



Travel Guide including trip ideas,
itineraries and pullout map

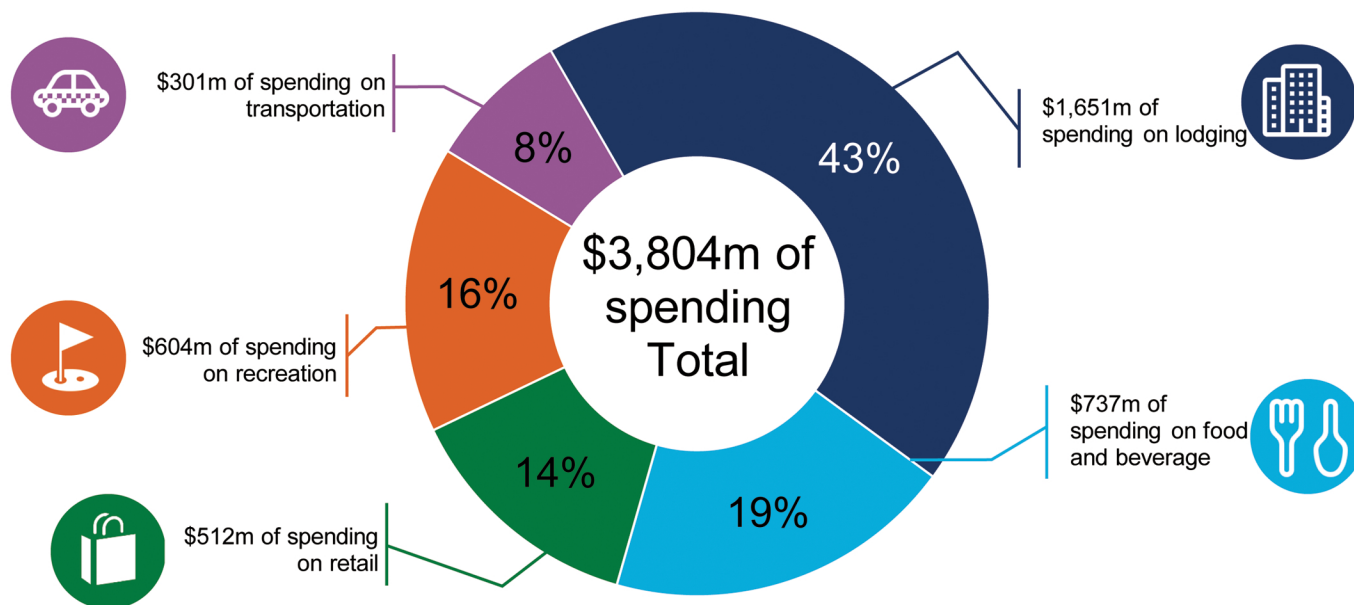
(570) 844-2001
PoconoMountains.com

Visitor & Advertising Information

**POCONO
MOUNTAINS**
MAGAZINE
2022-2023

Visitor spending in the Poconos

Dollars, millions and percent of total



Source: Tourism Economics - 2018

Why advertise in the 2022-2023 Official Pocono Mountains Magazine?

- Reasonable rates for exceptional quality and exposure for an entire year.
- 200,000 copies
- 800+ locations throughout Virginia, Maryland, New York, New Jersey & Pennsylvania, including:
 - All Pennsylvania Welcome Centers
 - 5 Pocono Mountains Visitors Bureau Visitors Centers
- Broadcasting :15 and :30 spots in all major markets to promote the travel guide throughout the year.
- Over 15,000 travel guides mailed out by request to consumers looking for information on the Pocono Mountains.

2022-2023 Pocono Mountains Magazine

Advertising Deadlines, Specs & Rates

EARLY BIRD SAVINGS!

Purchase your ad before 2/25/22 and SAVE 25%!

ADVERTISING DEADLINES

Non-Early Bird Ad Reservation: 3/11/22

Final Artwork Deadline: 3/18/22

Placement	Ad Size	Early Bird Rate (Before 2/25/22)	Regular Rate (After 2/25/22)
Cover/Pg 1	7" wide x 9" high	\$3,475	\$4,500
Full Page	7" wide x 9" high	\$2,325	\$3,000
Full Page (Bleed)	9" wide x 11" high	\$2,325	\$3,000
2/3 Page	4.75" wide x 9" high	\$1,325	\$1,700
1/2 Page (Horizontal Only)	7" wide x 4.5" high	\$1,175	\$1,500
1/3 Page	4.75" wide x 4.5" high	\$700	\$900
1/4 Page	3.25" wide x 4.5" high	\$625	\$800
1/6 Page	2.25" wide x 4.5" high	\$400	\$500
Coupon Ad	2.25" wide x 2.25" high	\$275	\$250
Coupon Ad (With Display Ad)	2.25" wide x 2.25" high	\$150	\$125

ALL ADVERTISING IS PREPAID - For early bird discount payment must be received by 2/25/22. All other payments must be received by 4/22/22 or the ads will NOT be published. First come first serve basis for ads that have pre-payment, so hurry and reserve your spot today!

ARTWORK REQUIREMENTS:

We accept high-resolution digital PDF files in Macintosh format. Advertising layout and design services are available for \$85 per design.

CONTACTS:

Deborah A. Bailey, Publisher
570.251.1512 Ext. 302 • baileyd@ptd.net

Ad Sales: Meica Drake

P: 570.251.1512 Ext. 301 • cmag@ptd.net
F: 570.647.0086

MAILING ADDRESS:

3305 Lake Ariel Hwy., Honesdale, PA 18431



Business Name _____ Date _____

Contact Person _____ Ad Size _____ Cost _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____ E-Mail _____

Method of Payment

☐ Cash

☐ Check

Payable to Bailey Design

☐ 

☐ 

Authorized Signature _____

Account Number

Expires

* Credit Card payments incur a 3.5% processing fee.