

Advertising Rates and Information

2016 Official
Hershey Harrisburg
Regional Travel Guide



Inspire Travelers to Visit Your Business



Hershey Harrisburg
Regional Visitors Bureau

Visit
**HERSHEY &
HARRISBURG**

visithersheyharrisburg.org

About the Travel Guide

Guide requests
received from
around the
world!

Why Advertise?

We're the *ONLY* guide that reaches visitors before they come to the area and helps them decide where to stay, eat, shop, explore and be entertained. Presenting engaging stories, special events, listings and more, the Hershey Harrisburg Regional Travel Guide is a valuable planning resource for our guests.

- Reach general visitors, website users, event & meeting attendees, information centers, tour & travel planners, AAA and travel professionals
- 375,000 guides produced (extended readership with digital-online version)
- In 2014, a total of 11,486 guides were mailed. Distribution included all 50 states, Puerto Rico, and Canada.
- Over 10 million people visiting the Hershey Harrisburg region annually spending approximately **\$2.33 Billion***

*Source: From most recent tourism economics on behalf of the PA Tourism Office.

Travel Guide Distribution

Available in high-traffic locations, such as Harrisburg's Downtown Improvement District Visitors Center, all 14 official Visit Pennsylvania Welcome Centers, Harrisburg International Airport, AAA offices, tradeshow and sporting events.

Additional Distribution

- Over 200 high-traffic locations in the Dutch/Brandywine regions including attractions and various hotels
- Inserted into thousands of welcome bags for groups, meetings and events, and motorcoach tours

Turnpike Plazas, Rest Areas, and Welcome Centers

- 22 locations which include:
 - Allentown
 - Valley Forge
 - King of Prussia
 - Chester
 - Bedford
 - Cumberland Valley
 - Oakmont
 - Luzerne
 - Bucks

High Volume Local Distribution

- The National Civil War Museum
- U.S. Army Heritage and Education Center
- Hilton Harrisburg
- Hollywood Casino at Penn National Race Course
- The Hershey Story, The Museum On Chocolate Avenue
- Amtrak® – Harrisburg Station
- Tröegs Brewery
- Harrisburg International Airport
- The PA Farm Show Complex & Expo Center
- Downtown Improvement District Visitor Center
- Other area Partner hotels and attractions



Advertising Options

Visitors to the Hershey Harrisburg Region outnumber the local population 20 to 1.

Option 1 – Display Advertising *Plus Upgraded Directory Listing & Coupon Offer Insertion



HHRVB Partners who purchase a **Display Ad** will receive an **Upgraded Directory Listing** and **Coupon Offer Insertion** at **no additional cost**.

Non-Partners can place a Display Ad only, however, by becoming a Partner, you'll receive a significant discount and can also take advantage of the FREE Upgraded Directory Listing and Coupon Offer Insertion.

Option 2 – Upgraded Directory Listing *Plus Coupon Offer Insertion (Available to HHRVB Partners only)

Increase your visibility and enhance your business listing by upgrading your complimentary Standard Directory Listing and **get noticed!** This includes a 50-word description, photo and amenity icons. This option also includes a Coupon Offer Insertion with a maximum of 40 words (includes discount offer and contact information on the back and your logo on the front of the Coupon).



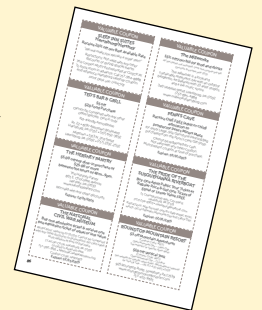
*Option 2 is FREE to Partners purchasing a Display Ad. Partners not purchasing a Display Ad, who still wish to have an Upgraded Directory Listing with Coupon Offer Insertion may purchase one for \$900.

Option 3 – Coupon Offer Insertion (Available to HHRVB Partners only)



Adding a Coupon Offer Insertion is an affordable and effective way to promote your product or service to travelers with an interest in your destination. Includes a maximum of 40 words (includes discount offer and contact information on the back and your logo on the front of the Coupon).

*Option 3 is FREE to Partners purchasing a Display Ad. Partners not purchasing a Display Ad, who still wish to have a Coupon Offer Insertion may purchase one for \$300.



Option 4 – Additional Category Directory Listings (Available to HHRVB Partners only)



HHRVB partners receive a 25-word listing with their standard directory listing which includes one main category that best suits their business or service. Any directory listing must have the same description or duplication of information in all the same categories if purchased separately. Partners who have purchased an Upgrading Directory Listing also qualify to purchase Additional Category Directory Listings. Please note that the Additional Listing can not be in the same Category as the Upgraded and you must provide two different Listings, one 25-word and one 50-word description.

*Additional Category Directory Listings may be purchased at the rate of \$250 each Listing.

2016 Hershey Harrisburg Regional Travel Guide Advertising Deadlines, Specs & Rates

Reserve your spot today by completing the form on the next page.

EARLY BIRD SAVINGS!

**Purchase your Ad BEFORE
8/7/2015 and SAVE 25%**

ADVERTISING DEADLINES

**Ad Reservation Deadline: 8/28/2015
Artwork Deadline: 9/11/2015**

	Placement	Size	Partner Rates (On or before 8/7/15)	Partner Rates (After 8/7/15)	Added Partner Value	Non-Partner Rates
Option 1	1/4 page	2.75" w x 4.5" h	\$2,945	\$3,975	Included with your Display Ad purchase: Upgraded Directory Listing Coupon Offer Insertion	\$5,250
	1/2 Page	5.75" w x 4.5" h	\$4,796	\$6,225		\$7,950
	Full Page	7" w x 10.25" h	\$7,682	\$9,950		\$12,550
	Back Cover	7" w x 10.25" h	\$10,724	\$13,825		\$16,750
	Inside Front Cover	7" w x 10.25" h	\$9,496	\$12,350		\$15,950
	Inside Back Cover	7" w x 10.25" h	\$9,496	\$12,350		\$15,950
	2 Page Spread	13.75" w x 10.25" h	\$14,780	\$19,000		\$25,750
Option 2	Upgraded Directory Listing + Coupon Offer Insertion <ul style="list-style-type: none"> Listing includes name, address, phone, 800#, website and a 50-word description with a photo and amenity icons. Coupon includes a maximum of 40 words (includes discount offer and contact information on the back and your logo on the front of the Coupon). 				\$900 <i>(for any HHRVB Partner who does not reserve a Display Ad)</i>	N/A
Option 3	Coupon Offer Insertion – Only <ul style="list-style-type: none"> Includes a maximum of 40 words (includes discount offer and contact information on the back and your logo on the front of the Coupon). 				\$300 <i>(for HHRVB Partners who do not reserve a Display Ad or Upgraded Directory Listing)</i>	N/A
Option 4	Additional Category Directory Listings <ul style="list-style-type: none"> Includes a maximum of 25 words with address, phone and website. One Standard Directory Listing is complimentary, a maximum of two additional listings may be purchased, but content must remain the same. 				\$250 each (maximum of two) <i>(for any HHRVB Partner who wishes to have their Standard Directory Listing under multiple categories)</i>	N/A

In order to receive a partnership discount you must be a paid 2015 partner by 7/31.

Display Advertising: Advertising Specs

Listings and Coupons

All copy will be reproduced exactly as provided. Include a 300 dpi photo and/or logo that best represents your business. Please check spelling and use punctuation, capitalization, and abbreviation only as you would like it to appear in the final ad.

FTP Transfer

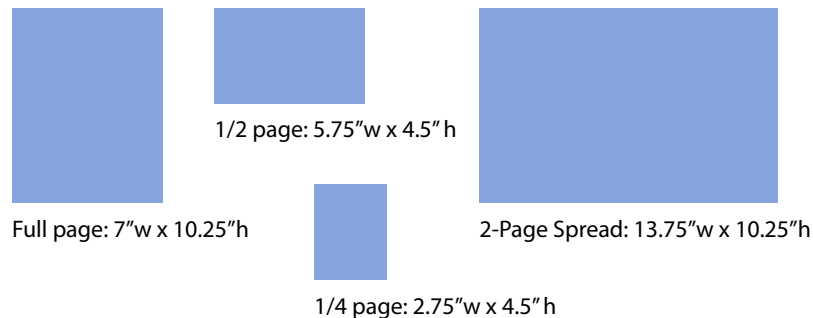
You can easily submit your ads to Graphtech online via our FTP service. Visit www.thinkgraphtech.com, click the FTP button on the top right of the screen, and follow the on-screen instructions.

Ad Submission Requirements

Ad materials are to be submitted in EPS or PDF format, 300 dpi, CMYK only, no color profiles.

Adherence to the following guidelines in PDF file preparation will aid in successful file conversion:

- Create ad layouts in a professional desktop publishing program such as Adobe InDesign®, Photoshop® or QuarkXPress™.
- Color: Define all colors as Grayscale or CMYK process.



- Fonts: Include all fonts used, or convert text to outlines.
- Images: Must be SWOP-compliant with a minimum resolution of 300 dpi. All high-resolution images and fonts must be included. Do not nest EPS files within other EPS files. Save images in TIFF or EPS format, with no embedded color management profiles.
- Crop marks should be included in the file but kept outside the "live" area. Bleed must extend 1/8" beyond trim. Keep live matter 3/8" from trim edge.
- Non-adherence to the preferred format may necessitate production fees. Graphtech is not responsible for making corrections to supplied files.

2016 Hershey Harrisburg Regional Travel Guide Contract Form



For the third consecutive year, all ad sales, design, and printing of the Hershey Harrisburg Regional Travel Guide are handled by Graphtech through a partnership with the Hershey Harrisburg Regional Visitors Bureau. For 30 years, Graphtech has been making sure their customers' message is heard. They tailor the right combination of their services to provide solutions that are as unique as their customers' needs. They are committed to being Central Pennsylvania's most effective message provider by offering genuine, dynamic solutions.

Please complete the form and fax to 717.238.3081 or email to Jen Smith at jen@thinkgraphtech.com or Kristen Bergmaier at Kristen@thinkgraphtech.com

Contact Information

Select here if you are a current Partner of HHRVB.

Contact Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

Payment Information

Payment must be paid in full before Guide is published

Check enclosed (payable to Graphtech) Please invoice me
 Please charge to my credit card: Visa MC Discover Amex

Credit Card Number _____

CIV# _____ Exp. Date _____

Print Name on Card _____

Signature _____

Advertising Information

General Amenity Icons: (please check all that apply)

<input type="checkbox"/> Handicap Accessible	<input type="checkbox"/> Indoor Pool	<input type="checkbox"/> Outdoor Pool
<input type="checkbox"/> Lounge	<input type="checkbox"/> On-Site Restaurant	<input type="checkbox"/> Electronic Game Room
<input type="checkbox"/> Free Parking	<input type="checkbox"/> Free Internet/WIFI	<input type="checkbox"/> Free Breakfast
<input type="checkbox"/> Pet Friendly		
<i>Restaurants</i>		<i>Attractions</i>
<input type="checkbox"/> Casual Dining	<input type="checkbox"/> Family	<input type="checkbox"/> Admission Charge
<input type="checkbox"/> Coffee/Café	<input type="checkbox"/> Fine Dining	<input type="checkbox"/> Seasonal
<input type="checkbox"/> BYOB	<input type="checkbox"/> Bakery	

File Submission:

I plan to upload my files to the FTP site
 I plan to email my files before the deadline

Advertising Information (continued)

Option 1: Display Advertising (please use ad rates from page 4)

<input type="checkbox"/> 1/4 Page	\$ _____
<input type="checkbox"/> 1/2 Page (Horizontal)	\$ _____
<input type="checkbox"/> Full Page	\$ _____
<input type="checkbox"/> Back Cover	\$ _____
<input type="checkbox"/> Inside Front Cover	\$ _____
<input type="checkbox"/> Inside Back Cover	\$ _____
<input type="checkbox"/> Two Page Spread	\$ _____

Option 2: Upgraded Directory Listing

Yes, I want an Upgraded Directory Listing (Included with purchase of a Display Ad) \$ _____
 FREE \$900

Option 3: Coupon Offer Insertion

Yes, I want a Coupon Offer Insertion (Included with purchase of a Display Ad or an Upgraded Directory Listing) \$ _____
 FREE \$300

Option 4: Additional Category Directory Listings

Yes, I want an Additional Category Directory Listing(s) \$ _____
 (Includes a maximum of 25 words with address, phone and website. One Standard Directory Listing is complimentary, a maximum of two additional listings may be purchased) # _____ x \$250

Categories:

<input type="checkbox"/> Dining	<input type="checkbox"/> Hershey Area	<input type="checkbox"/> Walk, Talk & Guided Tours
<input type="checkbox"/> Around The Region	<input type="checkbox"/> Café	<input type="checkbox"/> Breweries & Wineries
<input type="checkbox"/> Downtown Harrisburg	<input type="checkbox"/> Leisure – What To Do	<input type="checkbox"/> Entertainment/Night Life
<input type="checkbox"/> Family Fun	<input type="checkbox"/> Shopping	<input type="checkbox"/> Museums & History
<input type="checkbox"/> Farmers Market	<input type="checkbox"/> Spa	<input type="checkbox"/> Outdoors & Golf
<input type="checkbox"/> Antiques & Specialty Shops	<input type="checkbox"/> Information Resources	<input type="checkbox"/> Business & Meeting Services
<input type="checkbox"/> Visitor Info. Services	<input type="checkbox"/> Dog Daycare	<input type="checkbox"/> Art & Culture
<input type="checkbox"/> Visitor Conveniences	<input type="checkbox"/> Wine and Spirits	<input type="checkbox"/> Theatre
<input type="checkbox"/> Convenience Stores	<input type="checkbox"/> Grocery Stores	<input type="checkbox"/> Community Partners
		<input type="checkbox"/> Special Event Venues
		<input type="checkbox"/> Stadiums & Sports Complexes
		<input type="checkbox"/> Transportation & Tour Services

TOTAL \$ _____

Contact

Questions/Ad Sales: Contact Jen Smith at 717.238.5751 x124 or jen@thinkgraphtech.com or Kristen Bergmaier at 717.238.5751 x 126 or kristen@thinkgraphtech.com with any questions.

Partnership Inquiries: Contact Justin Martsolf at 717.231.2986 or justin@hersheyharrisburg.org with any questions.