

2022 GO LAUREL HIGHLANDS MARKETING OPPORTUNITIES



QUESTIONS? Louise Henry, *Director of Partnership Development* | lhenry@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 2023 Destination Guide. Pricing valid June 30, 2022 through June 30, 2023.

- 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.

□ 2023 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 including high traffic destinations like Ohiopyle State Park, etc., PA Welcome Centers, PA Visitor Centers along the PA Turnpike, Regional Visitor Centers, the Arnold Palmer Regional Airport, consumer travel shows and all of our online fulfillment.

□ SUMMER FUN COUPON BOOK

\$125

Participate in one of our most popular seasonal marketing opportunities for Summer 2022! 18,000 printed and distributed. Your offer will be uploaded online AND will be included in social media campaigns for additional exposure.

□ 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

□ 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.

□ GO-LH MONTHLY E-NEWSLETTER

\$295

Sent out monthly, 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.

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

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

□ LH HAPPENINGS PODCAST

\$100/mo.

Reach the ears of listeners all across the US by being a part of our monthly podcast program. Hosted by GO LH's own British gabber, Louise Henry, this opportunity includes 3 on air mini commercials, plus social media exposure pre and post show. The podcast available for download through itunes and Google play.

□ COMPREHENSIVE BROCHURE PROGRAM

\$900

- Distribution to 50 regional rack locations, maintained bi-weekly - 10,000 brochures required to participate
- Distribution to eight PA Welcome Centers
- Inclusion of your brochure on an order form for any GO LH partner to request (we incur shipping costs)
- Inclusion of your brochure in five (5) key market leisure travel shows.

□ POUROUTSPONSORSHIPS **\$1,000-5,000**

Does your business align with the LH Pour Tour? If so, 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.

2023 DESTINATION GUIDE ADVERTISING

DISPLAY ADS

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

FULL PAGE **\$5,750**
SPECS: 6.5" W X 10" H

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	\$10,500
SPECS: 14" W X 10" H	

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 \$495

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*	\$375
<p>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.</p>	

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

 SUMMER FUN
COUPON BOOK

\$125

SEASONAL CALENDAR
SPOTLIGHT **\$295**

\$295

 **COMPREHENSIVE
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\$900



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