

Visit
**HERSHEY &
HARRISBURG**

**MAKE
YOUR BUSINESS
THEIR** *destination*



Be seen

in the

2026 Travel Guide

Visit
**HERSHEY &
HARRISBURG**

Why advertise?

THE POWER OF TRAVEL GUIDES

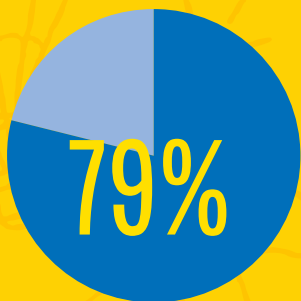


After consulting a travel guide:

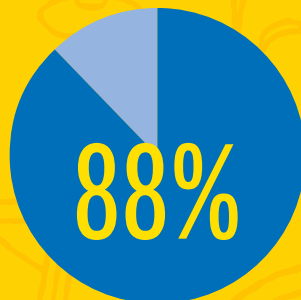
85% of visitors planned to visit a business or attraction¹

61% planned to purchase tickets/merchandise¹

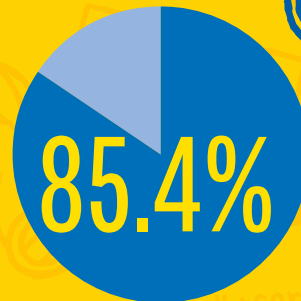
47% selected a restaurant or dining option³



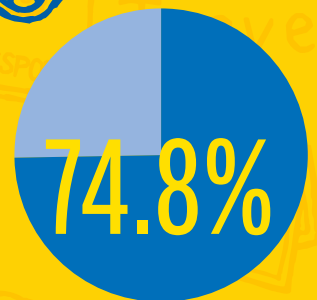
PICKED UP A
TRAVEL GUIDE
OR BROCHURE¹



HAVE USED A TRAVEL
GUIDE TO HELP PLAN
A VACATION²



WERE INFLUENCED TO
CHOOSE A DESTINATION
AFTER REVIEWING A
TRAVEL GUIDE³



SAY TRAVEL GUIDES
ARE VERY IMPORTANT
IN DECIDING WHERE
TO VISIT³

¹ Bentley University's Visitor International Brochure Distribution Research, 2018.

² Hospitality Visitor Information Survey February - March 2019 conducted by The International Association of Visitor Information Providers.

³ "The Impact of DMO Visitor Guides," DMA West/Destination Analysts; Nov. 4, 2021



2026 TRAVEL GUIDE

AD RATES & INFORMATION

Travel Guide Print Distribution: 100,000

Placement	Size	Early Bird Aug. 1 - Aug. 31	Standard Sept. 1-30	Last Call Oct. 1-15
Back Cover	6.5" w x 9.5" h	\$7,838	\$8,250	\$8,663
Inside Front Cover	6.5" w x 9.5" h	\$7,078	\$7,450	\$7,823
Inside Back Cover	6.5" w x 9.5" h	\$7,078	\$7,450	\$7,823
Full Page	6.5" w x 9.5" h	\$5,653	\$5,950	\$6,248
1/2 Page Horizontal (Page 1 below Table of Contents)	6.5" w x 4.625" h	\$4,432	\$4,665	\$4,899
1/2 Page Horizontal	6.5" w x 4.625" h	\$3,563	\$3,750	\$3,938
1/4 Page Vertical	3.125" w x 4.625" h	\$2,138	\$2,250	\$2,363
Category Pages 1/9 Page Vertical	2.125" w x 3.125" h	\$720	\$750	\$788

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.

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

DEADLINES

- Pay by **Aug. 31** to lock in Early Bird pricing
- Pay by **Sept. 30** to lock in Standard pricing
- Reserve by **Oct. 15** and pay by **Oct. 31** for Last Call pricing
- Artwork due by **Oct. 31, 2025**

AD SUBMISSION

- Email your ad to advertising@thinkgraphtech.com —or—
- Upload files to our website at www.thinkgraphtech.com and click on the "send us files" button.

Files should be submitted in a print-ready, high-resolution (300dpi) PDF, CMYK format. Advertising layout and design services are available at an additional cost.

Payment must be received by 10/31/25 for ads to appear in the guide.

CONTACT / QUESTIONS

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RESERVE ONLINE

Use our online reservation form to lock in your pricing today!

**CLICK
HERE**