



 *Discover*
LEHIGH VALLEY®

2017 - 18 MEDIA KIT



Lehigh Valley Tourism

Our Mission

Discover Lehigh Valley builds the region's economy and image through destination marketing that increases the number of leisure and business visitors, the number of nights they stay, and the number of things they do in the two-county area. These marketing efforts also enhance the quality of life and sense of hometown pride for Lehigh Valley residents.



15.2 MILLION
people visited in 2015.



\$2 BILLION in economic
impact for the year—that's
\$5.5 MILLION every day.



23,000 jobs supported
by visitor spending.

*Partnerships
are what we do.*



In the world of destination marketing, more collaboration means more visitation. That's why **Discover Lehigh Valley®** has been teaming up with regional partners for years.

Dear Partner & Friends,

The numbers don't lie, nor should they be that surprising.



92.6% of travelers prefer to seek destination information on the internet.



75% of the average tourist's budget is spent or committed before they even leave home.

Travelers research and book travel online more than any other method. They go online for every part of their vacation, from the aspirational stage, to logistics and itinerary planning, to on-the-go research while they're there. That's why Discover Lehigh Valley puts so much focus on our web platforms, from mobile to desktop, social media, and, of course, the #1 website dedicated to tourism in Lehigh Valley, DiscoverLehighValley.com.

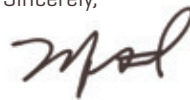
Our advertising, social media, and the must-read stories we place in the press promise a certain Lehigh Valley experience, and DiscoverLehighValley.com tells people how and where to get that experience.

And, we take that all one step further by creating advertising opportunities for businesses to further extend their reach and impact and get their message and brand out in front of more eyes and with more frequency, such as with our DLV-TV channel, digital newsletters, visitors guide, event sponsorships, and more.

Regardless of the medium, we use compelling words, photos, and videos ... we get people interested in visiting Lehigh Valley and coming to your business. Our new redesign of our responsive website and enhanced brand help us drive home authentic stories in a very visual style.

Inspiring people to experience Lehigh Valley. That's our goal, and that's what you can expect from our recommended advertising vehicles in promotion of tourism in Lehigh Valley.

Sincerely,



Michael Stershic, *President*

MARKETING & ADVERTISING

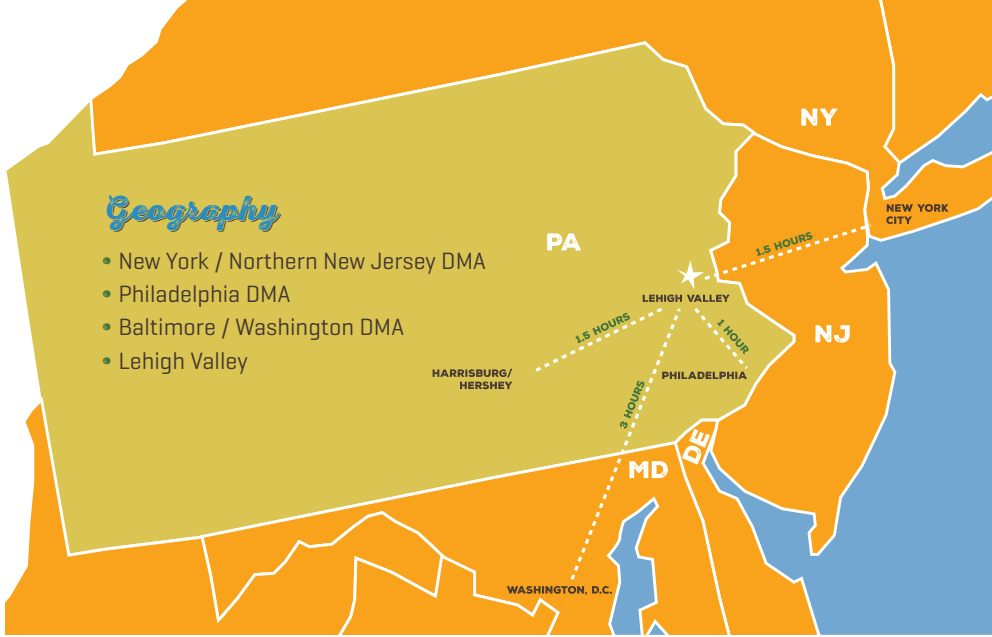


Our call-to-action, DiscoverLehighValley.com, is prominent in our messaging, including advertising and communications.

2017 - 18 Media Strategies

1. Portray Lehigh Valley as a convenient destination for a fun, uplifting experience that appeals to a wide range of personas.
2. Generate and distribute content that tells an overarching brand story, and enable and inspire visitors to supply the rest and share it.
3. Engage and rally local partners to support and benefit from marketing efforts.
4. Focus digital media on reaching the right audience in the right context, while employing a cross-device strategy.





Audience

• KEY DEMOGRAPHICS:

HHI \$100K+, college educated, adults 25+



• INTEREST TARGETING:

- » Travel
- » History
- » Romance
- » Sports
- » Art
- » Shopping
- » Family
- » Small towns
- » Culture
- » Epicurean experiences
- » Outdoor recreation





Media Selections

- **ONLINE**

- » Paid Search
- » Online Display [mobile, tablet, desktop]

- » Online Video [mobile, tablet, desktop]
- » Social Media Advertising:  

- **PRINT** [as budget permits]

- **OUTDOOR** [as budget permits]



COMMUNICATIONS

COMMUNICATIONS

COMMUNICATIONS



Good press **doesn't** just happen.

It takes a dedicated team of media relations professionals, content editors, videographers, and photographers. Discover Lehigh Valley interacts with the press—pitching stories, sending photos, hosting media, and inviting journalists to experience Lehigh Valley for themselves.

THE RESULT: powerful, third-party endorsements from trusted outlets. These stories get people thinking about Lehigh Valley. Some of them include a link to DiscoverLehighValley.com, and some inspire people to find the site as they research Lehigh Valley on their own.

2016 EARNED MEDIA

>> **800** earned media placements

>> **\$1 MILLION** in advertising value



SOCIAL MEDIA



What do we **do** on social media?

Improve impressions, inspire real-life actions, and drive traffic to **DiscoverLehighValley.com**. And, we're making fans and friends from all around and are recognized in the state as one of the top engaged destinations in PA!



Philadelphia
1,091,000+



Pocono Mountains
327,000+



Lehigh Valley
170,000+



Lancaster
160,000+



Valley Forge
94,000+



Pittsburgh
91,000+



Bucks County
88,000+



Laurel Highlands
69,000+



Over **95,000** visits to **DiscoverLehighValley.com** and **LehighValleyInSite.com** came from social media in fiscal year **2016 - 17**.

DISCOVERLEHIGHVALLEY.COM



As the region's official visitor website, **DiscoverLehighValley.com** is the premier online trip-planning resource for more than **1.1 million users** annually, both leisure and business.

TOP REASONS TO ADVERTISE ON DISCOVERLEHIGHVALLEY.COM

1. DiscoverLehighValley.com Web Visits:

DiscoverLehighValley.com's audience is growing. In 2015, DiscoverLehighValley.com topped 1 million visits.

[source Google Analytics]

2. DiscoverLehighValley.com Mobile Visits:

DiscoverLehighValley.com now boasts a fully responsive mobile website design.

MOBILE TRAFFIC GROWTH	%
2015 - 16	46.23%
2014 - 15	36.50%
2013 - 14	25.75%
2012 - 13	16.35%
2011 - 12	9.82%
2010 - 11	8.20%

3. DiscoverLehighValley.com Subscribers:

DiscoverLehighValley.com's email database contains 32,000+ engaged subscribers. Send your message to a prequalified database of readers.

4. Target:

DiscoverLehighValley.com's audience is in the same top geographies that you want to target.

1	Allentown - Bethlehem - Easton
2	Northern NJ / New York DMA
3	Washington, D.C. DMA
4	Philadelphia DMA
5	Baltimore DMA
6	Boston / Hartford CT DMA
7	Wilkes-Barre / Scranton DMA
8	Harrisburg - Lancaster - Lebanon - York DMA

[source Google Analytics]

5. Official Visitors Guide:

Discover Lehigh Valley Official Visitors Guide drives traffic to the site with 200,000 copies in distribution.

WEB ADVERTISING



Connect with this **engaged** audience through targeted and guaranteed exposure. Various banner ads and content opportunities allow you to expand your reach, showcase your business in a robust way, and **target** your audience and time frame.

FEATURED LISTINGS

Increase visitation to your business page on DiscoverLehighValley.com by positioning yourself as a leader to the most qualified audience on the site.

Our featured listings allow you to rotate in the premium listing tier on relevant category pages, driving more visitors to your door. No materials required.

FEATURED LISTING	PARTNER
Stand out from the crowd—put your company listing at the top of a category.	○ \$150
Featured Tab draws attention to these listings.	
DEADLINE: 15 th of the month prior to publish month.	

The screenshot shows a website interface with a search bar at the top. Below the search bar, there are three featured listings, each with a large image, a title, a region, and a 'Read More' link. The listings are:

- Lehigh Valley Zoo**: Region: Schnecksville
- ArtsQuest™ Center at SteelStacks™**: Region: Bethlehem
- Crayola Experience™**: Region: Easton

 Each listing also has a small 'FEATURED' badge in the top left corner of its image and a plus sign and location pin icon in the bottom right corner of its image.

SPONSORED CONTENT

Exclusive opportunity to be featured on our homepage and in our e-newsletter. This includes niche market homepages & niche market newsletters.

Value Add: At least one Facebook post or tweet will be dedicated to this content and links during the month of exposure. Only one available per month.

SPONSORED CONTENT		PARTNER
Showcase your business to visitors on the landing page of the chosen market & in a newsletter.		
Component 1: Homepage	<p>SPECS:</p> <p>Category: Leisure, Meetings, Group Tour, or Partner</p> <p>Image Size: 300x250 Pixels</p> <p>Format Accepted: .JPEG</p> <p>Title: 20 characters, including spaces</p> <p>Body: 120 characters, including spaces</p>	<p>○ \$450 - Leisure, Meetings, Groups, Partner section landing pages</p> <p>○ \$100 - Additional fee for DLV staff to write**</p>
Component 2: E-newsletter	<p>SPECS:</p> <p>Image Size: 670x220 Pixels high impact horizontal photo [no text]</p> <p>Format Accepted: .JPEG</p> <p>Title: 30 characters, including spaces</p> <p>Body: 240 characters, including spaces</p> <p>Link: Lives on DiscoverLehighValley.com in the Homepage Sponsor placement of the appropriate category.</p> <p>Supporting Materials: Please provide article* [for homepage link] with a max of 350 words, not written in first person, applicable links, and four high impact images to be considered for article post, 800x600 Pixels horizontal [2:3 ratio] for webpage; two images will be selected by DLV staff member.</p>	
DEADLINE: 15 th of the month prior to publish month.		

*DLV reserves the right to edit all submissions. **Should article be written by DLV staff member, please provide theme and talking points; your approval will be needed before distribution and live post.



MAKE A SPLASH.
Take to the rapids and travel down the Lehigh River with Picoon Whitewater, a sure bet for cool summer fun.
[View More >](#)



TOUR COVERED BRIDGES
Hop in the car & admire countryside views as you tour the seven covered bridges of Lehigh Valley.
[View More >](#)

RUN-OF-SITE BANNER AD	PARTNER
Be seen on nearly every content page of DiscoverLehighValley.com.	○ \$350/per month
<p>SPECS:</p> <p>Image Size: 300x250 Pixels</p> <p>Format Accepted: .JPEG</p> <p>Title: 20 characters, including spaces</p> <p>Body: 120 characters, including spaces</p> <p>Link: Please provide a link that tracks back to a place on your website.</p>	
DEADLINE: 15 th of the month prior to publish month.	



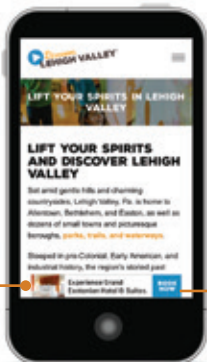
STEP BACK IN TIME.
From colonial Bethlehem to beautiful big cities, Lehigh Valley is a history buff's dream.
[View More >](#)



STEP BACK IN TIME.

ADDITIONAL SAVINGS	
3-MONTH CONSECUTIVE BUY (15% SAVINGS)	6-MONTH CONSECUTIVE BUY (25% SAVINGS)
○ \$890	○ \$1,575

MOBILE BANNER	PARTNER
Give “ready-to-spend” visitors one-click mobile access to your business now.	○ \$350/per month
<p>SPECS:</p> <p>Image Size: 70x50 Pixels</p> <p>Format Accepted: .JPEG</p> <p>Copy: 45 characters, including spaces</p> <p>Call-to-Action: 10 characters total (First line contains 5 characters, including spaces. Second line contains 5 characters, including spaces.)</p> <p>Link: Please provide a link that tracks back to a place on your website.</p>	
DEADLINE: 15 th of the month prior to publish month.	



Experience Grand Eastonian Hotel & Suites.

BOOK NOW

ADDITIONAL SAVINGS	
3-MONTH CONSECUTIVE BUY (15% SAVINGS)	6-MONTH CONSECUTIVE BUY (25% SAVINGS)
○ \$890	○ \$1,575

SPOTLIGHT TEXT LINK AD	PARTNER
<p>SPECS:</p> <p>Image Size: 260x146 Pixels</p> <p>Format Accepted: .JPEG</p> <p>Title: 25 characters, including spaces</p> <p>Body: 140 characters, including spaces</p> <p>Link: Please provide a link that tracks back to a place on your website.</p>	<p>○ \$250/per month</p>
<p>DEADLINE: 15th of the month prior to publish month.</p>	



Get cultured. Catch a show, head to a local museum, or try your hand in a class.



Lift Your Spirits. From family fun to tasty libations, there's always more to discover in Lehigh Valley.

ADDITIONAL SAVINGS	
<p>3-MONTH CONSECUTIVE BUY (15% SAVINGS)</p>	<p>6-MONTH CONSECUTIVE BUY (25% SAVINGS)</p>
<p>○ \$635</p>	<p>○ \$1,125</p>

PUSH DOWN ADVERTISEMENT	PARTNER
<p>Premium branding on specific pages. Preview area [970px wide by 90px tall] displays at the top of the page with the option to expand for more info. When expanded, the image area becomes 970px wide by 415px tall. This is the SAME image, just expanded to full view.</p>	<p>○ \$600 – Homepage, Blog, Restaurants, Things to Do, Events, Hotels</p> <p>○ \$500 – Meetings, Sports, Groups, Trip Planning, About Lehigh Valley</p>
<p>SPECS:</p> <p>Image Size: ONE engaging picture, 970x415 Pixels* [Preview Image displays at 970x90 Pixels]</p> <p>Format Accepted: .JPEG</p> <p>Preview Title & Button: 25 characters max, including spaces, to title the image / experience. DLV will format to be left aligned within the top 90px preview area. Select one of the following: * Learn More Click Here Read More Book Here. DLV will format to be right aligned and serve as call to action within the top 90px preview area.</p> <p>Caption: 50 characters max, including spaces, to be used as caption or tagline in the bottom left of the photo within the 415px expanded area.</p> <p>*No words are to be submitted on top of the image. DLV will place these on the image.</p>	<p>DEADLINE: 15th of the month prior to publish month.</p>



PREVIEW AREA, with preview title & button



EXPANDED VIEW, with caption or tagline

& NEWSLETTERS



Capture an **already** engaged audience.

Fans of Lehigh Valley receive an email each month detailing hot happenings and customizable subjects, such as family-friendly activities, ale trail, golf, etc. Opportunities to further segment and target your ads are available for meetings, motorcoach travel, and more. Complete database: **33,500** [size varies based on the distribution selected].



LEISURE | PUBLISHED MONTHLY

Promote your business with our digital eblast highlighting what's happening in Lehigh Valley to **31,000+** consumers each month. Deadline to participate: **15TH** of the month prior to publish month.

PARTNER | PUBLISHED MONTHLY

Reach nearly **1,200** Lehigh Valley business executives with *SnapShot*, our digital round-up of Lehigh Valley partner news and Discover Lehigh Valley's highlights. Deadline to participate: **20TH** of the month prior to publish month.

MEETINGS | PUBLISHED JULY, SEPTEMBER, NOVEMBER, JANUARY, MARCH, MAY

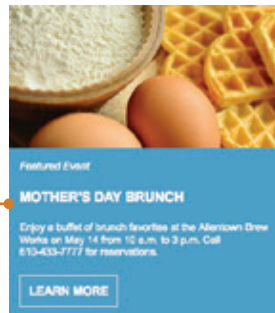
Connect with **300+** meeting planners responsible for planning meetings and events in the Northeast, including Lehigh Valley. Deadline to participate: **1ST** of the month of publish.

GROUP TOUR | PUBLISHED AUGUST, OCTOBER, DECEMBER, FEBRUARY, APRIL, JUNE

Influence more than **240** group leaders to bring their next motorcoach tour and excursion to Lehigh Valley. Deadline to participate: **1ST** of the month of publish.

E-NEWSLETTER ADVERTISING		PARTNER
Display Ad	Be one of six advertisers each month, per each of our newsletters, with a reach that matches the distribution of the audience selected.	○ \$100/per month
SPECS: Ad Size: 216x170 Pixels Format Accepted: .JPEG		
Featured Deal / Event Ad	Only one featured deal and event per month! Exclusive opportunity to have your deal or event featured in our newsletter with a reach that matches the distribution of the audience selected.	○ \$150/per month
SPECS: Image Size: 328x170 Pixels high impact horizontal photo [no text] Format Accepted: .JPEG Headline: 30 characters, including spaces Teaser Deal Copy: 130 characters, including spaces [must include percentage of savings for deals or event details]* Link: Please provide a link that tracks back to a place on your website where details, how to book, disclaimer info is provided, etc.		
DEADLINES: See page left for deadline information per e-newsletter category.		

*Discover Lehigh Valley reserves the right to reject your offer if no information on your site can be found or percentage off is not clearly stated.



FEATURED EVENT EXAMPLE

TV ADVERTISING



Your channel for "where to go" & "what to do" in Lehigh Valley.

Airs on 189 on RCN, both 189 and 49 on Service Electric Cable TV and rotates between 13 and 113 on Blue Ridge Cable. Seen in more than 300,000 households and more than 70 hotels and B&Bs locally,

with a monthly viewership in excess of 600,000. Commercials / Bulletins see an average of 48 spots per day, 1,440 per month. Think about what that costs for regional cable?

TV ADVERTISING		PARTNER
Supplied Commercials	15-sec. commercial	○ \$100/per month
	30-sec. commercial	○ \$175/per month
	SPECS: Format Accepted: .mp4 format	
Formatted Static Commercial with Voiceover	<p>SPECS:</p> <p>Image Size: One image [720x480 Pixels]</p> <p>Format Accepted: .JPEG or .PDF format</p> <p>Static Banner: 30 characters</p> <p>Voiceover: 70-word script</p> <p>Voice: Option to select male / female</p>	<p>○ \$250/per month</p> <p>○ \$150/per month for pickup of creative</p>
DEADLINE: 15 th of the month prior to advertising.		

*Includes creation with supplied materials & single month run.



	ADDITIONAL SAVINGS	
	3-MONTH CONSECUTIVE BUY (15% SAVINGS)	6-MONTH CONSECUTIVE BUY (25% SAVINGS)
15-sec. spot	○ \$255	○ \$450
30-sec. spot	○ \$445	○ \$785





@LehighValleyPA

Discover Lehigh Valley

#LIFTYOURSPIRITSDLV

Pennsylvania
pursue your happiness[®]

840 Hamilton Street, Suite 200
Allentown, PA 18101

DiscoverLehighValley.com

o: 610-882-9200, f: 610-882-0343