



2023

# PARTNER MARKETING OPPORTUNITIES

Join local businesses, all working together to grow the Laurel Highlands tourism industry.



★ DMAP Accredited Organization

Accreditation with Distinction by Destinations International

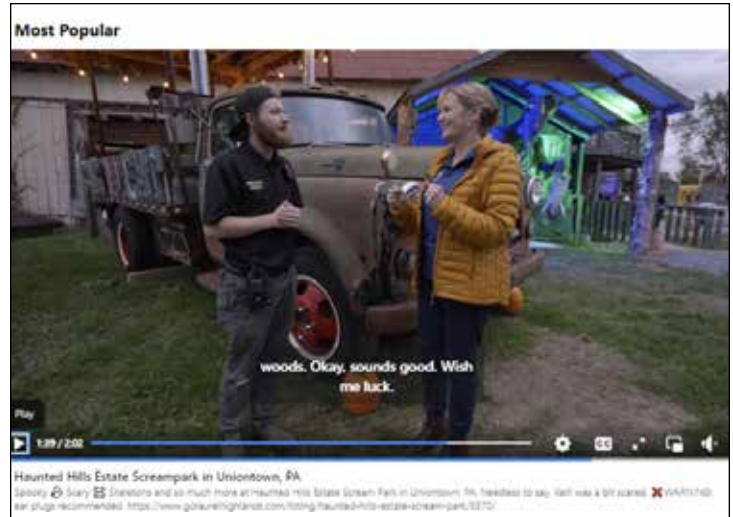
Ready to become a GO LH partner?  
Contact: Kelli Brisbane, Director of Partnership Development  
kbrisbane@golaurelhighlands.com | 724.238.5661 x110



**GO LH  
ADVENTURE  
SERIES  
SPONSORSHIP**  
(\$1,000)

**NEW  
THIS YEAR**

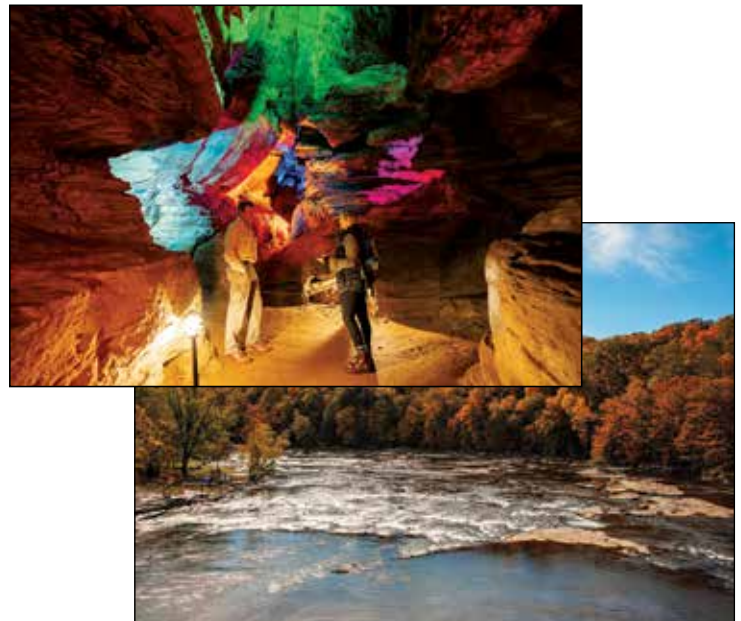
There are only two spots available each quarter. Be a part of our GO LH Adventure Series, produced monthly. The video series follows our director of partnership as she explores the Laurel Highlands and our partners. The series airs on Armstrong cable network in approximately 300,000 households within PA, OH, NY, MD, and WV and is shared on Armstrong's YouTube channel with 7.75K subscribers. The series is also featured on GO LH Facebook page, which has 68,650+ likes.



**PROFESSIONAL  
VIDEO/PHOTO  
SESSION**  
(\$899)

**NEW  
THIS YEAR**

In need of some professional images and video footage? Our GO LH team will schedule an onsite photo and video shoot and provide you with professional images and footage that you can use to update your GO Laurel Highlands partner listing, on your social media platforms, and your marketing campaigns.



**ANNUAL  
BROCHURE  
DISTRIBUTION  
PROGRAM**  
(\$795)

Have a brochure that you'd like us to distribute throughout the Laurel Highlands?

Distribution includes:

- Eight PA Welcome Centers
- Fifteen strategic locations including Ohiopyle State Park, Arnold Palmer Regional Airport, and GO LH on the Diamond in Ligonier
- 2023 Consumer Travel Shows in the markets of Pittsburgh, New York City, Washington DC, Boston, Columbus, and Lancaster
- Fulfillment requests for partners and visitors
- **NEW** - QR codes on brochure racks to direct visitors to brochure participants on [golaurelhighlands.com](http://golaurelhighlands.com) with hyperlinks to each participant's information.

*2,000-8,000 brochures needed to participate in the annual program.*



**SEASONAL SPOTLIGHT W/ SOCIAL BOOST**  
(\$495)

**EVENTS CALENDAR**

Have an upcoming event to 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, 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 E-NEWSLETTER**

Feature your business, event, or offer in our 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.

**NEW** added bonus: In addition to your choice above, you will also be boosted and featured on our GO LH social platforms.



**SUMMER FUN COUPON BOOK**  
(\$150)

Participate in one of our most popular seasonal marketing opportunities for Summer 2023! 18,000 printed and distributed. Your offer will be uploaded online AND will be included in social media campaigns for additional exposure.



**ADDITIONAL OPPORTUNITIES - WEBSITE ADVERTISING (as low as \$200/month)**

GOlaurelhighlands.com averages more than 800K visits annually with nearly 1.5M page views. GO LH works closely with a digital advertising provider, DTN, to provide various ad unit options to showcase your property including featured listings, header image placements, spotlight links, mobile ads, and more. We encourage you to engage with visitors on our highly trafficked and promoted website. Find more info at [golaurelhighlands.com/webads](http://golaurelhighlands.com/webads)

\* All advertising opportunities subject to change.





# GO LH 2024 DESTINATION GUIDE

QUESTIONS? Kelli Brisbane, Director of Partnership Development | kbrisbane@golaurelhighlands.com | 724-238-5661 x110

The official travel guide and resource for visitors of the Laurel Highlands region, guaranteed to capture 100,000 + potential guests/visitors. High-traffic distribution outlets include, but are not limited to, Ohioypyle 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 to PARTNERS ONLY.

**Deadline: July 1, 2023 (artwork due July 31, 2023).**

## Display Ads

You supply camera-ready artwork & will not receive proof prior to printing

Back Cover	7.5" W x 11" H**	\$10,000
Inside Front Cover	7.5" W x 11" H**	<b>SOLD</b> \$7,500
Inside Back Cover		<b>SOLD</b>
2-Page Spread	14" W x 10" H	\$11,000
Full Page	6.5" W x 10" H	\$6,000
½ Page	6.5" W x 4.75" H	\$2,900
¼ Page	3" W x 4.75" H	\$1,500
1/8 Page	3.1875" W x 2.375" H	\$995

\*\*add .125" bleed on all sides

## Formatted Display Ads

You supply the words, photo, and logo. We format the ad for you.

¼ Page	3" W x 4.75" H	\$1,500
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		

## Map Ad

Feature your business on our tear-out map inside of the guide. Great for bikers, hikers, and those traveling light.

(NEW!) Back of Map	6.375W x 9.75H	\$7,000
Map Feature Ad	3.5" W x 2" H	\$495

## Coupon Ad

Ad includes contact information, 15 words of copy, company b&w transparent logo, and offer details. Your offer will also be included in our 2024 Summer Fun Coupon Book, at no additional cost, uploaded on our website, AND will be included in social media campaigns for additional exposure.

## 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.	

