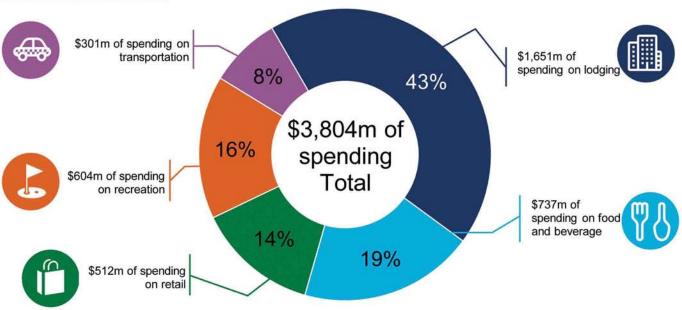


Visitor & Advertising Information



Visitor spending in the Poconos

Dollars, millions and percent of total



Source: Tourism Economics - 2018

Why advertise in the 2024-2025 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.

2024-2025 Pocono Mountains Magazine

Advertising Deadlines, Specs & Rates

CALL
MEICA AT
570.251.1512

ADVERTISING DEADLINES

EARLY BIRD SAVINGS!

Purchase your ad before 3/1/24 and SAVE 25%!

Non-Early Bird Ad Reservation: 3/13/24 Final Artwork Deadline: 3/20/24

Placement	Ad Size	Early Bird Rate (Before 3/1/24)	Regular Rate (After 3/1/24)
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	\$125	\$150

ALL ADVERTISING IS PREPAID. For early bird discount payment must be received by 3/1/24. All other payments must be received by 4/26/24 or the ads will NOT be published.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.

MAILING ADDRESS FOR PAYMENTS:

Bailey Design & Advertising 3305 Lake Ariel Hwy., Honesdale, PA 18431

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

* Credit Card payments incur a 3.5% processing fee.

F: 570.647.0086

Business Name	D	Date		
Contact Person	Ad Size	Cost		
Address	City	StateZip		
Phone Fax		E-Mail Method of Payment		
	Cash Check Payable to Bailey Design	V/SA MosterCord		
Authorized Signature	Account Number	Expires		