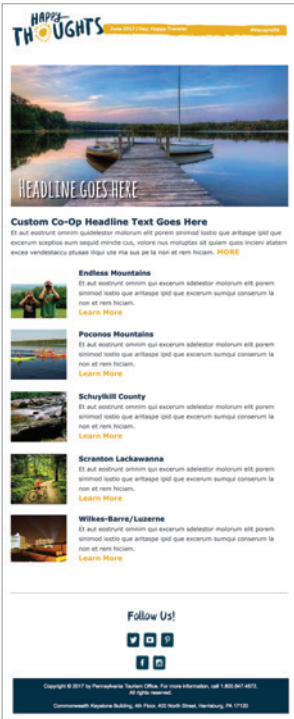


PA HAPPY THOUGHT EMAIL

DISCOVER LEHIGH VALLEY CO-OP



Reach more than **160,000 opt-in subscribers.**



This Custom Email is sent out to visitPA.com's database in a branded template. Users respond incredibly well to this single focused message, and these diversified options allow you to tailor your approach.

Simply submit photo, headline, body copy and your desired call to action and we'll have the email built and blast out by the state tourism office to the entire visitPA database of 160,000-plus opt-in subscribers.

HAPPY THOUGHTS REACH	
Opt-in Subscribers	160,000+
Average Click-Through Rate	15%

DEADLINES
OCTOBER 15, 2017 Publish Date: November 15, 2017
APRIL 21, 2018 Publish Date: May 21, 2018

DISCOVER LEHIGH VALLEY ADVERTISING CO-OP		
AD SIZE	SPECS	PARTNER RATE
Featured Partners ONLY 6 SPOTS AVAILABLE!	Header: 30 characters (including spaces) Subhead: 20 characters (including spaces) Body: 300 characters (including spaces) Photo: 180px x 130px Format: .jpg Includes: Url	\$1,050

To reserve, contact Dan Ginter at dan@DiscoverLehighValley.com or call 610-882-9200.