

MAXIMIZE YOUR IMPACT IN THE 2019 OFFICIAL VISITORS GUIDE!

We have an annual distribution of 175,000 targeted to Lehigh Valley visitors' centers, hotels, attractions, and select Pennsylvania Welcome Centers. Additionally, potential visitors and locals visiting DiscoverLehighValley.com, our social channels, or calling our toll-free line can request a guide at their convenience.

DEADLINES:
Sept. 12, 2018
for reservations
Sept. 14, 2018
materials due

IMPROVEMENTS TO THE 2019 OFFICIAL VISITORS GUIDE

- We've selected a **higher quality paper stock** for both the inside and cover pages. PLUS, our cover will feature a **roll-out extra page for premium ad placement next to a map of the area.**
- We've upgraded from a saddle stitch binding [with staples] to a **premium "perfect" binding** [flat-edged binding].
- We've adjusted the page size to a "National Geographic Magazine" size to **promote portability.** The best of both worlds: large enough size to stand out, and compact enough that a guest will want to take it along with them!

→ **ADDED VALUE FOR ALL ADVERTISERS:** Interactive online version of the guide complete with trackable hyperlinks leading directly to your company's website, providing advertisers with tens of thousands of extra impressions, in addition to 175,000 annual distribution of physical guides.

Submitting your ad

Accepted File Formats

- Adobe Acrobat: PDF/x-1a
 - Adobe Illustrator: EPS
- Please DO NOT include crop marks, color bars, or extra space.**

Technical Guidelines

- Save all art as high resolution 300 dpi and four-color process CMYK. Convert spot colors to process colors.
- Outline ALL fonts or package the fonts along with your artwork.
- Full-page ads with a bleed must have bleed and adhere to live area.
- Apply rich black C: 40 M:20 Y:20 K:100 to large areas of black

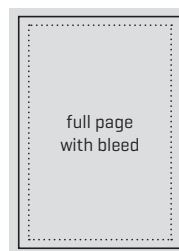
→ Submitting Artwork:

Email print-ready artwork to Alisa Lopano:
alisa@DiscoverLehighValley.com

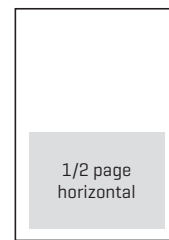
Premium Ad Positions, Sizes, & Rates

Trim Size: w: 6.75" x h: 10" Live area: w: 5.75" x h: 9" Bleed: .125"		
POSITION	RATE	ADDED VALUE
BACK COVER [Full-page] full color	\$6,200	3 mos. Spotlight Ads
INSIDE THE FRONT COVER ROLL-OUT [Full-page] full color, inside of roll-out cover and next to the map of the area	\$6,000	2 mos. Spotlight Ads
INSIDE BACK COVER [Full-page] full color	\$5,250	2 mos. Spotlight Ads
PAGE ONE [Full-page] full color	\$5,000	2 mos. Spotlight Ads
FEATURED FULL-PAGE AD [Full-page] full color placement in the first third of the book, starting with the page opposite Table of Contents and continuing through our Family Fun, Culture, and Recreation Feature articles. A total of 4 available.	\$4,935	2 mos. Spotlight Ads
New! TWO-THIRDS PAGE VERTICAL - Front third of book Full color, extremely limited availability. w: 3.77" x h: 9" (no bleed)	\$4,100	1 mo. Spotlight Ad

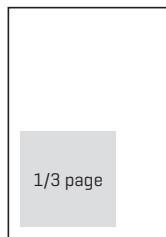
Display Advertising Sizes & Rates - all full color



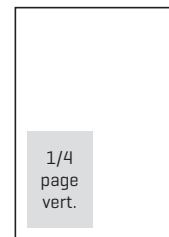
◀ **FULL PAGE**
 Trim Size: w: 6.75" x h: 10"
size of final print ad
 Live area: w: 5.75" x h: 9"
allow 1/2" safe zone on all sides
 Bleed size: .125"
Rate: \$4,500



◀ **HALF PAGE**
 w: 5.75"
 h: 4.438"
Rate: \$3,360



◀ **THIRD PAGE**
 w: 3.77"
 h: 4.438"
Rate: \$2,365



◀ **QUARTER PAGE**
 w: 2.813"
 h: 4.438"
Rate: \$1,655

FORMATTED COUPONS Rate: \$200

Advertise your can't-miss coupon or deal to locals and visitors, plus inclusion in the deals and discounts section of our website, AND in the interactive online version of the guide.

Headline: Maximum of 45 characters [including spaces].

Description: Maximum of 125 characters [including spaces].

Limited space available.
Reservation & content due by August 13, 2018!

LISTING IN CALENDAR OF EVENTS Rate: \$200

Advertise your special event to locals and visitors, plus inclusion on our Calendar of Events on DiscoverLehighValley.com AND in the interactive online version of the guide.

Include name of event, dates, website, and a description of the event of up to 150 characters [including spaces].

Limited space available.
Reservation & content due by August 13, 2018!

Questions?



Have questions about these advertising opportunities, or special co-op opportunities, please contact: **Dan Ginter**
dan@DiscoverLehighValley.com • 484.456.3220