



VALLEY FORGE

TOURISM & CONVENTION BOARD

2021 VISITORS GUIDE



DON'T MISS THIS ONCE-A-YEAR CHANCE TO PROMOTE

your business in the
Valley Forge Tourism & Convention
Board's Visitors Guide

Reach an active, affluent audience
looking for things to do and places
to dine, shop and stay in Valley
Forge and Montgomery County.

Your ad will be seen by travelers
planning their trip, as well as by
tourists already in-market!

Release Date: May 2021 for a full
year of marketing impact.

**CONTACT YOUR SALES REPRESENTATIVE TODAY: JUSTINE GARBARINO, 610.834.7999
OR GARBARINO@VALLEYFORGE.ORG**

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TARGETED DISTRIBUTION

Out-of-Market

- mailed in response to Internet and toll-free call-in requests
- distribution at travel centers throughout the region
- copies at major travel shows, AAA offices, Philadelphia International Airport and Amtrak 30th St. Station
- sent to group tour operators, meeting & event planners and travel agents

In-Market

- placement in member hotels
- available at the Valley Forge Visitor Center
- copies at major attractions and other high-traffic locations
- distributed to convention and meeting attendees

Online

A complete digital edition of the 2021 Visitors Guide, including live links to all display ads, will be displayed on www.valleyforge.org.

ANNUAL
DISTRIBUTION
OF
75,000!



PREMIUM POSITIONS

SIZE	MEMBER RATE	NON-MEMBER
Back Cover	\$3,395	\$3,900
Inside Front Cover	\$3,185	\$3,665
Inside Back Cover	\$3,080	\$3,545
Page 1	\$3,080	\$3,545
Opposite Table of Contents	\$2,885	\$3,325

Trim: 8.375" x 10.875" Bleed: 8.625" x 11.125"

DISPLAY ADS

SIZE	MEMBER RATE	NON-MEMBER
Full Page (7.375" x 9.875")	\$2,625	\$3,020
One-Half Horizontal (7.375" x 4.875")	\$1,725	\$1,980
One-Third Square (4.875" x 4.875")	\$995	\$1,145
One-Sixth Horizontal (4.875" x 2.375")	\$650	\$750
One-Sixth Vertical (2.375" x 4.875")	\$650	\$750

ADVERTISING DEADLINES:

- **Space Reservations:** March 31, 2021
- **Camera-ready materials:** April 7, 2021

ADVERTISING MATERIALS:

For ad production questions or for a complete list of ad creation fees, contact Justine Garbarino.



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