

# 2020 Laurel Highlands Marketing Opportunities

- BASIC LISTING PACKAGE** **\$225**  
Includes one (1) single category listing in the 2021 Laurel Highlands Destination Guide and a full web listing with copy, photos, links and Google mapping on [www.laurelhighlands.org](http://www.laurelhighlands.org)  
July 1 2020 – June 30 2021

- WEBSITE ADVERTISING** **VARIED**  
Promote your business on [laurelhighlands.org](http://laurelhighlands.org) with our variety of advertising options. There were over **1 million visits** to [laurelhighlands.org](http://laurelhighlands.org) in the past 12 months and that number is continuing to grow! Take advantage of these outstanding stats by advertising your business on our website. It's a terrific way to keep your business in visitors' minds as they browse our site and plan their trip. Find more info at [laurelhighlands.org/webads](http://laurelhighlands.org/webads)

- 2021 DESTINATION GUIDE AD RATES**  
The premier tourism publication for the Laurel Highlands region with a publication print and distribution of 175,000 copies.

1/8 Page Formatted or Display Ad	<b>\$995</b>
¼ Page Formatted or Display Ad	<b>\$1,500</b>
½ Page Display Ad	<b>\$2,900</b>
Full Page	<b>\$5,750</b>
Inside Cover	<b>\$6,500</b>
Inside Back Cover	<b>\$6,500</b>
Back Cover	<b>\$10,000</b>
2 Page Spread	<b>\$10,500</b>
Featured Listing Ad	<b>\$495</b>
Featured Event Listing Ad inc. web listing	<b>\$495</b>
Map Ad (Limited space)	<b>\$395</b>
Coupon Ad includes 2021 Coupon Book	<b>\$350</b>
Event Listing inc. web event listing	<b>\$100</b>
Additional Listing inc. web listing	<b>\$195</b>

- SUMMER FUN COUPON BOOK** **\$100**  
One of the LHVB's most popular marketing opportunities allows you to entice summer visitors to your door with a special coupon offer. Print and Distribution of 25,000. Coupons also uploaded online.

- SEASONAL CALENDAR SPOTLIGHT**  
One of LHVB's most in demand printed pieces; our 4-color seasonal calendar is used in fulfillment and is placed in 84 regional brochure racks. Print and Distribution 13,000 each season. 1/16 page enhanced event listing with photo and 15 words of copy. We format for you.

<b>Spring</b>	<b>\$295</b>	<b>Summer</b>	<b>\$295</b>
<b>Fall</b>	<b>\$295</b>	<b>Winter</b>	<b>\$295</b>

- E-NEWSLETTER AD**  
Spotlight your business in the LHVB's seasonal eNewsletter that reaches a current database of 15,000+ subscribers. These are qualified subscribers interested in the region. Space limited to 6 ads. We format for you.  

<b>Spring</b>	<b>\$495</b>	<b>Summer</b>	<b>\$495</b>
<b>Fall</b>	<b>\$495</b>	<b>Winter</b>	<b>\$495</b>

- 97.3 LITE FM | WCNS RADIO SEGMENT ADVERTISER**  
Hosted by LHVB's own British gabber, Louise Bates, be a part of our monthly radio and podcast program. As a radio/podcast segment advertiser you'll receive 3 on-air mini commercials during the 28 minute taping. In addition, you will featured in 20 pre-show promos, plus social media mentions and podcast.

**Monthly \$75**

- BROCHURE DISTRIBUTION**  
Allow the LHVB to showcase your business in multiple locations. Your brochure will be mailed to six (6) PA Welcome Centers that feed into our region. In addition, your brochure will be placed in all our 84 regional rack locations in Fayette, Somerset, Westmoreland, Indiana and Cambria counties.

**July 1, 2020-June 30, 2021 - \$1,250**  
**Quarterly \$350**

## CO-OP ADVERTISING OPPORTUNITIES

The LHVB has buying power and is able to offer to you the opportunity to enter into co-op opportunities at a discounted rate for publications you would normally pay much higher rates in which to be featured. You become part of the Laurel Highlands message. Some opportunities provide for your brochure to be part of the fulfillment from magazine requests. For further details on the scope of these seasonal opportunities contact Louise Bates [lbates@laurelhighlands.org](mailto:lbates@laurelhighlands.org). The rates provided here are for budgetary purposes.

- FALL FESTIVALS CO-OP** **\$495**  
Featured in 7 Newspapers at the end of August over a 2-week span. Markets: PA, MD, WV.

- HOLIDAY HAPPENINGS CO-OP** **\$150**  
**Tribune Review "Ticket"**  
Featured in popular Greensburg Tribune Review Thanksgiving Publication

# 2020 Laurel Highlands Marketing Opportunities

## CO-OP MAGAZINE AD OPPORTUNITIES

The LHVB has dedicated staff that 'work' specific markets on behalf of the region. These include small market meetings, bridal and group tour travel. We have selected the following publication in 2020 to showcase the region and are offering co-op advertising to those wish to target a niche.

### **GROUP TOUR MAGAZINE \$500**

**(NEW! Three Page Fold Out Feature! Group Tour Magazine Next Stops Featured Ad – June 2020)**

*This publication is sent to Group Tour Operators all across the US. We've selected a three page fold out ad in the June issue to highlight the tourism assets of the Laurel Highlands. This issue hits tour operators at an important time of the year: planning season and is typically released at the annual Travel Alliance Partners TAP DANCE! This spot sold out quickly in 2019, secure your featured space today! Space is limited to 12 partners. \$500*

- Ad content due by April 10
- Includes one image, 60 words of copy focusing on the group travel experience, and site contact information (address, URL, phone number).

### **HEARTLAND TRAVEL SHOWCASE TRAVEL BUNDLE \$500**

*Join our team on the road to the Heartland Travel Showcase in Lansing, MI. Plan to travel along with a strong group sales team from the Laurel Highlands as we build neighborly relationships, focus on education in the group travel market, and conduct sales calls on our travel to HTS! Sales calls to tour operators will be planned by the LHVB with input from partners. Our target areas will be along our travel route to include northern Ohio and central Michigan tour companies.*

#### **Includes:**

- travel on LHVB sales bus
- LHVB Group Sales Mission
- Carpet for booth at Heartland Travel Showcase
- Two meals en route (2 lunches)
- **YOU MUST BUDGET SEPERATELY TO COVER YOUR SHOW REGISTRATION (on own or booth share), LODGING FOR THREE NIGHTS, PLUS ADDITIONAL MEALS AND COSTS ASSOCIATED WITH YOUR TRAVEL.**

## CONSUMER SHOWS

*Allow the LHVB staff to take your show on the road as they exhibit in Consumer Shows near and far. We distribute your brochures for you and provide that personal, informative LIVE person to engage in conversation with the public. It's a priceless opportunity. Pick your market and we'll do the work for you.*

### **GENERAL LEISURE/OUTDOOR (\$150 per show)**

**AAA Pittsburgh Travel Showcase**

Show date: January 24-26

Materials due, 400 pieces needed: January 17

**NY Times Travel Showcase, NYC**

Show date: January 24-26

Materials due, 500 pieces needed: January 17

**AAA Great Vacations Expo, Columbus, OH**

Show date: February 7-9

Materials due, 500 pieces needed: January 31

**Toronto Outdoor Adventure Show**

Show date: February 21-23

Materials due, 150 pieces needed: January 17

**Pittsburgh Home & Garden, DL Lawrence Center**

Show dates: March 6-15

Materials due, 1,000 pieces due: January 14

**Washington DC Travel & Adventure Show**

Show date: March 7-8

Materials due, 250 pieces due: February 28

### **HOME SCHOOL STUDENT (\$150 per show)**

**Christian Home Educators of Ohio**

Show date: May 28-30

Materials due, 150 pieces due: May 15

**Pennsylvania Christian Home School Show**

Show dates: June 12-13

Materials due, 200 pieces due: May 22

### **GROUP TRAVEL SHOW (\$150 per show)**

**PA Bus Association (PBA) Marketplace**

Show date: March 24-25

Materials due, 150 pieces due: March 13

**Spotlight MidAtlantic with MARS**

Show date: Date TBD/October 2020

Materials due, 100 by: Date TBD