



DISCOVER LEHIGH VALLEY OFFICIAL

ADVERTISING

RATES & INFORMATION

6 WAYS TO HAVE YOUR BUSINESS

Stand Out

- FROM THE REST -

1. FOUR-COLOR DISPLAY ADS:

Choose your size, from full-page premium positions to 1/2, 1/3 or 1/6 page size.

2. EXPANDED LISTING: Purchase extra words at only \$10 per word (limit 50 words)

3. BOLDED LISTING: Draw attention to your listing by having it bolded.

4. COUPONS: Drive consumers to your business by offering a special discount or buy-one-get-one-free.

5. CALENDAR OF EVENTS LISTING: Showcase your upcoming event with a calendar listing.

6. NEW: Value-add opportunities with full-page and premium positions advertising.

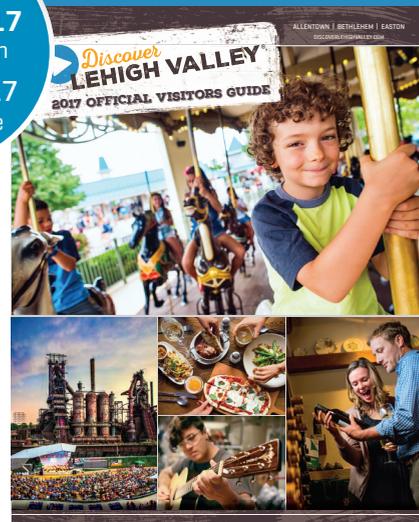
DEADLINES:

Sep. 22, 2017
for reservation

Oct. 10, 2017
materials due

MAXIMIZE YOUR IMPACT IN THE 2018 DISCOVER LEHIGH VALLEY OFFICIAL VISITORS GUIDE

We have an annual distribution of 200,000 targeted to qualified consumers calling our toll-free line or visiting DiscoverLehighValley.com



NET ADVERTISING RATES

DISPLAY ADS [4 color only]

TRIM: 8 X 10-1/2 BLEED: 8 X 10-1/2 LIVE AREA: 3/8 in from trim, all sides			
SIZE	DIMENSIONS	PARTNER RATE	VALUE ADDED
Full-Page	7 x 9-1/2	\$4,500	1 mo. Spotlight Ad, 1 mo. 30-sec static TV spot = \$500
1/2 Page Horizontal	7 x 4-5/8	\$3,360	N/A
1/3 Page Square	4-5/8 x 4-5/8	\$2,365	N/A
1/6 Page Vertical	2-3/16 x 4-5/8	\$1,655	N/A

MAP SPONSORSHIP

\$10,000

Includes: Map location and Full-Page ad. **Maximum visibility** every time someone refers to the map!

FORMATTED COUPONS

\$150

LIMITED SPACE AVAILABLE

LISTINGS

Expanded Listing (50 words limited)	\$10 per word
Additional Listings	\$150 each
Bolded Listing	\$100 each
Calendar of Events (include a description up to 50 words at \$10/word)	\$115 each

PREMIUM POSITIONS AVAILABLE

TRIM: 8 X 10-1/2 BLEED: 8 X 10-1/2 LIVE AREA: 3/8 in from trim, all sides			
SIZE	DIMENSIONS	PARTNER RATE	VALUE ADDED
Back Cover (Full-page) 4C	7 x 9-1/2	\$6,200	3 mos. Spotlight Ads, 3 cons. mos. 30-sec static TV spots = \$1,185
Inside Front Cover (Full-Page) 4C	7 x 9-1/2	\$5,825	2 mos. Spotlight Ads, 3 cons. mos. 30-sec static TV spots = \$1,050
Inside Back Cover (Full-Page) 4C	7 x 9-1/2	\$5,250	2 mos. Spotlight Ads, 2 cons. mos. 30-sec static TV spots = \$900
Page One (Full-Page) 4C	7 x 9-1/2	\$5,000	1 mo. Spotlight Ad, 1 mo. 30-sec static TV spot = \$500
Opposite TOC and Page Five (Full-Page) 4C	7 x 9-1/2	\$4,935	2 mos. Spotlight Ads, 1 mo. 30-sec static TV spot = \$750

QUESTIONS? E-mail our sales team at opportunities@DiscoverLehighValley.com or call 610-882-9200