



# 2024 PARTNER MARKETING OPPORTUNITIES

Join local businesses working together to  
increase tourism in the Laurel Highlands.



★ DMAP Accredited Organization

Accreditation with Distinction by Destinations International

Ready to become a GO LH partner?

Contact: Kelli Brisbane, Director of Partnership Development  
kbrisbane@golaurelhighlands.com | 724.238.5661 x110



## ANNUAL BROCHURE DISTRIBUTION PROGRAM (\$795)

Would you like us to distribute your brochure throughout the Laurel Highlands?

Distribution includes:

- PA Welcome Centers
- Strategic locations to include Ohiopyle State Park, Arnold Palmer Regional Airport, GO LH on the Diamond in Ligonier, and more!
- Fulfillment requests for partners and visitors

5,000-8,000 brochures needed to participate in the annual program.

*\*Space is limited and available on a first-come first-served basis.*



**June 2  
THE PRINCE PROJECT -  
PRINCE AND THE  
EVOLUTION TRIBUTE BAND**  
Roanoke Winery, Rostraver  
8-872-3333 | vinoskiwinery.com

**June 2-4  
ROUGH RIVER RALLY 2023**  
Rough River Park, Connetquot  
cebook.com/people/The-Yough-River-Ral-  
700067083422013/

**June 3  
ANTIQUES ON THE DIAMOND:  
INTAG & RETRO FAIRE**  
Juniata Valley Chamber of Commerce, Ligonier  
4-238-4200 | ligonier.com

**June 3  
ANNIVERSARY PARTY**  
Greenhouse Winery, Irwin  
4-446-5000 | greenhousewinery.com

**June 3  
TOTALLY 80S - WESTERN PA'S  
REMIER '80S TRIBUTE BAND**  
Roanoke Winery, Rostraver  
8-872-3333 | vinoskiwinery.com

**June 3  
ANNUAL OPEN HOUSE**  
Touchstone Center for Crafts, Farmington  
4-329-1370 | touchstonecrafts.org

**June 3  
AT LUNCHEON**  
Westmoreland Country Club, Jeannette  
84-837-1850 | westmorelandcclub.com

**June 3  
LIGHT FEVER - TRIBUTE TO  
THE BEATLES**  
Arcadia Theater, Windber  
4-467-9070 | arcadiatheaterwindber.com

**June 5-10  
MISTER ROGERS FAMILY DAYS**  
Latrobe Art Center & Café



Visit downtown Latrobe for a fun-filled week  
of activities celebrating the legacy of Mister  
Rogers!  
Latrobe  
724-537-7011 | misterrogersfamilyday.org

**June 8  
FLEETWOOD MAC MANIA**  
The Palace Theatre, Greensburg  
724-836-8000 | thepalacetheatre.org

**June 8-9  
WOMEN'S INTRO TO FLY  
FISHING CLINIC**  
Wilderness Voyagers, Ohiopyle  
800-777-8181 | wilderness-voyagers.com

**June 10  
2023 GREAT DAY ON THE GAP**  
Cadiz Creek Park, Belle Vernon  
724-309-4041 | gaptrail.org

**June 10  
LAUREL HIGHLANDS ULTRA**  
Ohiopyle State Park, Ohiopyle  
donor.state.pa.us/stateparks/ohiopylepark/ohio

**June 10  
3RD ANNUAL NEMACOLIN PRIDE**  
Nemacolin, Farmington  
866-344-6957 | nemacolin.com

**June 11  
CAR CRUISE**  
Greenhouse Winery, Irwin  
724-446-5000 | greenhousewinery.com

**June 11  
SAILIN BAND**  
Vinoski Winery, Rostraver  
724-872-3333 | vinoskiwinery.com

**June 14  
PUZZLES & PINTS AT SOBEL'S  
OBSCURE BREWERY**  
Sobel's Obscure Brewery Taproom, Jeannette  
724-383-6066 | 60minutemissions.com

### SummerSounds

Greensburg's Free Friday Night Concert Series



### SummerSounds

June 2-August 25, 2023 - Fridays at 7 pm

St. Clair Park - 135 N. Maple Ave., Greensburg, Pa 15601

Summersounds is a free, family-friendly series of outdoor concerts featuring a wide variety of contemporary music performed by national touring acts. Shows are at 7 pm every Friday in June, July, and August. Free parking after 5 pm, many nearby restaurants, and food.

## SEASONAL SPOTLIGHT with SOCIAL AD (\$495)

### EVENTS CALENDAR

- Put your event in the spotlight! Our four-color seasonal event calendar is printed and distributed throughout the region, at PA Welcome Centers, and at partner properties upon request. Business name, event date(s), event location, phone number, website, event photo, and 15 words of promotional copy are included. All spotlight ads submitted will also be available on the [golaurelhighlands.com](http://golaurelhighlands.com) events calendar.
- 10,000 Events Calendars are printed each season.

- OR -

### GO LH CONSUMER E-NEWSLETTER

- Feature your business, event, or offer in a GO LH consumer eblast that puts you in front of more than 20k engaged subscribers. Business name, information/offer, linked website, photo or logo, and 30 words of copy are included. Space is limited.

**Added bonus:** In addition to your choice above, you will also receive an ad on GO LH social platforms.



## ADDITIONAL LISTING

(Website and Destination Guide)  
(\$195)

This is an opportunity to promote multiple aspects of your business in specific category listings in addition to your main business listing. Includes name, address, telephone number, and website.

## SUMMER FUN COUPON BOOK

(\$150)

Participate in one of our most popular seasonal marketing opportunities for Summer 2024! 18,000 books are printed and distributed. Your offer will be uploaded online AND will be included in social media campaigns for additional exposure.



## WEBSITE ADVERTISING

(as low as \$200/month)

GOlaurelhighlands.com averages more than 800K visits annually with nearly 1.5M page views. Choose from featured listings, header image placements, spotlight links, mobile ads, and more. We encourage you to engage with visitors on our highly marketed website. Find more info at [golaurelhighlands.com/webads](http://golaurelhighlands.com/webads)

*\* All advertising opportunities subject to change.*



# 2025 DESTINATION GUIDE



The official travel guide and resource for visitors of the Laurel Highlands region, capturing 100,000+ potential guests/visitors. High-traffic distribution outlets include, but are not limited to, Ohiopyle State Park, PA Welcome Centers, Arnold Palmer Regional Airport, out-of-state consumer travel shows, and more! All GO LH partners receive one listing in the guide, which includes name, address, telephone number, and website. Additional listings and other exposure opportunities available for our PARTNERS.

**Deadline: July 1, 2024**  
(artwork due July 31, 2024).



## Display Ads

You supply camera-ready artwork. Proof is not provided prior to printing.

Back Cover	7.5"W x 11"H**	\$10,000
**add .125" bleed on all sides		
Inside Front Cover	SOLD	\$8,000
Inside Back Cover	SOLD	\$8,000
2-Page Spread	14"W x 10"H	\$11,000
Full Page	6.5"W x 10"H	\$6,500
1/2 Page	6.5" W x 4.75"H	\$3,250
1/4 Page	3"W x 4.75"H	\$1,625
1/8 Page	3.1875"W x 2.375"H	\$995

## Formatted Display Ads

You supply the copy (or text), photo, and logo. We format the ad for you.

1/4 Page	3"W x 4.75"H	\$1,625
30 words of copy, 1 full-color photo, logo, contact information		
1/8 Page	3.1875"W x 2.375"H	\$995
20 words of copy, 1 full-color photo, logo, contact information		

## Listings

Event Listing	\$100
+ \$50 to add 10 words of copy	
Featured Listing or Event	\$495
Featured information included in each section. Includes a full-color photo, contact information, and 25 words of copy.	

## Map Ad

Feature your business on our tear-out map inside of the guide-. Great for bikers, hikers, and those traveling light. 1,000 extra copies will be printed for travel shows.

Back of Map	6.375"W x 9.75"H	\$7,000
Map Feature Ad	3.5" W x 2"H	\$750

We are located in the heart of the beautiful Laurel Highlands

### Lodge at Chalk Hill

OPEN ALL YEAR LONG!

60 Garden Style units offer guests private decks with a view of the famous mountain foliage and lovely Lake Lemore.

- Fleets, Picnic Pavilions, and Outdoor Grills.
- Guests may choose from Kitchens, adjoining rooms, or a VIP Suite located at the main Lodge.

2024-2025 Season: Chalk Hill, PA 15427  
www.lodgeatchalkhill.com  
800.448.8880

UNDER NEW OWNERSHIP!

ASK ABOUT OUR NEWLY UPDATED LODGE ACCOMMODATIONS

60 Garden Style units offer guests private decks with a view of the famous mountain foliage and lovely Lake Lemore.

Fleets, Picnic Pavilions, and Outdoor Grills.

Guests may choose from Kitchens, adjoining rooms, or a VIP Suite located at the main Lodge.

GO LH // PLACES TO STAY

GO LH // CALENDAR OF EVENTS

## EVENTS & FESTIVAL

BUCKET LIST Adventures | WATERFALL Guide | UNIQUE STAYS in the LH

**JANUARY**

January - November, Saturdays  
**MUSIC SERIES AT GLADES PIKE WINERY**  
Glades Pike Winery  
2208 Glades Pike, Somerset, PA  
gladeswinery.com  
814-445-3793

**GLADES PIKE WINERY**  
Since 1995 Glades Pike Winery has developed a reputation for producing the highest quality wines. With wine tastings, sales, and year-round events, there is plenty to enjoy. Come visit!

**January 13-15**  
**FIRE & ICE FESTIVAL**  
Somerset, Inc.  
Historic Uptown Somerset  
Somerset, PA  
somersetinc.org  
814-459-2988

**January 22-23, 24-25**  
**PENNSYLVANIA MAPLE FESTIVAL**  
1219 Meyers Avenue  
Meyersdale, PA  
pennstatefestival.com  
814-634-1623

**February**  
February 25  
**PARTY AT THE PALACE**  
The Palace Theatre  
21 W. Otterman Street  
Greensburg, PA  
westmorelandculturaltrust.org  
724-836-1023

**March**  
March 12-13  
**MAPLE WEEKEND**  
In and around Somerset County  
Somerset, PA  
somersetcountymaple.org  
814-442-3680

March 15-18  
**SPRING OPEN HOUSE**  
Reidhauer's Flowers & Market  
House  
36 E. Church Street  
Uniontown, PA  
reidhauersflowers.com  
724-437-5500

**APRIL**  
April 22-23, 24-25  
**PENNSYLVANIA MAPLE FESTIVAL**  
1219 Meyers Avenue  
Meyersdale, PA  
pennstatefestival.com  
814-634-1623

**MAY**  
May 13  
**MAKERS MARKET**  
West Overton Village and Museums  
100 West Overton Road  
Scottsdale, PA  
westovertonvillage.org  
724-887-7910

**JUNE**  
June 1 - August 17, Thursdays  
**TUS (THANK GOODNESS IT'S SUMMER) FREE CONCERT SERIES**  
Greensburg Cultural District  
Greensburg, PA  
westmorelandculturaltrust.org  
724-836-1023

June 20-23  
**FRIENDS OF SUMMERSOUNDS**  
51 Club Park  
Greensburg, PA  
summersounds.com  
724-837-1851

June 29-30, July 1-2  
**WESTMORELAND ARTS & HERITAGE FESTIVAL**  
Lain Lakes Park  
Greensburg, PA  
artsheritagefestival.com  
724-834-7474

June 30  
**FRONTIER COURT DAYS**  
Historic Hanna's Town  
809 Forbes Trail Road  
Greensburg, PA  
westmorelandhistory.org  
724-836-1800

July 1-2  
**ARCTIC COURT DAYS**  
Historic Hanna's Town  
809 Forbes Trail Road  
Greensburg, PA  
westmorelandhistory.org  
724-836-1800

July 2-3, 14-16, 21-23  
**SPRIT OF THE REVOLUTION, A HISTORICAL DRAMA WRITTEN BY RENICK STEELE**  
Freight Theatre Festival  
2410 White Cloud Road  
Lebensburg, PA  
freighttheatrefestival.org  
724-295-9324

July 3-5  
**TOUCHSTONE'S ANNUAL OPEN HOUSE**  
Touchstone Center for Crafts Farmington, PA  
touchstonecrafts.org  
724-229-1070

July 5-10  
**MISTER ROGERS FAMILY DAYS**  
Lafayette Art Center  
Downtown Latrobe, Latrobe, PA  
misterrogersfamilydays.org  
724-537-7011

July 12-16  
**DIY HISTORY WEEKEND**  
West Overton Village and Museums  
100 West Overton Road  
Scottsdale, PA  
westovertonvillage.org  
724-887-7910

July 12-16  
**"Work Your Day Neighbor"**  
Visit downtown Latrobe for a FREE week of activities for children and families to celebrate the life and legacy of Mister Rogers.

July 22-23  
**UP TOWN CHALK THE BLOCK**  
Somerset, Inc.  
102 W Main St., Somerset, PA  
somersetinc.org  
814-459-2988

July 27 - August 5  
**FAYETTE COUNTY FAIR**  
Fayette County Agricultural Improvement Association, Inc.  
122 Pechin Road  
Danbar, PA  
fayettefair.com  
724-428-3360

August 11-13, 18-20, 25-26  
**BABY, A WILD AND WICKED COMEDY, WRITTEN BY RENICK STEELE**  
Freight Theatre Festival  
2410 White Cloud Road  
Lebensburg, PA  
freighttheatrefestival.org  
724-295-9324

August 12  
**52<sup>ND</sup> ANNUAL SOMERSET ANTIQUE & VINTAGE FAIR**  
Streets of Somerset, PA  
somersetantique.com  
814-445-4431

August 18-26  
**WESTMORELAND AGRICULTURAL FAIR**  
123 Blue Ribbon Lane  
Greensburg, PA  
westmorelandfair.com  
724-423-5005

August 19-20  
**LAUREL HILL BLUEGRASS FESTIVAL**  
Laurel Hill State Park  
1554 Laurel Hill Park Rd  
Somerset, PA  
laurelhillbluegrass.com  
814-445-7725

August 19-20  
**SOMERSET COUNTY FAIR**  
7842 Mt. Davis Road  
Meyersdale, PA  
814-434-5610  
somersetcountysummerfair.com