

READING &
BERKS COUNTY
PENNSYLVANIA'S
AMER!CANA
REGION

GET CUR!OUS

Reading & Berks County 2024 Travel Guide

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

Print Circulation: 170,000 • **Readership:** 2.4 readers per issue

72.8%

Did you know?

72.8% of prospective travelers say the Official Visitors Travel Guide was very important or 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
- Out-of-market media placement
- Hotels
- Partner Organizations
- Local Businesses, Schools, and Hospitals

Advertisers receive:

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

In-market: January 2024

- Space closing: October 13, 2023
- Materials Closing: November 3, 2023

REACH
MORE
THAN
425,000
VISITORS



Reserve your space, contact Margo DeRouchie: 610-375-4085 or margo@visitpaamericana.com

Reading & Berks County 2024 Travel Guide

Early Bird Savings!

Purchase your ad prior to **August 25, 2023**,
and receive a **10% discount!**

Placement	Ad Size	Early Bird Rate - By 8/26	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	\$5,400	\$6,000
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	\$5,220	\$5,800
Full Page	6.25"W x 9.5"H	\$4,500	\$5,000
Half Page	6.25"W x 4.625"H	\$2,520	\$2,800
Quarter Page with QR Code	3"W x 4.625"H	\$1,530	\$1,700
Highlighted Listing	5.75"W x 1.25"H Photo, 50 words, address, website, phone	\$720	\$800
Calendar of Event Listing	32 words - Events listed in our guide will be added to our website calendar for you.	\$270	\$300

Requirements for Advertising Materials

Agreement for advertising must be in place by **October 13, 2023**.

All advertising materials must be received by **November 3, 2023** to be included in the 2024 guide.

High resolution digital PDFs are required.

Advertising layout and design services are available at an additional cost.

Business Name: _____ Date: _____

Contact Person: _____ Ad Size: _____ Cost: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Authorized Signature: _____

Method of Payment: ☐ Bill Me ☐ Send Payment Link

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MEET
greater
RDG

LIVE. WORK. PLAY.

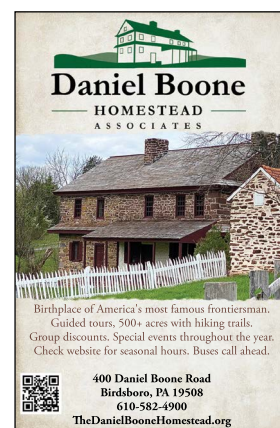
MEETGREATERREADING.ORG @GREATERREADING



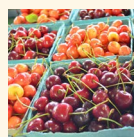
FULL PAGE AD



1/2 PAGE AD



1/4 PAGE AD



Leesport Farmers Market

312 Gernants Church Rd, Leesport, PA 19512 | 610-926-1307
Every Wednesday, year-round indoor/outdoor farm and flea market
8 a.m. – 7 p.m., livestock auction at 1 p.m. Visit our website for
information on craft fairs, Sunday flea markets, special event dates
and banquet hall rentals.

HIGHLIGHTED
LISTING

MAY

ANNUAL BENEFIT AUCTION

May 6
8 a.m. – 4 p.m.
Nicholas Stoltzfus Homestead
1700 Tulpehocken Road
Wyomissing, PA 19610
Phone: 484-878-2916
www.NicholasStoltzfus.org

Nicholas Stoltzfus Homestead invites the public to attend the 21st Benefit Auction. Featuring Amish foods, hand-made quilts, vintage books, garden supplies and homestead items. Tour the 1700s historical house, enjoy the grounds, vendors in the barn, etc. Climate controlled 1500 square feet barn available for events.

CALENDAR
OF EVENTS

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