



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

BECOME A PARTNER

GO Laurel Highlands invests nearly \$1m in year-round seasonal marketing campaigns throughout the Northeast and Mid-Atlantic to attract millions of visitors to the region.

REGIONAL PARTNER (\$285)

Includes the following benefits:

- **LISTING IN THE GO LH DESTINATION GUIDE**
(100,000 print distribution) – This is an extremely popular travel guide specific to the Laurel Highlands region and is our most requested printed piece. A digital version is also available on golaurelhighlands.com. Partner listing includes name, address, telephone number, and website. See back page for 2024 Destination Guide opportunities and deadlines.
- **LISTING ON GOLAURELHIGHLANDS.COM**
(More than 700,000 users/year) – Includes logo and/or photos, expansive copy description, social media links, address, website, phone number, and search-friendly amenities tags specific to your location.
- **BOOKING ENGINE FOR LODGING PARTNERS**
Your listing can include the benefit of a booking engine, linking visitors directly to your own reservation page, and/or TripAdvisor.
- **SOCIAL MEDIA**
Partners are featured in one social media post at the start of the partnership (GO LH has more than 68,000 Facebook followers) and an opportunity for mentions throughout the year on all platforms.
- **PRINT & DIGITAL EVENT CALENDAR**
You will have the ability to input your events through your partner portal, which enables them to be listed on the golaurelhighlands.com event page and your partner page. Your events will also be included in our seasonal printed event calendars (10,000 print distribution each quarter), provided they are added before the print deadlines.
- **PRINTED HAPPENINGS NEWSLETTER**
Upon joining, new partners will receive a featured listing in one quarterly GO LH newsletter which is distributed to approximately 650 recipients each quarter.
- **NETWORKING & EDUCATIONAL OPPORTUNITIES**
Partners are invited to new member orientations, educational workshops, networking events, and GO LH annual partner dinner.
- **SEASONAL COLLATERAL AND BROCHURES**
Visitor information materials including GO LH Destination Guide, Coupon Books, Calendar of Events, maps, and partner brochures supplied to your destination FREE upon request.
- **PARTNER ONLY EXPOSURE OPPORTUNITIES**
Partners may participate in additional advertising campaigns (varying fees per campaign). See opposite page for details.

Supporting and Peak level partners receive even more benefits!

SUPPORTING PARTNER (\$500)

Includes ALL benefits of Regional Partner Package PLUS:

- **NEW PARTNER WELCOME BOX RECOGNITION**
Recognition as a Supporting Partner in our welcome boxes, which are distributed to all new GO LH partners
- **NEW PARTNER COMMUNITY & PRESENTATION RECOGNITION**
Recognition during our new partner orientations and PowerPoint presentations at local speaking engagements throughout the community
- **LOGO IN GO LAUREL HIGHLANDS E-NEWSLETTERS**
Logo recognition in our quarterly e-newsletters (22,000+ subscribers)
- **VISIBILITY IN GO LH VISITORS CENTER & RETAIL STORE**
Signage, located at 113 East Main Street, on the Diamond, in Ligonier, PA
- **GO LH ANNUAL PARTNER DINNER RECOGNITION**
Recognition during our partner dinner
- **GO LH SCHOLARSHIP AWARD EVENTS RECOGNITION**
Recognition at three award events to honor students on the path to pursuing a career in the marketing and/or tourism industry

(NEW!) PEAK PARTNER (\$1,500)

Includes ALL benefits of Regional & Supporting Partner Packages PLUS:

- **FEATURED IN OUR GO LH ADVENTURE SERIES**
GO LH team members will visit your location to capture professional photos, videos, and interviews that will be shared on our GO LH social channels. You will have access to designated professional photos and footage for business use after the GO LH feature runs.
- **LISTING ENHANCEMENT**
Your GO LH Partner listing will be updated to include up to five of the professional photos captured during our site visit.
- **SOCIAL BOOST**
GO LH will feature your property in one social media post per quarter, including a paid boost to reach maximum number of users. GO LH posts average 5,600 views organically (without boost).
- **VIDEO HIGHLIGHTED IN VISITORS CENTERS**
Digital exposure of your video footage (up to 3 minutes) on a continuous loop at select regional Visitors Centers.
- **GO LH E-NEWSLETTERS (logo & hyperlink)**
Your logo and hyperlink will be included in our e-newsletters that go to partners (1,330 recipients) and our consumer subscribers (22,000 subscribers).

	REGIONAL PARTNER (\$285)	SUPPORTING PARTNER (\$500)	PEAK PARTNER (\$1,500)
GO LH DESTINATION GUIDE LISTING	•	•	•
GO LH WEBSITE LISTING	•	•	•
LODGING PARTNER BOOKING ENGINE	•	•	•
SOCIAL MEDIA POST	•	•	•
PRINT & DIGITAL EVENT CALENDAR	•	•	•
PRINTED HAPPENINGS NEWSLETTER	•	•	•
NETWORK & EDUCATIONAL OPPORTUNITIES	•	•	•
SEASONAL COLLATERAL & BROCHURES	•	•	•
PARTNER-ONLY EXPOSURE OPPORTUNITIES	•	•	•
NEW PARTNER WELCOME BOX INCLUSION		•	•
NEW PARTNER COMMUNITY & PRESENTATION RECOGNITION		•	•
LOGO IN GO LH E-NEWSLETTERS		•	•
VISIBILITY IN GO LH VISITORS CENTER & RETAIL STORE		•	•
GO LH ANNUAL PARTNER DINNER RECOGNITION		•	•
GO LH SCHOLARSHIP AWARDS EVENTS RECOGNITION		•	•
GO LH ADVENTURE SERIES FEATURE			•
LISTING ENHANCEMENT			•
SOCIAL BOOST			•
VIDEO HIGHLIGHTED IN VISITORS CENTERS			•
GO LH E-NEWSLETTER LOGO & HYPERLINK			•

ADDITIONAL GO LH PARTNER MARKETING OPPORTUNITIES

SEASONAL EVENT CALENDAR SPOTLIGHT W/ SOCIAL BOOST (\$495)

Have an upcoming event to spotlight? Our four-color event calendar is printed and distributed seasonally throughout the region, at PA Welcome Centers, and at partner properties upon request. Participation includes: Business name, event date(s), event location, website, event photo, and 15 words of promotional copy. As a courtesy to participants, all spotlight ads submitted will also be available on the events calendar on golaurelhighlands.com. 10,000 Events Calendars are printed. SPRING | SUMMER | FALL | WINTER
A NEW added bonus: Your event will also be boosted and featured on our GO LH social platforms.

ANNUAL BROCHURE DISTRIBUTION PROGRAM (\$795)

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

- Distribution to eight PA Welcome Centers
- Distribution through QR code fulfillment requests
- Distribution in 15 strategic locations including Ohiopyle State Park, Arnold Palmer Regional Airport, GO LH on the Diamond in Ligonier
- Distribution at six 2023 Consumer Travel Shows in the markets of Pittsburgh, New York City, Washington DC, Boston, Columbus OH, Lancaster PA
- 2,000 brochures needed to participate in the program

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.

PROFESSIONAL VIDEO/PHOTO SESSION (\$899)

In need of some professional images and content? Our GO LH team will come onsite to capture your business in the best light and provide you with photos that you can use in your own social media and marketing campaigns.

WEBSITE ADVERTISING (As low as \$200/month)

GO LH works closely with a tourism provider, DTN. GOLAURELHIGHLANDS.COM averages more than 800k visits annually with nearly 1.5M pageviews. There are 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

AT A GLANCE

WEBSITE: 1.5 MILLION PAGE VIEWS
FACEBOOK: 68.4K FOLLOWERS | INSTAGRAM: 26.9K FOLLOWERS
TWITTER: 13K FOLLOWERS | YOUTUBE: 1.2 MILLION VIDEO VIEWS
DESTINATION GUIDE: 100,000 DISTRIBUTED





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

Listings

Partners receive one free listing.

Additional Listing

Featured Listing

\$195

\$495

Event Listings

Event Listing

+ \$50 to add 10 words of copy

Featured Event Listing

\$100

\$495

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** \$7,500

Inside Back Cover

2-Page Spread 14" W x 10" H \$11,000

Full Page 6.5" W x 10" H \$6,000

1/2 Page 6.5" W x 4.75" H \$2,900

1/4 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.

1/4 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.

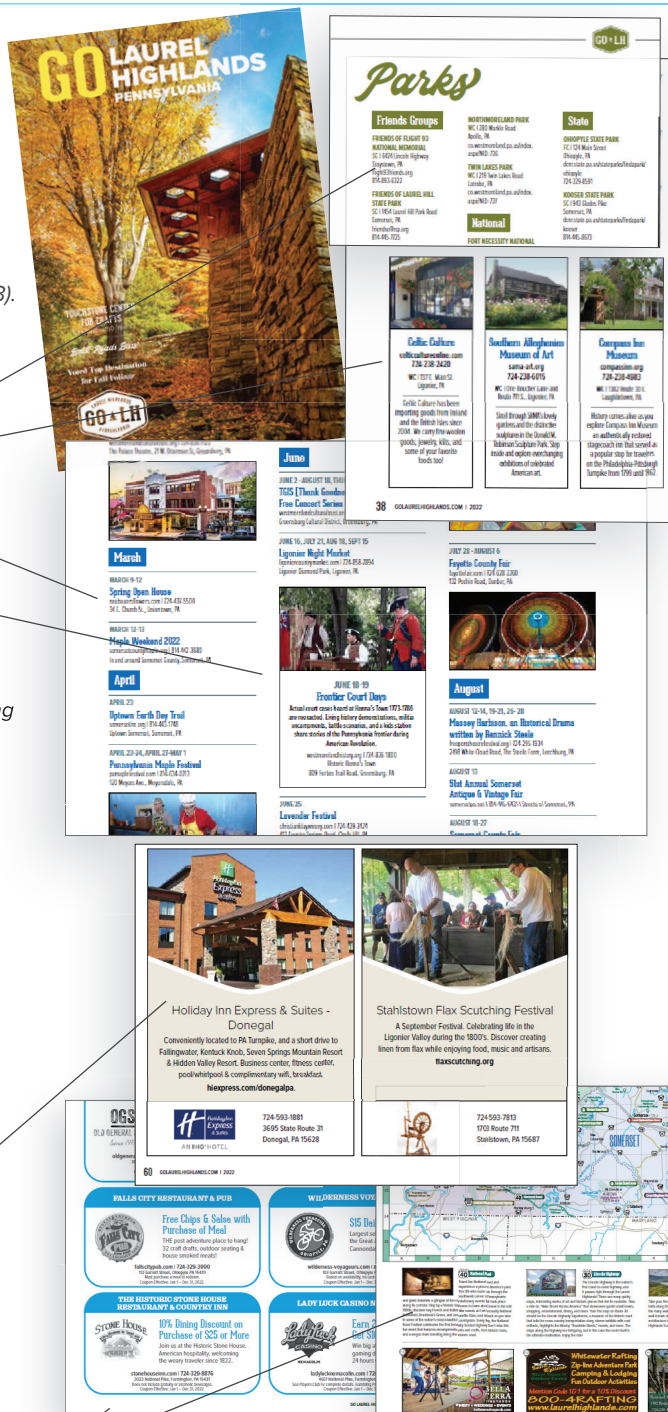
(NEW!) Back of Map 6.375W x 9.75H \$7,000

Map Feature Ad 3.5" W x 2" H \$495

Coupon Ad

\$375

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.



ARTWORK CRITERIA (due by July 31, 2023)

- Ads must be submitted as print-ready artwork files to be eligible for participation in the 2024 Destination Guide. GO-LH 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 GO LH 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.
- Display ads and map ads will not be proofed by GO-Laurel Highlands.