

# ADVERTISING OPPORTUNITIES

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Visitors Guide • Crave Montco • ARTS Montco Guide • Billboards

Reach highly qualified visitors through our advertising programs in both print and online



**VALLEY FORGE**  
TOURISM & CONVENTION BOARD





## VALLEY FORGE TOURISM & CONVENTION BOARD

THE OFFICIAL TOURISM  
MARKETING ORGANIZATION FOR  
MONTGOMERY COUNTY, PA



## WHO WE ARE

The Valley Forge Tourism & Convention Board is a private, non-profit membership sales and marketing organization which actively promotes the Valley Forge area and Montgomery County as a convention site and leisure visitor destination by promoting patronage of its member hotels, restaurants, attractions and services.

The Board represents more than 600 member businesses throughout Southeast Pennsylvania.

The Valley Forge Tourism & Convention Board was established as the Valley Forge Convention and Visitors Bureau by the Montgomery County Commissioners in 1963, making it the officially chartered tourism promotion agency of Montgomery County. It was an agency of Montgomery County until 1999, when the County Commissioners voted to privatize the bureau, while maintaining fiduciary oversight through appointment of the agency's volunteer board of directors.

The Board is now a private organization. Funding comes from a combination of Commonwealth of Pennsylvania grants, membership dues and a tax imposed on visitors occupying the County's more than 8,200 hotel rooms. The Board does not receive funding from Montgomery County.

TOURISM IS  
**BIG**  
BUSINESS  
FOR MONTCO

**\$1.65 Billion**  
2018 Annual Tourism Spending

**2,100,000**  
Hotel Rooms Booked in 2018

### VISION

**A must-experience destination,  
rooted in the past and leading the future.**

### MISSION

**Inspiring the world to love  
Montgomery County, PA**

### ADVERTISING

Our publications and website are the official information sources for consumers, visitors, and planners seeking information about Montgomery County, PA. **A partnership with the VFTCB will enhance your image, brand, and identity** and can offer ROI in the form of sales, awareness, influence, and more!





# PUBLICATIONS

## VISITORS GUIDE



### Annual Guide

- The Official Visitors Guide for Montgomery County, PA is available in both print and digital formats and is published once a year.
- The Official Visitors Guide reaches both in-market and out-of-market travelers.

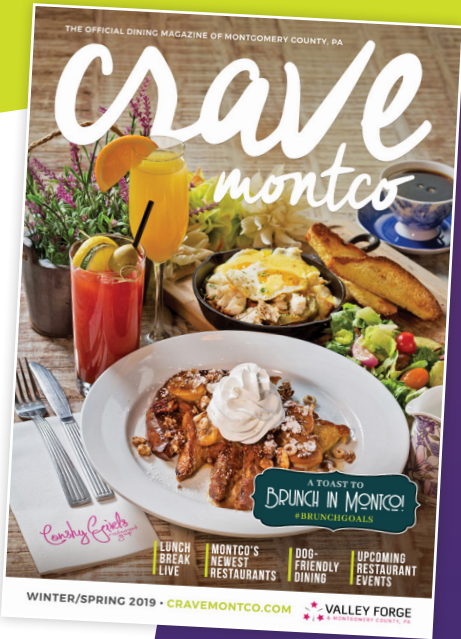
### Available Units & Rates

	Member	Standard
Premium Positions		
Back Cover .....	\$4,850	\$5,580
Inside Front Cover .....	\$4,550	\$5,235
Inside Back Cover .....	\$4,400	\$5,060
Page 1 .....	\$4,400	\$5,060
Opposite Table of Contents .....	\$4,125	\$4,745
Opposite Foldout Map .....	\$4,125	\$4,745
Display Ads		
Full Page (7.375" x 9.875") .....	\$3,750	\$4,315
Half Page Horizontal (7.375" x 4.875") .....	\$2,460	\$2,830
One-Third Square (4.875" x 4.875") .....	\$1,420	\$1,635
One-Sixth Horizontal (4.875" x 2.375") .....	\$925	\$1,065
One-Sixth Vertical (2.375" x 4.875") .....	\$925	\$1,065

Full Page w/ Bleed | Trim: 8.375" x 10.875" • Bleed: 8.625" x 11.125"

CIRCULATION: 150,000 ANNUALLY

## crave montco



### Bi-Annual Dining Magazine

Crave Montco, the official dining guide for Montgomery County, PA is available in both print and digital formats and is published twice a year.

### Available Units & Rates

Premium Positions	Back Cover .....	\$900
	Inside Front .....	\$850
	Inside Back .....	\$825
	Page One .....	\$825
Display Ads	Full Page (5.75" x 9") .....	\$650
	Half Page (5.75" x 4.375") .....	\$450
	Quarter Page (2.75" x 2.0625") .....	\$250

CIRCULATION: 15,000 BI-ANNUALLY  
(30,000 ANNUALLY)

### Bi-Annual Arts & Culture Guide

The Arts Montco Guide is available in both print and digital formats and is published twice a year.

### Available Units & Rates

Premium Positions	Back Cover .....	\$550
	Inside Front .....	\$500
	Inside Back .....	\$475
	Page One .....	\$450
Display Ads	Full Page (5.75" x 9") .....	\$350
	Half Page (5.75" x 4.375") .....	\$200

CIRCULATION: 10,000 BI-ANNUALLY  
(20,000 ANNUALLY)





# DIGITAL BILLBOARD PROGRAM

\$1,000 / 4 Weeks

YOUR BILLBOARD  
HERE



## Locations

- Walt Whitman Bridge
- I-95 in Essington
- PA Turnpike at Camphill Road
- PA Turnpike between the Valley Forge/ King of Prussia and Norristown Exits

Make a bold statement and save money  
by partnering with us on a digital billboard throughout the  
**Montgomery County** and **Philadelphia areas.**

## VISITOR ENGAGEMENT 2018



MORE THAN  
**92,000,000**

MEDIA IMPRESSIONS

including articles and editorial  
coverage about Montgomery County,  
PA as a travel destination  
for business and leisure.



SOCIAL MEDIA REACH:  
**200,000+**



WEBSITE PAGE VIEWS:  
**1,900,000**



EMAIL REACH:  
**16,000+ subscribers**



PRINT REACH:  
**240,000+**



AVERAGE TIME ON SITE  
**1:32 minutes**

## Digital Opportunities on **valleyforge.org**



### SOCIAL MEDIA

Largest social media network and resource  
covering Montgomery County, PA. Presence on all  
major platforms. Members can submit events and  
promotions for release through our social media  
feeds. Advertising available.



### CONSUMER E-NEWSLETTER

Popular newsletter sent out twice monthly -  
packed full of events, openings and happenings.  
Excellent tool for members to promote their event,  
product or service. Advertising available.

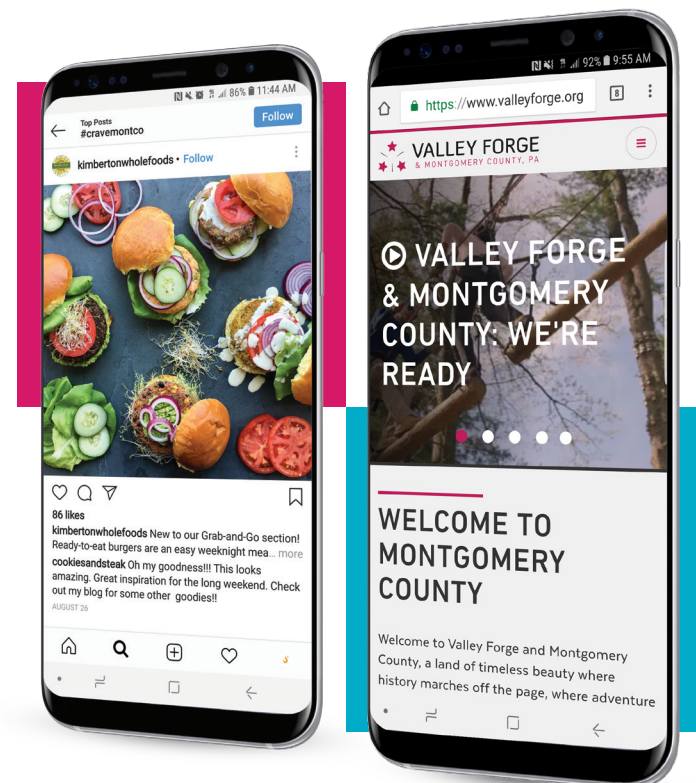
## Get in touch with us for more info:

**JUSTINE GARBARINO**

Business Development Director

610.834.7999

garbarino@valleyforge.org





## Connect With Our Marketing

### Brands with Countless Activities

We use our family of brands to market Montgomery County's varied attractions strategically to different audiences. Find which ones your business or organization can most benefit from and tap into our larger marketing efforts!

## Interested in Advertising?

Let us create a custom program designed for your budget.

### Justine Garbarino

Business Development Director  
garbarino@valleyforge.org • 610.834.7999



Explore over 200  
arts attractions.

[artsmontco.com](http://artsmontco.com)



An interactive virtual tour of  
Valley Forge and Montgomery County.

[valleyforge.org/maps-info/montco-360/](http://valleyforge.org/maps-info/montco-360/)



Your Dream Wedding can begin with our  
FREE Wedding Planning Assistance

[montcoweddings.com](http://montcoweddings.com)



A five-mile run through  
Valley Forge National Historical Park.

[valleyforge.org/revolutionary-run](http://valleyforge.org/revolutionary-run)



(Visit Valley Forge)



Get a taste of our towns, dig in to a  
feature article, and sample our top  
picks from our dining guide.

[cravemontco.com](http://cravemontco.com)



Montgomery County, Pennsylvania is  
home to more than 50 golf courses.

[montcogolf.com](http://montcogolf.com)



Our Revolutionary War  
history tours -supplemented by  
Patriot Tales Comic Books

[patriottrails.com](http://patriottrails.com)



Montgomery County, PA is a  
shop-a-holic's dream come true.

[shopmontcopa.com](http://shopmontcopa.com)



There's a new adrenaline rush  
waiting for you every day.

[adventuremontco.com](http://adventuremontco.com)



30+ pet friendly hotels, a plethora  
of dog friendly seating restaurants and  
14 designated dog parks.

[embarkmontco.com](http://embarkmontco.com)



Your guide to Montco's Craft  
Beer, Wine, and Spirits

[montcomakers.com](http://montcomakers.com)



Valley Forge is the ultimate  
meetings destination.  
Just minutes from Philadelphia.

[meet.valleyforge.org](http://meet.valleyforge.org)



Valley Forge Sports is built to  
ensure your event is a success,  
on and off the field.

[valleyforge.org/sports](http://valleyforge.org/sports)

