

Visit
**HERSHEY &
HARRISBURG**

Advertising Rates and Information



2019 Official Visit Hershey & Harrisburg Travel Guide



It's the trip planning publication used by hundreds of thousands of visitors to the **Hershey Harrisburg Region**, and the best way for your business to become a part of their travel plans!

VisitHersheyHarrisburg.org



We strategically focus our efforts on getting the **2019 OFFICIAL VISIT HERSHEY & HARRISBURG TRAVEL GUIDE** into the hands of motivated visitors who are interested in the Hershey Harrisburg Region.

AND WHEN THEY'RE HERE, WE KNOW IT!

Visitors to the Hershey Harrisburg Region spend a total of **\$2.4 billion** a year:

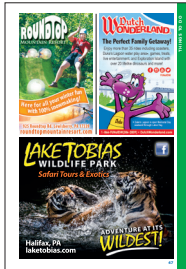
- > \$389 million on Lodging
- > \$470 million on Dining
- > \$369 million on Retail
- > \$579 million on Recreation

With an advertisement in the 2019 Official Visit Hershey & Harrisburg Travel Guide, you can optimize your exposure to these motivated travelers and increase your ability to become part of their travel plan itinerary!

Why advertise in the 2019 Official Visit Hershey & Harrisburg Travel Guide?

- > Get a full year of exposure in the hands of potential travelers.
- > Be seen by visitors while they're planning from home or when they're already here.
- > Catch the attention of readers who can pick up our guide at hundreds of outlets:
 - 200+ local hot spots, attractions, and hotels
 - 14 Official Visit PA Welcome Centers
 - 22 Pennsylvania Turnpike Plazas
 - Travel hubs like HIA, Amtrak in Harrisburg, and regional and local AAA travel centers
 - Rest areas along primary inroads to our region
- > Receive a direct link to your web site from the ad in our digital travel guide.

2019 Visit Hershey & Harrisburg (VHH) Travel Guide Advertising Options



OPTION 1 > Display Advertising Plus Upgraded Directory Listing & Coupon Offer Insertion

VHH Partners who purchase a Display Ad will receive an Upgraded Directory Listing and Coupon Offer Insertion at no additional cost. Non-Partners can place a Display Ad only, however, by becoming a Partner, you'll receive a significant discount and can also take advantage of the FREE Upgraded Directory Listing and Coupon Offer Insertion.

OPTION 2 > Upgraded Directory Listing Plus Coupon Offer Insertion (Available to VHH Partners only)

Increase your visibility and enhance your business listing by upgrading your complimentary Standard Directory Listing and get noticed! This includes a 50-word description, photo and amenity icons. This option also includes a Coupon Offer Insertion with a maximum of 40 words (includes discount offer and contact information on the back and your logo on the front of the Coupon).

Option 2 is FREE to Partners purchasing a Display Ad. Partners not purchasing a Display Ad, who still wish to have an Upgraded Directory Listing with Coupon Offer Insertion may purchase one for \$900 before 8/16/18 or \$1200 after 8/16/18.



OPTION 3 > Coupon Offer Insertion (Available to VHH Partners only)

Adding a Coupon Offer Insertion is an affordable and effective way to promote your product or service to travelers with an interest in your destination. Includes a maximum of 40 words (includes discount offer and contact information on the back and your logo on the front of the Coupon).

Option 3 is FREE to Partners purchasing a Display Ad. Partners not purchasing a Display Ad, who still wish to have a Coupon Offer Insertion may purchase one for \$300.



OPTION 4 > Additional Category Directory Listings (Available to VHH Partners only)

VHH partners receive a standard directory listing which includes one main category that best suits their business or service. Partners may purchase an Additional Category for their standard directory listing. Partners who have purchased an Upgraded Directory Listing also qualify to purchase Additional Category Directory Listings. Please note that the Additional Listing can not be in the same category as the upgraded listing.

Additional Category Directory Listings may be purchased at the rate of \$250 each (maximum of two).



2019 Visit Hershey & Harrisburg Travel Guide Advertising Deadlines, Specs & Rates

*EARLY BIRD SAVINGS!

Purchase your ad before 8/16/18 and SAVE 25%+!

ADVERTISING DEADLINES

Non-Early-Bird Ad Reservation: 10/4/2018

Artwork Deadline: 10/18/2018

	Placement	Size	Partner Rates (Before 8/16/18)	Partner Rates (After 8/16/18)	Added Partner Value	Non-Partner Rates
Option 1	Full Page	5.75" w x 9.25" h	\$7,450	\$9,950	Included with your Display Ad purchase: Upgraded Directory Listing Coupon Offer Insertion	\$12,550
	1/2 Page Horizontal	5.75" w x 4.5" h	\$4,665	\$6,225		\$7,950
	1/2 Page Vertical	2.75" w x 9.25" h	\$4,665	\$6,225		\$7,950
	1/4 page Vertical	2.75" w x 4.5" h	\$2,975	\$3,975		\$5,250
	Back Cover	5.75" w x 9.25" h	\$10,350	\$13,825		\$16,750
	Inside Front Cover	5.75" w x 9.25" h	\$9,250	\$12,350		\$15,950
	Inside Back Cover	5.75" w x 9.25" h	\$9,250	\$12,350		\$15,950
	Opposite Table of Contents	5.75 w x 9.25" h	\$8,775	\$11,750		\$14,500
Option 1	2 Page Spread	13.75" w x 9.25" h	\$14,250	\$19,000		\$25,750
Option 2	Upgraded Directory Listing + Coupon Offer Insertion <ul style="list-style-type: none"> Listing includes name, address, phone, 800#, website and a 50-word description with a photo and amenity icons. Coupon includes a maximum of 40 words (includes discount offer and contact information on the back and your logo on the front of the Coupon). 		\$900 <i>(for any VHH Partner who does not reserve a Display Ad)</i>	\$1,200		N/A
Option 3	Coupon Offer Insertion – Only <ul style="list-style-type: none"> Includes a maximum of 40 words (includes discount offer and contact information on the back and your logo on the front of the Coupon). 				\$300 <i>(for VHH Partners who do not reserve a Display Ad or Upgraded Directory Listing)</i>	N/A
Option 4	Additional Category Directory Listings <ul style="list-style-type: none"> One Standard Directory Listing is complimentary, a maximum of two additional listings may be purchased, but content must remain the same as the Standard Directory Listing. 				\$250 each (maximum of two) <i>(for any VHH Partner who wishes to have their Standard Directory Listing under multiple categories)</i>	N/A

***ADVERTISING AND PAYMENT IN FULL MUST BE RECEIVED BY 8/16/18 TO RECEIVE DISCOUNT**

REQUIREMENTS FOR ADVERTISING MATERIALS

All advertising materials must be received by October 18, 2018 in order to appear in the 2019 Guide. We accept high-resolution digital PDF files in Macintosh format. Advertising layout and design services are available at an additional cost. Contact your account rep for more information.

CONTACT

Ad Sales: Steve Lassiter
443.909.7828
steve.lassiter@todaymediacustom.com

Partnership Inquiries: Justin Martsolf
717.231.2986
justin@hersheyharrisburg.org