

Advertising OPPORTUNITIES

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



KOP RESTAURANT
BRINGS GREAT
FOOD AND ART
TO THE TABLE

FOUNDING FARMERS
COMES TO MONTCO



Rice and Beef Perogies

...ent to one of the hottest restaurants in the country's recipe for
...of art.
...then at the new Founding Farmers in King of Prussia Town Center
...ingly inescapable sensation of a warm embrace. That's not by
...restaurant in the United States on Open Table for five years
...Farmers fills its spaces with unique interiors that include
...of custom-made, local art to set the mood and ambience.
...an important we're looking for ways to essentially open
...said restaurant co-owner, Dan Simons. "It's about
...trying to create an environment that stimulates all

the senses, as well as the aura, the energy, and art is a way to do that. I believe if I can
make you smile before you even take a bite, your food will taste better. I want the vibe to
feel like a big hug in here." Continued on Page 12



Connie Stuenkel, Founding Farmers

IN THIS ISSUE -

ARTS MONTCO RECAP | PAGE 16

LPGA SYMETRA TOUR | PAGE 18

VALLEY FORGE

#MAKEITMONTCO

VALLEYFORGE





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.

VISION

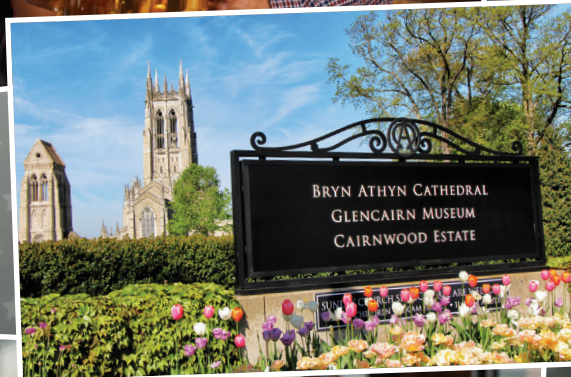
A must-experience destination, rooted in the past and leading the future.

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!

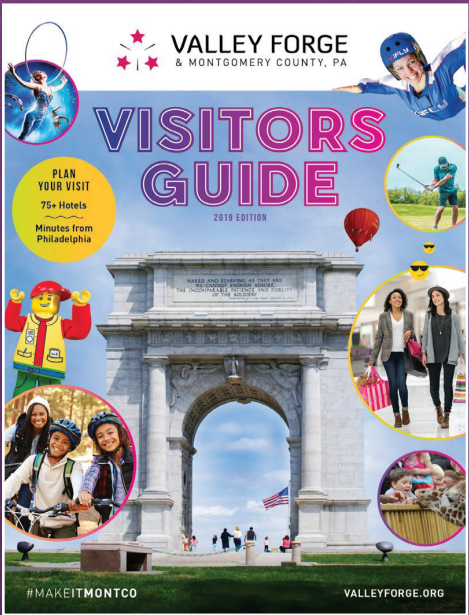


TOURISM IS **BIG** BUSINESS FOR MONTCO

\$1.6 Billion
2017 Annual Tourism Spending

2,097,000
Hotel Rooms Booked in 2017

VISITORS GUIDE



CIRCULATION: 150,000 ANNUALLY

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.

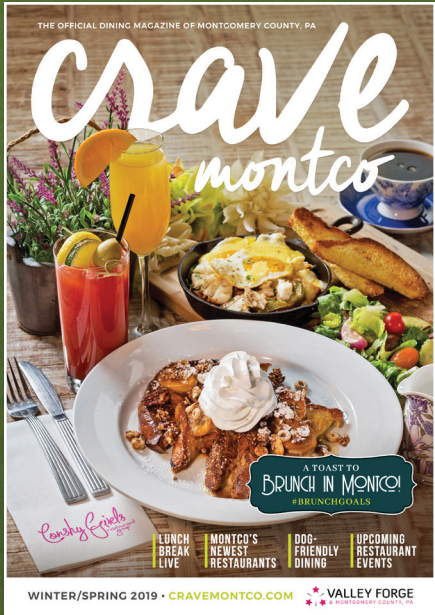
Available Units & Rates

	Member	Standard
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
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"

Copies are mailed by request & found at high traffic locations throughout the Greater Philadelphia Area, such as hotels and transportation centers, and more.

crave montco



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

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

Back Cover	\$800
Inside Front	\$750
Inside Back	\$725
Full Page (5.75" x 9")	\$550
Half Page (5.75" x 4.375")	\$350
Quarter Page (2.75" x 2.0625")	\$250

The official dining magazine of Montgomery County is distributed to all 75+ hotels, at events throughout the region, and included in welcome bags for travelers staying in the area.

The MONTCO EXPLORER



Quarterly Newspaper

The Montco Explorer is an insider's guide to things to do in Valley Forge and Montgomery County. Readers learn more about our most popular attractions, discover new places to eat, and get trip ideas, all inside its pages.

Available Units & Rates

Full Page	\$7500
Half Horizontal	\$500
Quarter Page	\$250

Copies are found at prominent locations throughout Montgomery County, including hotels, Valley Forge National Historical Park, local business chambers, county buildings, apartment buildings and more.

ARTS MONTCOGUIDE



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

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

Digital Billboard Program

\$1,000 / 4 Weeks



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 - 2017



SOCIAL MEDIA REACH:
200,000+



WEB REACH:
1,800,000



EMAIL REACH:
20,000+ subscribers



PRINT REACH:
240,000+

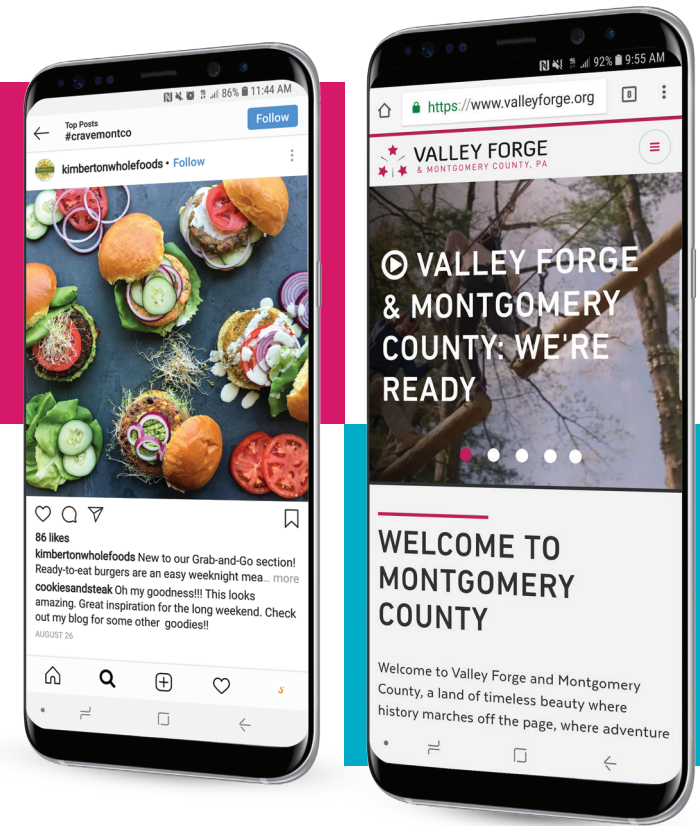


AVERAGE TIME ON SITE
1:26 minutes



MORE THAN
92,000,000
MEDIA IMPRESSIONS

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



Top Site Visitor Markets

Pennsylvania
Washington, D.C.
New York



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

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



An interactive virtual tour of
Valley Forge and Montgomery County.

valleyforge.org/maps-info/montco-360/



Your Dream Wedding can begin with our
FREE Wedding Planning Assistance

montcoweddings.com



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

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



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

montcogolf.com



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

patriottrails.com



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

meet.valleyforge.org



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

shopmontcopa.com



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

sports.valleyforge.org



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

adventuremontco.com



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

embarkmontco.com



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

montcomakers.com