

2021 GO LAUREL HIGHLANDS MARKETING OPPORTUNITIES



QUESTIONS? Louise Henry, *Director of Partnership Development* | lhenny@golaurelhighlands.com | 724-238-5661 x110

□ PARTNERSHIP OPTIONS

- BASIC

\$275

Full web-page listing on golaurelhighlands.com with unlimited words of copy, photos and videos, links to your social media and TripAdvisor, and Google mapping. For lodging partners, this listing includes the benefit of a booking engine, linking visitors directly to your own reservation page. Partners also get one category business listing in the 2022 Destination Guide. Pricing valid June 30, 2021 through June 30, 2022.

- SUPPORTING

\$500

Includes the benefits of the Basic level plus includes being a sponsor of our two annual college scholarships, sponsor of six planned educational workshops, sponsor of our GO-LH Welcome Box to new partners, featured sponsorship for our new MONTHLY e-newsletter and showcased signage in our retail store at 113 East Main Street.

□ WEBSITE ADVERTISING **As low as \$200/mo.**

GO LH works closely with a tourism provider, DTN. golaurelhighlands.com averages more than 1M visits annually with nearly 2M pageviews. There are various ad unit options to showcase your property. We encourage you to engage with visitors on our highly trafficked and promoted website. Find more info at golaurelhighlands.com/webads

□ 2022 DESTINATION GUIDE ADVERTISING **See Reverse Side for Details**

The official guide for the Laurel Highlands region this publication is THE printed resource for visitors. Distribution outlets include the GO LH brochure racks, PA Welcome Centers, PA Visitor Centers along the PA Turnpike, Regional Visitor Centers, the Arnold Palmer Regional Airport, and the Pittsburgh International Airport, consumer travel shows and all of our online fulfillment.

□ SUMMER FUN COUPON BOOK **\$125**

One of our most popular seasonal marketing opportunities returns for Summer 2021! 20,000 printed and distributed. Your offer will be uploaded online AND will be included in social media campaigns for additional exposure.

□ GO-LH MONTHLY E-NEWSLETTER **\$295**

Launched in September 2020, this colorful and well-read newsletter puts you in front of GO LH's ever-growing database of nearly 20k engaged subscribers. Spotlight your business, an event, or a special offer on a monthly basis. Space is limited to six (6) ads per month.

□ SEASONAL CALENDAR SPOTLIGHT **\$295**

A must for any event specific partner. Our 4-color calendar is distributed to GO LH lodging partners, PA Welcome Centers and placed in our regional brochure racks. Print Distribution: 10,000 copies. Your ad is 1/16 of a page with photo and 15 words of copy.

Issues: Spring | Summer | Fall | Winter

□ LAUREL HIGHLANDS HAPPENINGS RADIO SHOW & PODCAST **\$100/mo.**

Reach the ears of listeners all across the US by being a part of our monthly radio/podcast program. Hosted by GO LH's own British gabber, Louise Henry, this opportunity includes 3 on-air mini commercials, 20 pre-show promos, and social media mentions. The show doubles as a podcast available through iTunes and Google play, giving it a longer shelf life.

□ COMPREHENSIVE BROCHURE PROGRAM **\$900**

- Distribution to eight PA Welcome Centers, 2 NEW Centers added (we incur the postage to ship)
- Inclusion of your brochure on an order form for any GO LH partner to request (we incur shipping costs)
- Distribution to 45 regional rack locations, maintained bi-weekly
- NEW - Inclusion of your brochure in five (5) key market leisure travel shows. In 2021, those shows will include:
 - Pittsburgh Home & Garden Show
 - DC Travel & Adventure Show
 - AAA Pittsburgh Travel Show
 - PA Family Travel Fair, Lancaster
 - Philadelphia Travel & Adventure Show

□ FALL FESTIVALS CO-OP **\$495**

Opportunity for fall festival partners. Ad featured in seven newspapers in PA, MD, and WV. Half page co-op ad will run twice in each publication the week before and the week of Labor Day. Up to 12 festival spots available.

□ POUR TOUR SPONSORSHIPS **Varies**

Explore sponsorship opportunities for the highly successful Laurel Highlands Pour Tour program. Since launching in fall, 2019, GO LH has distributed 40k passport books and the APP version sees more than 1,000 monthly users. Take advantage of this engaged and dedicated audience with a program sponsorship. Inquire for additional information.

2022 DESTINATION GUIDE ADVERTISING



DISPLAY ADS

You supply camera-ready artwork and will not receive a proof.

FULL PAGE SPECS: 6.5" W X 10" H	\$5,750
PREMIUM FULL PAGE* SPECS: 7.5" W X 11" H (add .125" bleed on all sides)	
Inside Front Cover & Inside Back Cover	\$6,500
Back Cover	\$10,000
2-PAGE SPREAD SPECS: 14" W X 10" H	\$10,500
1/2 PAGE SPECS: 6.5" W X 4.75" H	\$2,900
1/4 PAGE SPECS: 3" W X 4.75" H	\$1,500
1/8 PAGE SPECS: 3.1875" W X 2.375" H	\$995
MAP AD* SPECS: Business Card Size 3.5" W X 2" H	\$395

FORMATTED DISPLAY ADS

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

1/4 PAGE SPECS: 3" W X 4.75" H **\$1,500**
30 words of copy | 1 full-color photo | Logo | Contact info

1/8 PAGE SPECS: 3.1875" W X 2.375" H **\$995**
20 words of copy | 1 full-color photo | Logo | Contact info

ADDITIONAL AD OPTIONS

EVENT LISTING **\$100**
+ ADD 10 WORDS OF COPY **\$50**

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 2022 Summer Fun Coupon Book at no additional charge.

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



SUMMER FUN COUPON BOOK

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SEASONAL CALENDAR SPOTLIGHT

\$295



COMPREHENSIVE BROCHURE PROGRAM

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