

GET CURIOUS

Reading & Berks County 2026 Travel Guide

Pennsylvania's Americana Region's travel guide is the official visitors guide for Reading and Berks County.

READING &
BERKS COUNTY
PENNSYLVANIA'S
AMERICANA
REGION

NEW! Check Out Our Lower Ad Rates!



**Did you
know?
72.8%**

of prospective travelers say
the **Official Visitors Travel
Guide** was very important
in making the decision to
visit the destination.



**Reach a qualified, targeted audience
365 days a year on every device.**

Distribution is through:

- Requests from travelers
- Placement in PA Rest Stops, Turnpike Service Plazas, and Welcome Centers
- Out-of-market media placement
- Hotels
- Partner Organizations
- Local Businesses, Colleges, and Hospitals
- Getaways on Display (200+ locations)

Advertisers receive:

- Inclusion in both print & digital versions
- Links to your website in the digital guide

In-market: January 2026

- Space closing: October 31, 2025
- Materials Closing: November 21, 2025

**Reach
more than
450,000
visitors!**

Print Circulation:

180,000

Readership:

2.4 Readers per issue

**Limited Space—Reserve Now! Contact Margo DeRouchie
at 610-375-4085 or email margo@visitpaamericana.com**

Early Bird Savings!

Purchase your ad prior to **August 29, 2025** and receive a **15% discount!**

*Early Bird discount available only with a signed agreement AND payment made before August 29, 2025.

READING & BERKS COUNTY PENNSYLVANIA'S AMERICANA REGION

PLACEMENT	AD SIZE	EARLY BIRD RATE <i>By August 29, 2025</i>	NEW & LOWER REGULAR RATE
Back Cover	Bleed 7"W x 10.25"H Trims to 6.75"W x 10"H Non Bleed 6.25"W x 9.5"H	\$4,080	\$4,800
Inside Front Cover	Bleed 7"W x 10.25"H Trims to 6.75"W x 10"H Non Bleed 6.25"W x 9.5"H	\$3,825	\$4,500
Full Page	6"W x 9"H Description: 300 words or less Photo, Logo, address, website, phone number	\$3,400	\$4,000
Half Page	6"W x 4.375"H Description: 150 words or less Photo, Logo, address, website, phone number	\$2,125	\$2,500
Quarter Page	3"W x 4.375" H Description: 75 words or less Photo, Logo, address, website, phone number	\$1,445	\$1,700
Highlighted Listing	2"W X 3"H Description: 50 words or less Logo, address, website, phone number	\$680	\$800
Calendar of Events Listing	32 Words – Events listed in our guide will be added to our website calendar for you.	\$255	\$300

Requirements for Advertising Materials | Agreement for advertising must be in place by **October 31, 2025**.

All advertising materials must be received by **November 21, 2025** to be included in the 2026 guide. High resolution digital photo and logo are required.

BUSINESS NAME

TRAVEL GUIDE AD SIZE

COST

DATE

DIGITAL AD SIZE

COST

CONTACT PERSON

EMAIL

ADDRESS

AUTHORIZED SIGNATURE

CITY

STATE

ZIP

METHOD OF PAYMENT: ☐ Bill Me ☐ Send Payment Link

PHONE

FAX

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Reserve now for opportunities to engage with visitors.

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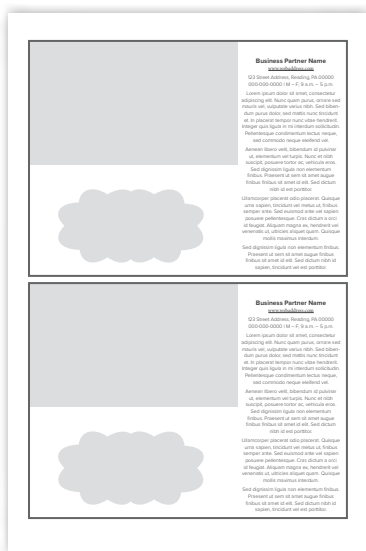
2026 Travel Guide Ad Sizes & Specs



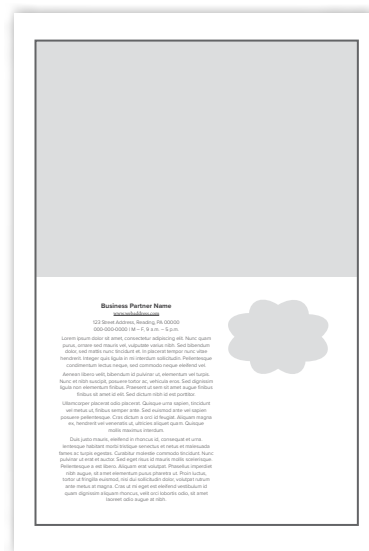
Highlighted Listings



Quarter Page Ad Size



Half Page Ad Size



Full Page Ad Size

Logo Requirements

Format: Vector file preferred (.EPS, .AI, or .PDF). If not available, use high-resolution raster format (.PNG or .JPG) at 300 dpi.

Resolution: Minimum 300 dpi at 3 inches wide.

Background: Transparent preferred.

Size: At least 1000 px wide if raster format.

Photo Requirements

Format: High-resolution .JPG or .TIFF.

Resolution: Minimum 300 dpi at 5 x 7 inches (1500 x 2100 pixels).

Orientation: Horizontal (landscape) recommended.

No Text or Logos Overlaid on the photo.

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Digital Advertising: Additional Opportunities to Reach Visitors on Our Website

See examples of all digital ads at
www.visitpaamericana.com/dtn-media-kit/



Discover the Best Local Flavors! 🌊

Enjoy our regional cuisine at a Pennsylvania Dutch restaurant or explore Italian, Irish, Mediterranean, and Mexican cuisine restaurants in Berks County.

[READ MORE](#)



Premium Page Sponsor:

- Photo (720w x 482h pixels)
- Headline (65 characters)
- Body (300 characters)
- Clickthrough URL



Shop the Day Away!

We're home to antique stores
and America's first multi-store
center.



Spotlight:

- Photo (450w x 401h pixels)
- Headline (23 characters)
- Body (160 characters)
- Clickthrough URL

RUN-OF-SITE PLACEMENTS		MONTHLY SPEND/UNIT
Run of Site Banner		\$225
Mobile Footer		\$225
Spotlight		\$125
SPONSORED LISTINGS		
Sponsored Listing	Things to Do > Attractions	\$100
Sponsored Listing	Food & Drink	\$85
Sponsored Listing	Places to Stay	\$125
Sponsored Listing	All Others	\$85
PREMIUM PAGE SPONSORS		
Premium Page Sponsor	Things to Do > Lets Go Local	\$350
Premium Page Sponsor	Events	\$150
Premium Page Sponsor	Outdoors	\$125
Premium Page Sponsor	Things to Do	\$125
Premium Page Sponsor	Things to Do > Attractions	\$125
Premium Page Sponsor	Food & Drink	\$100
Premium Page Sponsor	Places to Stay	\$150
Premium Page Sponsor	All Others	\$100

GET CURIOUS

Here's what our partners say about working with us...

Renninger's Antiques & Farmers Market



Our partnership with Pennsylvania's Americana Region has always been important to us. Through the years we have been supported, educated, publicized, networked, connected, and offered ideas. The staff has always found answers to questions and truly cares about the community they represent as well as the membership of the organization. There are many projects in which we

"We always feel like they are our #1 fan."

could not participate as a stand-alone business. With Pennsylvania's Americana Region we participate in these projects. We always feel like they are our #1 fan.

Jim Renninger Jr.
Owner

Boyertown Museum of Historic Vehicles



"The bureau enhances our visibility in the community, provides us with networking opportunities, and motivates group tours to include us on their itineraries."

We've been partnering with Pennsylvania's Americana Region for many years now

and it has provided us with countless benefits. The bureau enhances our visibility in the community, provides us with networking opportunities, and motivates group tours to include us on their itineraries. As an added bonus, the staff has always been helpful, responsive, and dedicated to the mission.

Kendra Cook
Executive Director

The Peppermint Stick Candy Store



The Peppermint Stick Candy Store has proudly partnered with Pennsylvania's Americana Region for over seven years. Their dedication to promoting our local businesses has been a game-changer! Pa Americana is fantastic at bringing bus tours to our town. Thanks to their expertise in routing tours highlighting Boyertown, we've seen a significant increase in foot traffic. Their website is a powerhouse for local event listings. Every time we list an event on their platform, customers tell us they saw it there. Their Sweet & Salty Trail is an amazing initiative! It has been a terrific way to

"Their Sweet & Salty Trail is an amazing initiative!"

connect with new customers eager to explore our delicious treats! The visitors bureau's commitment to promoting local businesses is clear, and the results speak for themselves. If you want to expand your reach and connect with enthusiastic visitors eager to explore all our region offers, we highly recommend partnering with Pennsylvania's Americana Region.

Rachael Kehler
Owner