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Advertiser Discount Deadline Approaching for Poconos Travel Guide 25% discount in “Pocono Mountains Magazine” if paid by February 25

February 7, 2022 – The [Pocono Mountains Visitors Bureau](#) (PMVB) reminds businesses and organizations that time is running out to secure a discount in the 2022-2023 edition of “Pocono Mountains Magazine.” The official [travel guide](#) featuring Wayne, Pike, Monroe and Carbon counties is progressing for mass distribution this spring.

The Early Bird Advertising Rate is being offered with a 25% savings if payment is made by February 25, 2022. Ad placement will be on first come, first served basis with prepayment.

“This discount makes the travel guide an affordable way for local businesses that appeal to tourists to market themselves for an entire year,” said Chris Barrett, President/CEO of the Pocono Mountains Visitors Bureau. “Nearly 30 million people visit the Pocono Mountains annually, and the travel guide is a valuable resource to help guests navigate the region’s 2,400 square miles.”

The travel guide offers different levels of exposure and advertising, with priority given to members of the PMVB. A free listing is provided to every PMVB member that submits a form by deadline as well as any property that pays the hotel tax within the four counties of Wayne, Pike, Monroe and Carbon. Enhanced listings are also offered at a low cost that include additional content such as a website description and image. For more information on the travel guide you can also visit www.poconomountains.com/travel-guide.

The PMVB partners with [Bailey Design & Advertising](#) to design the travel guide in both print and digital versions. 200,000 copies will be distributed to 800+ locations throughout five states and are available in high-traffic places such as all PA State Welcome Centers, PMVB Visitors Centers as well as via direct mail and two large trade shows. The PMVB also runs broadcast spots in major markets to promote the travel guide throughout the year.

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. 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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About the Pocono Mountains

With 2,400 square miles encompassing Pennsylvania’s Wayne, Pike, Monroe, and Carbon counties, the Pocono Mountains region is home to rolling mountain terrain, breathtakingly beautiful waterfalls, thriving woodlands and 170 miles of winding rivers. Winters offer guests the opportunity to ski, snowboard, snow tube and even snowshoe their way through snowy wonderlands and more than 163 ski trails. Summers also cater to the active traveler allowing exploration of 261 miles of hiking and biking trails, more than 30 golf courses, whitewater rafting, boating, fishing and open access to nine state and two national parks.

Pocono Mountains visitor information is available online at PoconoMountains.com or by phone at (570) 421-5791. Follow [@PoconoTVNetwork](#) on Twitter to stay current with up-to-date information. Established in 1934, the Pocono Mountains Visitors Bureau is a private, non-profit membership organization. The PMVB is the official destination marketing organization for the four counties of Wayne, Pike, Monroe, and Carbon in Northeastern Pennsylvania.