

GET CURIOUS

Reading & Berks County 2025 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

Print Circulation:

170,000

Readership:

2.4 Readers per issue



**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 2025

- Space closing: October 11, 2024
- Materials Closing: November 1, 2024

**Reach
more than
425,000
visitors!**

**Reserve your space. Contact Margo DeRouchie at 610-375-4085
or email margo@visitpaamericana.com**

Early Bird Savings!

Purchase your ad prior to **August 23, 2024** and receive a **10% discount!**

READING &
BERKS COUNTY
PENNSYLVANIA'S
AMERICANA
REGION

PLACEMENT	AD SIZE	EARLY BIRD RATE <i>By August 23, 2024</i>	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	\$5,200	\$5,800
Full Page	6.25"W x 9.5"H	\$4,500	\$5,000
Half Page	6.25"W x 4.625"H	\$2,500	\$2,800
Quarter Page with QR Code	3"W x 4.625" H	\$1,500	\$1,700
Highlighted Listing	5.75"W x 1.25"H Photo, 50 Words, address, website, phone	\$700	\$800
Calendar of Events Listing	32 Words – Events listed in our guide will be add- ed to our website calendar for you.	\$250	\$300

Requirements for Advertising Materials | Agreement for advertising must be in place by **October 11, 2024**.

All advertising materials must be received by **November 1, 2024** to be included in the 2025 guide. High resolution digital PDFs are required. **Advertising layout and design services are available at an additional cost.**

BUSINESS NAME

AD SIZE

DATE

COST

CONTACT PERSON

EMAIL

ADDRESS

AUTHORIZED SIGNATURE

CITY

STATE

ZIP

METHOD OF PAYMENT: ☐ Bill Me ☐ Send Payment Link

PHONE

FAX

Reserve your space. Contact Margo DeRouchie at **610-375-4085** or email margo@visitpaamericana.com

**Reserve now
for opportunities
to engage
with visitors.**

PLACEMENT	EARLY BIRD RATE <i>By August 23, 2024</i>	REGULAR RATE
Back Cover	\$5,400	\$6,000
Inside Front Cover	\$5,200	\$5,800
Full Page	\$4,500	\$5,000
Half Page	\$2,500	\$2,800
Quarter Page with QR Code	\$1,500	\$1,700
Highlighted Listing	\$700	\$800
Calendar of Events Listing	\$250	\$300

Full Page Ad: 6.25"W x 9.5"H

Half Page Ad: 6.25"W x 4.625"H

Quarter Page Ad:
3"W x 4.625"H

Calendar of Events 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.

Highlighted Listing



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.

Digital Advertising: Additional Opportunities to Reach Visitors on Our Website

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

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

Spotlight:

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

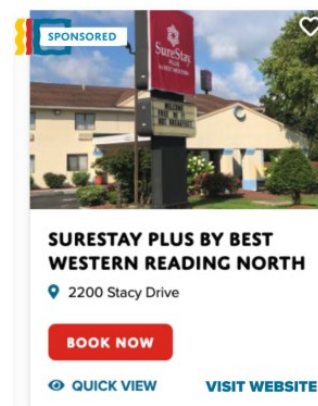


Shop the Day Away!

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

Featured Listing:

Pulls content from your
existing listing detail page



GET CURIOUS

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

Renninger's Antiques & Farmers Market



The Reading & Berks County Visitors Bureau partnership 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

Peppermint Stick Candy Store



"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

Boyertown Museum of Historic Vehicles



For over 7 years, The Peppermint Stick Candy Store has proudly partnered with the Pennsylvania's Americana Region. Their dedication to promoting our local businesses has been a game-changer for

us! Pa Americana is wonderful at attracting bus tours to our town. We've seen a significant increase in foot traffic thanks to their expertise in routing tours that highlight the local gems in Boyertown. Their website is a powerhouse for local event listings. Every time we list an event on their platform, customers come in and mention they saw it there! This year, Pa Americana's "Sweet & Salty Trail" initiative was an amazing idea! We've had a steady stream of visitors mentioning the trail, eager to explore our delicious treats. It has been a fantastic way to connect with new customers who appreciate sweet

"Their commitment to promoting local businesses is clear, and the results speak for themselves."

treats! Their commitment to promoting local businesses is clear, and the results speak for themselves. We highly recommend joining Pa Americana if you're looking to expand your reach and connect with enthusiastic tourists eager to explore all our region has to offer.

Rachael Kehler
Owner

Reserve your space. Contact Margo DeRouchie at **610-375-4085** or email margo@visitpaamericana.com