

2017 Laurel Highlands Marketing Opportunities

BASIC MARKETING PACKAGE **\$195**
Includes one (1) single category listing in the 2018 Laurel Highlands Destination Guide and a full webpage with copy, photos, links and Google mapping on www.laurelhighlands.org

WEBSITE ADVERTISING **varied**
See attached for various advertising placement opportunities on the official regional tourism website, www.laurelhighlands.org/webads

2018 DESTINATION GUIDE AD RATES
The premier tourism publication for the Laurel Highlands region with a publication print and distribution of 175,000 copies.

1/8 Page (or photo ad)	\$995
1/6 Page (Lodging)	\$1,250
¼ Page	\$1,500
½ Page	\$2,800
Full Page	\$5,500
Inside Cover	\$6,200
Inside Back Cover	\$6,200
NEW Back Cover	\$10,000
NEW 2 Page Spread	\$10,500
Map Ad	\$395
Coupon Ad	\$255
Event Listing	\$75
Additional Listing	\$150

SUMMER FUN COUPON BOOK **\$100**
One of the LHVB's most popular marketing opportunities allows you to entice summer visitors to your door with a special coupon offer. Print and Distribution of 25,000

NEW SEASONAL CALENDAR SPOTLIGHT
One of LHVB's most in demand printed pieces; our 4-color seasonal newsletter is used in fulfillment and is placed in 84 regional brochure racks. Print and Distribution 16,000 each season. 1/16 page enhanced event listing with photo and 15 words of copy. We format for you.

Spring	\$295
Summer	\$295
Fall	\$295
Winter	\$295

NEW E-NEWSLETTER AD
Spotlight your business in the LHVB's seasonal e-newsletter that reaches a current database of 30,000 subscribers. These are qualified subscribers interested in the region. Space will be limited.

Spring	\$495/\$595
Summer	\$495/\$595
Fall	\$495/\$595
Winter	\$495/\$595

NEW WCNS RADIO SEGMENT ADVERTISER
Hosted by LHVB's own British gabber, Louise Bates, be a part of our monthly radio program. As our sole radio segment advertiser you'll receive 3 online mini commercials during the 30 minute taping. In addition, you will featured in promos leading up to the week, plus social media tags.

Monthly \$50

BROCHURE DISTRIBUTION
Allow the LHVB to showcase your business in multiple locations. Your brochure will be mailed to six (6) PA Welcome Centers that feed into our region. In addition, your brochure will be placed in all our 84 regional rack locations in Fayette, Somerset, Westmoreland, Indiana and Cambria counties.

July 1, 2017-June 30, 2018 - \$1,000

NEW LHVB NEWSLETTER INSERT
Get your message out to LHVB's 750+ newsletter recipients. We'll insert your 8 ½ X 11 flyer during the season of your choice. Pick one, or all, and we will help you share with your fellow tourism-related business professionals, legislators, and local officials. Printed flyer must be provided to the LHVB.

Spring	\$100
Summer	\$100
Fall	\$100
Winter	\$100

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CO-OP ADVERTISING OPPORTUNITIES

The LHVB has buying power and is able to offer to you the opportunity to enter into co-op opportunities at a discounted rate for publications you would normally pay much higher rates in which to be featured. You become part of the Laurel Highlands message. Some opportunities provide for your brochure to be part of the fulfillment from magazine requests. For further details on the scope of these seasonal opportunities contact Ann Nemanic anemanic@laurelhighlands.org or Louise Bates lbates@laurelhighlands.org. The rates provided here are for budgetary purposes.

- NEW WINTER CO-OP** **\$495**
Print
Markets: DC & Surrounding Bedroom Communities
- NEW HOLIDAY HAPPENINGS** **\$150**
Tribune Review "Ticket"
- SUMMER CO-OP** **\$495**
Print, Brochure Fulfillment & AAA Offices
Markets: OH, WV, PA
- FALL CO-OP** **\$495**
Print, Brochure Fulfillment & AAA Offices
Markets: OH, WV, PA
- FALL "FESTIVAL" CO-OP** **\$495**
7 Newspapers
Markets: PA, MD, WV

CO-OP MAGAZINE AD OPPORTUNITIES

The LHVB has dedicated staff that 'work' specific markets on behalf of the region. These include small market meetings, bridal and group tour travel. We have selected publications in 2017 to showcase the region and are offering co-op advertising to those wish to target a niche.

- WHIRL MAGAZINE (Bridal Feature)**
This Pittsburgh magazine is one that gets read cover to cover. Be a part of our ad showcasing the Laurel Highlands as a Wedding Destination. **\$495**
- GROUP TOUR MAGAZINE (History & Heritage)**
This publication is sent to Group Tour Operators all across the US. We've picked the History & Heritage issue to highlight the tourism assets of the Laurel Highlands. **\$295**
- PA's TRAVEL GUIDE "Happy Traveler"**
We've secured the inside 1st page of the 2017 Travel Guide. Be a part of this co-op opportunity. Limit to three (3) participants. 150,000 copies printed/circulated **\$1,000**

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CONSUMER SHOWS

Allow the LHVB staff to take your show on the road as they exhibit in Consumer Shows near and far. We distribute your brochures for you and provide that personal, informative LIVE person to engage in conversation with the public. It's a priceless opportunity. Pick your market and we'll do the work for you. We do Bridal, General Leisure Travel, Outdoor Recreation, Home School Student Travel & Group Travel Shows.

- BRIDAL SHOWS (\$100 per show)**
 - Cavanaugh's 2-Day (Pittsburgh)
 - The Bridal Experience (Aliquippa)
 - Cavanaugh's Westmoreland (Greensburg)
 - Pittsburgh Bridal Showcase (D.L. Lawrence)

- GENERAL LEISURE/OUTDOOR (\$150 per show)**
 - Washington DC Travel & Adventure Show
 - Tri-County Outdoor (D.L. Lawrence Con. Ctr)
 - AAA Great Vacations Expo (Columbus)
 - Great American Outdoor Show (Harrisburg)
 - Allegheny Sport & Travel (Monroeville)
 - Pittsburgh Auto Show (D.L. Lawrence Con. Ctr)
 - Toronto Outdoor Adventure Show
 - Pittsburgh Home & Garden (D.L. Lawrence)
 - Philadelphia Travel & Adventure Show
 - America's Largest RV Show (Hershey)

- HOME SCHOOL STUDENT (\$100 per show)**
 - Ohio Christian Home School Show
 - Pennsylvania Christian Home School Show

- GROUP TRAVEL SHOW (\$100 per show)**
 - Great Day! Tour Travel Show
 - AAA East Central Travel Show

Several of the Laurel Highlands Visitors Bureau marketing opportunities in 2017 are limited due to space. If you wish, feel free to check the opportunities you would like to participate in and we will HOLD YOUR SPACE until you receive notice of your grant request. At that time we will issue a contract for you to complete and return.

Name _____

Signature _____

Date _____

Business Name _____

Phone # _____

Email _____