

POCONO MOUNTAINSSM



MAGAZINE

WAYNE | PIKE | MONROE | CARBON

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Discount Rate Deadline Approaching for Travel Guide

25% discount for advertisers if paid by February 26

February 11, 2021 – The Pocono Mountains Visitors Bureau (PMVB) reminds businesses and organizations that time is running out to secure a discount on an advertisement in the forthcoming “Pocono Mountains Magazine” travel guide for Wayne, Pike, Monroe and Carbon counties. The Early Bird Advertising Rate is being offered this year with a 25% savings if payment is made by February 26, 2021. Ad placement will be on first come first serve basis with prepayment.

“This discount is a way to help make the travel guide an affordable way for our many businesses to market themselves for the upcoming year,” said Brian Bossuyt, Executive Vice President/CMO for the Pocono Mountains Visitors Bureau. “Our hope is that everyone who is able can be featured in the upcoming guide in order to help support local businesses during a time of great adversity.”

The guide will offer different levels of exposure and advertising. Priority will be given to members of the PMVB. A free listing will be given to any PMVB member and any property that pays the hotel tax within the four counties of Wayne, Pike, Monroe and Carbon. Enhanced listings are also available at a low cost that include additional content, such as a website listing, description and image. For more information on the travel guide you can also visit www.poconomountains.com/travel-guide.

The PMVB has partnered with [Bailey Design & Advertising](#) to design the travel guide in both print and digital versions that will be distributed throughout five states, local businesses, visitors’ centers in Pennsylvania as well as via direct mail and trade shows.

Businesses that wish to be included in the guide should contact Bailey Design & Advertising by email at cmag@ptd.net or by phone at [\(570\) 251-1512](tel:(570)251-1512). Businesses interested in becoming a member of the Pocono Mountains Visitors Bureau can email membership@poconos.org to learn about the benefits of being a part of the region’s destination marketing organization.

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