



175,000 DESTINATION GUIDES

Printed & Distributed to Visitors Through the Following Outlets:

- ✓ 85 Regional Brochure Racks
- ✓ Consumer Shows
- ✓ Visitor Inquiries
- ✓ PA Welcome Centers
- ✓ PA Turnpike Rest Areas & MORE!

PROJECT SCHEDULE

SPACE RESERVATION	July 31, 2018
ARTWORK DUE	August 31, 2018
DISTRIBUTION	December 2018

TO PARTICIPATE Check desired advertising format on reverse. Fill out form & applicable words of copy.

PROPERTY NAME	CONTACT NAME
PHONE	EMAIL
SIGNATURE	DATE

WORDS OF COPY

1/8 page Formatted Ad: **20 Words** 1/4 page Formatted Ad: **30 Words** Featured Listing: **25 Words** Coupon Ad: **15 Words + Offer & Restrictions**

TERMS

This Agreement is Subject to the Following Terms: For any advertising placement under \$500, payment for the total amount must accompany this agreement. For advertising purchases over \$500, 50% of the total must accompany this agreement, with the remaining 50% to be billed at the completion of the project. Purchases with payment can also be completed online at www.laurelhighlands.org/DGads, with invoicing or PayPal options available.

I have read and understand the guidelines, applicable deadlines and formats, and agree to abide by them. I understand that this is a binding contract and agree to pay the total amount.

ARTWORK REQUIREMENTS

Ads must be submitted as print-ready artwork files to be eligible for participation in the 2019 Destination Guide. LHVB will not be responsible for the creation or editing of submitted files.

Artwork must be created in one of the following pre-press supported programs: Quark XPress, Adobe Photoshop, or Adobe InDesign for either a Mac or PC. Files must be delivered to the LHVB in **HIGH RESOLUTION PDF FORMAT ONLY** with all colors converted to CMYK. All photographs must be professionally shot with a minimum resolution of 300 dpi. Ad accuracy is the responsibility of the supplier.

AD LOCATION WITHIN THE PUBLICATION CANNOT BE GUARANTEED

QUESTIONS? LOUISE BATES 724.238.5661 x110 | lbates@laurelhighlands.org

MAIL COMPLETED FORMS TO Louise Bates at Laurel Highlands Visitors Bureau | 120 East Main Street | Ligonier, PA 15658 **OR FAX TO** 724.238.3673

Display Ads



- FULL PAGE**
SPECS: 7.5" W X 10" H \$5,750
- PREMIUM FULL PAGE***
SPECS: 8.375" W X 10.875" H (add .125" bleed on all sides)
 - Inside Front Cover & Inside Back Cover \$6,500
 - Back Cover \$10,000
- 2-PAGE SPREAD**
SPECS: 15.85" W X 10" H \$10,500
- 1/2 PAGE** SPECS: 7.5" W X 4.75" H \$2,900
- 1/4 PAGE** SPECS: 3.625" W X 4.75" H \$1,500
- 1/8 PAGE** SPECS: 3.625" W X 2.5" H \$995

* Premium positions are available on a first come, first served basis. Ads must be supplied as print-ready art. See specs on front.

FORMATTED ADS

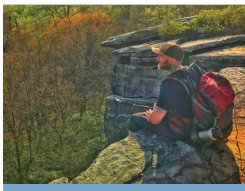
- 1/8 PAGE: \$995
- 1/4 PAGE: \$1,500

EVENT LISTING \$100

SPECS: Listing includes date of event and general contact information.

MAP AD * \$395


SPECS: Business Card Size 3.5" W X 2" H
Ads must be supplied as print-ready art. See specs on front.



1/4 PAGE SPECS:
30 words of copy
1 full-color photo
Logo
Contact Information

Explore the Great Outdoors
Natio maioniam abor cerio ratorum hiberum inmilliois quos dolores inuisda qui omni sant autat eum quae quat dolam, evis eocipios ea anam veltia lo secrois ratorum inuisda.
For more information, visit laurelhighlands.org

Laurel Highlands PENNSYLVANIA
800.355.5661
120 East Main Street
Ligonier, PA 15658



1/8 PAGE SPECS:
20 words of copy
1 full-color photo
Logo
Contact Information

Laurel Highlands
Natio maioniam abor cerio ratorum hiberum inmilliois quos dolores inuisda qui omni sant autat eum quae quat dolam, evis eocipios ea anam veltia lo secrois ratorum inuisda.
laurelhighlands.org
800.355.5661
120 East Main Street, Ligonier, PA 15658

Events!

WINTER

January 12-14
22nd Annual Trip for Festival
www.tripforfestival.com
800-445-1199

January 20-21
IceFest
www.icefest.com
800-445-1199

January-March
Winter Warm-Up
www.winterwarmup.com
800-445-1199

February 9-11
Johnston's Log Home & Trolley Farm Open
[johnstons.com](http://www.johnstons.com)
800-445-1199

February 10 & 17
Wine & Chocolate
www.wineandchocolate.com
800-445-1199

April 27-29
Eagle County Wine Show
www.eaglecountywine.com
800-445-1199

SPRING

March 7-10
Spring Open House
www.springopenhouse.com
800-445-1199

March 10-11
2018 High Wheel
Sled and Soap
www.highwheel.com
800-445-1199

March 17, 18 & 21-22
The Pennsylvania Maple Festival
www.pennmaple.com
800-445-1199

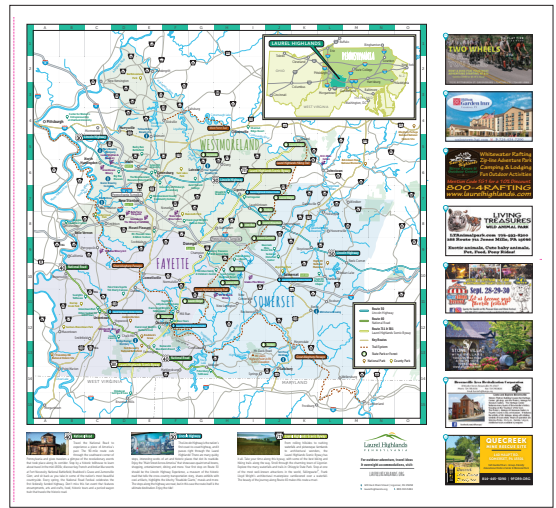
March 23-25
22nd Annual Pittsburgh & Co. Spring Beer Festival
www.pittsburghandco.com
800-445-1199

April 27-28
Bucksale Festival
www.bucksale.com
800-445-1199

May 5-6
Spring Open House
www.springopenhouse.com
800-445-1199

BUY FRESH, SHOP LOCAL!
Try some local flavor at farmers' markets across the Laurel Highlands. Typically open every weekend from late May until the end of October.
You will be treated by the produce and goods farmers' markets offer. From produce to finished crafts and more, visiting a market is a fun experience.

Find Local Markets: LAURELHIGHLANDS.ORG/MARKETS



Map Ad
A detailed map of the Laurel Highlands region, showing roads, trails, and various points of interest. The map includes a legend for different types of locations and a list of nearby towns and villages.

FEATURED LISTING \$495

SPECS: Featured information at the top of each section list. Includes a full-color photo, contact information, and 25 words of copy.

COUPON AD* \$350

SPECS: Ad includes contact information, 15 words of copy, company logo, and offer details. Purchase includes inclusion of this coupon in the 2019 Summer Fun Coupon Book at no additional charge. Coupons must be valid Jan. 1 – Dec. 31, 2018, to participate, unless seasonally operated or otherwise approved.

Things To Do!

Boita Terra Vineyards
1000 Boita Terra Lane
Ligonier, PA 15658
800-445-1199

Richmond Hill Stages
100 Richmond Hill
Ligonier, PA 15658
800-445-1199

Laurel Highlands
120 East Main Street
Ligonier, PA 15658
800-355-5661

Featured Listings

Mountain Playhouse
100 Mountain Playhouse Lane
Ligonier, PA 15658
800-445-1199

Next To Me
100 Next To Me Lane
Ligonier, PA 15658
800-445-1199

Mountain Playhouse
100 Mountain Playhouse Lane
Ligonier, PA 15658
800-445-1199

THINGS TO DO

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800-355-5661

CADDIS SHAW
\$18.99 for 3-Hour Unlimited Sleds
Wristband
800-445-1199

COUNTRY PIE SHOPPE
\$1 Off Any 9" Pie
800-445-1199

DARLINGTON INN
30% Off Food Purchase of \$25 or More
800-445-1199

FALL CREEK RESTAURANT & PUB
Free Appetizer with Purchase of \$10 or More
800-445-1199

FRASER PARK THEATRE FESTIVAL
Specialty Spectacle... Two Tickets for the Price of One
800-445-1199

HERNDON RADICAL TOWN
\$20.00 of Retail or Less Value
800-445-1199

LADY LOUISE CASINO RESORT
\$20 Off Weekly Admission, Get \$10 Playoff
800-445-1199

LAUREL LODGE
\$20 Off Weekly Admission, \$10 Off Weekend Admission
800-445-1199

MOONSHINE PLAYHOUSE
\$5 Off 2018 Performance
800-445-1199

OSHOPEL'S HOUSE CAFE
\$10 Off Entire Meal Purchase of \$25 or More
800-445-1199

OLD GENERAL STORE
\$10 Off Purchase of \$25 or More
800-445-1199

RIDGE BURNER DISTILLERY
Free Logo
800-445-1199

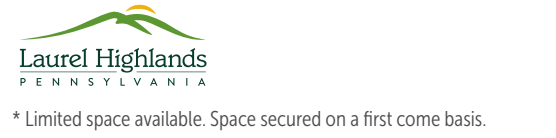
ROADMAN'S COUNTRY LIVING
\$10 Off Entire Meal Purchase of \$25 or More
800-445-1199

SHINE WINE&SPIRITS
\$10 Off Purchase of \$25 or More
800-445-1199

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Laurel Highlands PENNSYLVANIA

* Limited space available. Space secured on a first come basis.