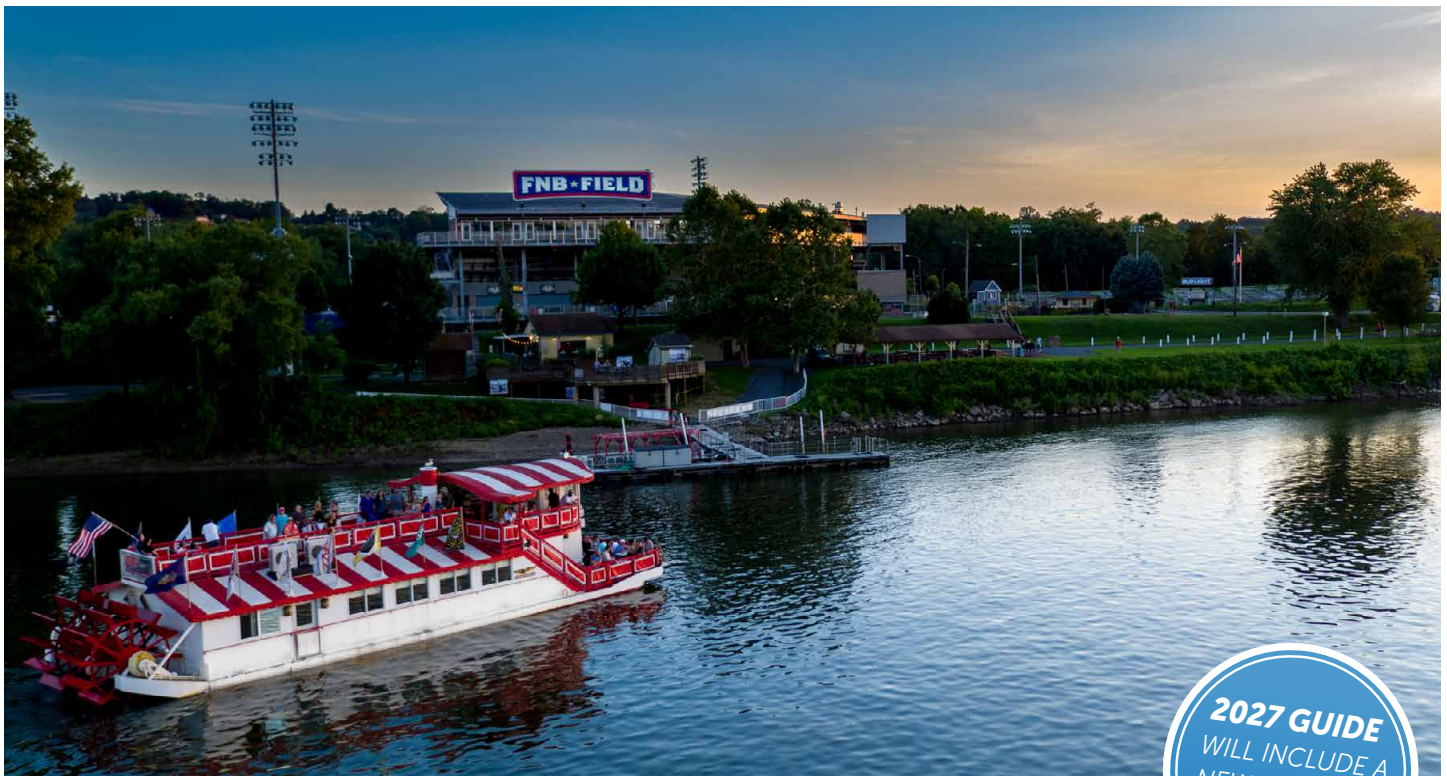
With an advertisement in the **2027 Official Visit Hershey & Harrisburg Getaway Guide**, you'll optimize your exposure to motivated travelers not only during the planning process but also as visitors discover the destination in real time during their visit.

In a typical year, visitors to the Hershey Harrisburg Region spend a total of **\$2.73** billion a year. Become a part of their travel itinerary.



Why advertise in the 2027 Official Visit Hershey & Harrisburg Getaway 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	6.75" w x 10.125" h	\$8,250
Inside Front Cover	6.75" w x 10.125" h	\$7,450
Inside Back Cover	6.75" w x 10.125" h	\$7,450
Full Page (for all full page bleed sizes see blow chart)	6.75" w x 10.125" 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
Category Pages 1/9 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 10.875" • Full Page Bleed Size: 7.75" x 11.125"

ADVERTISING DEADLINES

Ad Reservation: 9/29/2026 • Artwork Deadline: 10/5/2026

REQUIREMENTS FOR ADVERTISING MATERIALS

All advertising materials must be received by October 5, 2027 in order to appear in the 2027 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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