**BASIC LISTING PACKAGE $225**

*Includes one (1) single category listing in the 2020 Laurel Highlands Destination Guide and a full web listing with copy, photos, links and Google mapping on* [www.laurelhighlands.org](http://www.laurelhighlands.org)



**WEBSITE ADVERTISING varied**

*Promote your business on laurelhighlands.org with our variety of advertising options. There were over 1 million visits to laurelhighlands.org in the past 12 months and that number is only continuing to grow! Take advantage of these outstanding stats by advertising your business on our website. It's a terrific way to keep your business in visitors' minds as they browse our site and plan their trip. Find more info at* [laurelhighlands.org](http://www.laurelhighlands.org)/webads

**2020 DESTINATION GUIDE AD RATES**

*The premier tourism publication for the Laurel Highlands region with a publication print and distribution of 150,000 copies*.

1/8 Page Display Ad  **$995**

¼ Page Display Ad **$1,500**

½ Page Display Ad **$2,900**

Full Page **$5,750**

Inside Cover **$6,500**

Inside Back Cover **$6,500**

Featured Listing Ad **$495**

Featured Event Listing Ad **$495**

Map Ad **$395**

Coupon Ad *includes 2020 Coupon Book* **$350**

Event Listing  **$100**

Additional Listing **$175**

**SUMMER FUN COUPON BOOK $100**

*One of the LHVB’s most popular marketing opportunities allows you to entice summer visitors to your door with a special coupon offer. Print and Distribution of 25,000.*

**SEASONAL CALENDAR SPOTLIGHT**

*One of LHVB’s most in demand printed pieces; our 4-color seasonal newsletter is used in fulfillment and is placed in 85 regional brochure racks. Print and Distribution 13,000 each season. 1/16 page enhanced event listing with photo and 15 words of copy. We format for you.*

 **Spring $295 Summer $295**

 **Fall $295 Winter $295**

**E-NEWSLETTER AD**

*Spotlight your business in the LHVB’s seasonal eNewsletter that reaches a current database of 8,000+ subscribers. These are qualified subscribers interested in the region. Space limited to 6 ads.*

 **Spring $495 Summer $495**

 **Fall $495 Winter $495**

**97.3 LITE FM |WCNS RADIO SEGMENT ADVERTISER**

*Hosted by LHVB’s own British gabber, Louise Bates, be a part of our monthly radio and podcast program. As our sole radio/podcast segment advertiser you’ll receive 3 on air mini commercials during the 30 minute taping. In addition, you will featured in promos leading up to the week, plus social media mentions and podcast.*

 **Monthly $50**

**BROCHURE DISTRIBUTION**

*Allow the LHVB to showcase your business in multiple locations. Your brochure will be mailed to six (6) PA Welcome Centers that feed into our region. In addition, your brochure will be placed in all our 85 regional rack locations in Fayette, Somerset, Westmoreland, Indiana and Cambria counties.*

 **July 1, 2019-June 30, 2020 - $1,250**

 **Quarterly $350**

**CO-OP ADVERTISING OPPORTUNITIES**

*The LHVB has buying power and is able to offer to you the opportunity to enter into co-op opportunities at a discounted rate for publications you would normally pay much higher rates in which to be featured. You become part of the Laurel Highlands message. Some opportunities provide for your brochure to be part of the fulfillment from magazine requests. For further details on the scope of these seasonal opportunities contact Louise Bates* *lbates@laurelhighlands.org**. The rates provided here are for budgetary purposes.*

**HOLIDAY HAPPENINGS $150**

**Tribune Review “Ticket”**

Featured in Popular Thanksgiving Publication

**FALL FESTIVAL CO-OP $495**

Featured in 7 Newspapers

Markets: PA, MD, WV

**CO-OP MAGAZINE AD OPPORTUNITIES**

*The LHVB has dedicated staff that ‘work’ specific markets on behalf of the region. These include small market meetings, bridal and group tour travel. We have selected the following publication in 2019 to showcase the region and are offering co-op advertising to those wish to target a niche.*

**GROUP TOUR MAGAZINE**

**(Next Stops Featured Ad – June 2019)**

*This publication is sent to Group Tour Operators all across the US.  We’ve selected a full page/Next Stops ad in the June issue to highlight the tourism assets of the Laurel Highlands. Space is limited to four participants, plus a regional feature.* **$500**

**CONSUMER SHOWS**

*Allow the LHVB staff to take your show on the road as they exhibit in Consumer Shows near and far. We distribute your brochures for you and provide that personal, informative LIVE person to engage in conversation with the public. It’s a priceless opportunity. Pick your market and we’ll do the work for you.*

** GENERAL LEISURE/OUTDOOR ($150 per show)**

 AAA Pittsburgh Travel Showcase

 NY Times Travel Showcase, NYC

 AAA Great Vacations Expo, Columbus, OH

 Toronto Outdoor Adventure Show

 Pittsburgh Home & Garden, DL Lawrence Cntr

 Washington DC Travel & Adventure Show

 America’s Largest RV Show, Hershey

 **BRIDAL SHOWS ($150 per show)**

 Cavanaugh’s Westmoreland Bridal Show, Greensburg

 PA Bridal & Wedding Expo, Pittsburgh

**HOME SCHOOL STUDENT ($150 per show)**

 Home Educators Association of Virginia

 Pennsylvania Christian Home School Show

**GROUP TRAVEL SHOW ($150 per show)**

 Great Day! Tour Travel Show

 AAA East Central Travel Show

 PA Bus Association (PBA) Marketplace, York, PA
 Spotlight MidAtlantic with MARS