

# LIFT YOUR Spirits Discover LEHIGH VALLEY®

## Tourism Partner Levels

BENEFIT	FOUNDATION	PRESENTING	AMBASSADOR
Run of Site Website Banner	● [3 months]		
Spotlight Website Advertising	● [3 months]	● [1 month]	
Mobile Device Exclusive Ad	● [2 months]		
Event Sponsorship [2 tickets, each]	●	●	●
Event Sponsorship [logo recognition]	●	●	
DLV-TV Commercial	● [12 months]	● [6 months]	● [3 months]
DLV-TV Mention [12 months]	●	●	
Leisure eNewsletter Featured Deal / Event	● [3 months]	● [1 month]	
Visitors Guide & Annual Report	●	●	●
Website / Listing Detail Page [12 months]	●	●	●
Blog Post	●	●	●
Rack Card Distribution	●	●	●
<b>COST:</b>	<b>\$5,000</b> [VALUED \$6,285] 21% SAVINGS	<b>\$2,500</b> [VALUED \$3,225] 22% SAVINGS	<b>\$1,000</b> [VALUED \$1,185] 16% SAVINGS

# Tourism Partner Level Descriptions

## WEBSITE BANNER ADVERTISING |

DiscoverLehighValley.com is the first stop for visitors looking for Lehigh Valley information on hotels, restaurants, attractions, events, and other activities. Whether it's a place to get away, grab a bite to eat or drink, the need for a meeting or sports venue, or group-friendly attractions, DiscoverLehighValley.com bundles it all together for an authentic Lehigh Valley experience. In addition, the site is used heavily by locals for living, working, and playing around the region.

### RUN OF SITE

VALUE...\$890 FOR 3 MONTHS

A form of native advertising, ads are made to look like content and appear on every page of DiscoverLehighValley.com, including mobile and tablet users.

### SPOTLIGHT ADVERTISING

VALUE...\$250 PER MONTH OR \$635 FOR 3 MONTHS

A form of native advertising, ads are made to look like content and appear on content pages of the site, including mobile and tablet users.

### MOBILE DEVICE EXCLUSIVE AD

VALUE...\$350 PER MONTH OR \$890 FOR 3 MONTHS

Premium placement for all mobile users of DiscoverLehighValley.com. Appears on the landing page of any DiscoverLehighValley.com page and scrolls with user.

## EVENT SPONSORSHIP | VALUE...SPONSOR & 2 TICKETS FOR EACH EVENT VALUED AT \$1,100

Sponsor Discover Lehigh Valley's annual events with brand recognition on all promotional materials and tickets to attend.

The Annual Meeting celebrates partners, the state of Lehigh Valley tourism, and those who have made a significant contribution to the tourism industry as a whole by recognizing the recipients of the Partnership, Zenith, and Tourism awards. The night highlights accomplishments of the DLV team and often includes a speaker or themed event over dinner.

Tourism Marketing Day features educational sessions on a variety of topics affecting tourism, including best practices, trends in consumer behavior, and a look ahead to next fiscal year.

## LEISURE NEWSLETTER FEATURED DEAL OR EVENT |

VALUE...\$150 PER MONTH

Capture an already engaged audience. Fans of Lehigh Valley receive an email each month detailing hot happenings and

customizable subjects, such as holiday events and culture or family-friendly. Only one featured deal or event per month! Exclusive opportunity to have your deal or event featured in our newsletter.

## VISITOR GUIDE & ANNUAL REPORT HIGHLIGHT |

VALUE...\$275

The "Discover Lehigh Valley Official Visitors Guide" is the signature, collateral piece that navigates visitors and residents through Lehigh Valley. Highlight will be in the Corporate Sponsors section, with a print circulation of 200,000 and digital impressions to exceed 12,000. The Annual Report recognizes Corporate Sponsors.

In addition, if applicable, this covers the partner listing in the respective section of the Visitors Guide.

## DLV-TV CHANNEL | VALUE...\$445 FOR 3 MONTHS; \$785 FOR 6 MONTHS; & MENTION VALUE \$300

Your channel for "where to go" and "what to do" in Lehigh Valley. Aired 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 300,000+ households and 70+ hotels and B&Bs locally with a monthly viewership in excess of 600,000. Commercials see an average of 48 spots per day, 1,440 per month. Mentions to be on a logo slide.

## WEBSITE / LISTING DETAIL PAGE | VALUE...\$365

A formatted web page on DiscoverLehighValley.com, which includes a profile of your business (with up to 600 words of copy, six photos, and logo), links to your website, social media outlets and coupons, special promotions, and events with links, if applicable.

## EXCLUSIVE & INCLUDED FOR ALL PARTNERS

### BLOG POST

Dedicated blog post written by Discover Lehigh Valley and published on LehighValleyInSite.com.

### RACK CARD DISTRIBUTION

Rack card-sized brochure distribution in more than 70 locations throughout Lehigh Valley.