

Advertising Kit 2026



DISCOVER
Lancaster



DISCOVER *Lancaster*

AT A GLANCE

WEB SESSIONS: 3.91M

63% of website visitors arrive via organic search because they are looking for things to do in Lancaster County.



REACH (2024) 3M+ | QUALIFIED LEISURE VISITORS

WEBSITE DEMOGRAPHIC

Gender	Higher Education	\$100k+ Income	Average Age
65% Female 35% Male	55%	35%	49.2 Years Old

TOURISM NUMBERS IN 2024

10.2 MILLION Annual Visitors *2.7% increase from 2023	\$2.7 BILLION Direct Annual Visitor Spending *4.2% increase from 2023	\$3.5 BILLION Total Economic Impact *10% increase from 2019
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TOP MARKETS

Philadelphia, New York, Harrisburg-Lancaster-Lebanon-York, Wilkes Barre-Scranton, Washington DC, Baltimore


VISITORS GUIDE

Guides Distributed 221,143	Key Distribution Points Travel Centers, mailed worldwide, and distributed locally
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ONLINE ADVERTISING - *DiscoverLancaster.com*


RECOMMENDED FOR YOU



**SUMMER VACATION IN
QUAINT AMISH
COUNTRY**

Located right in the center of the Village of Intercourse with the perfect combination of history, heritage and hospitality.


[book your room](#)



**THINGS TO DO IN
LANCASTER COUNTY
THIS JUNE**

School's out, Lancaster fun is in! Grab the kids and take a road trip to Lancaster County this June.


[details](#)



**CELEBRATE AMERICA!
AT PARADISE STATION**

Save the date for the most amazing community event with food trucks, games, concert and fireworks spectacular at Paradise Station!

[learn more here](#)



**INTERACTIVE ICE
CREAM FUN FOR ALL!**

Indulge in unlimited samples; create your own ice cream flavor; explore how ice cream is made through our hands-on exhibits

[plan your fun](#)


Homepage Feature - *\$1,300 per month selected*

- Large image, text, and link on the Discover Lancaster homepage
 - Limited to 4 partners per month alongside editorial content
-

**GET REVVED UP FOR THE KITCHEN
KETTLE VILLAGE RHUBARB FESTIVAL**

Celebrate spring at the 41st Annual Rhubarb Festival on May 16-17, 2025, featuring rhubarb-inspired dishes, lively entertainment, and family-friendly fun in the heart of Lancaster County.

[learn more](#)




Events Calendar Feature - *\$550 per month Jan.-Mar. \$750 per month April-Dec.*

- Large image, text, and link included on the Events Calendar page above the regular event listings
- Two spots available on a first-come first-served basis

ONLINE ADVERTISING CONTINUED - *DiscoverLancaster.com*


RECOMMENDED FOR YOU



NAMED BEST BOUTIQUE HISTORIC INN

Escape to The Inn at Leola Village – a romantic retreat, where historic charm and luxurious relaxation meet


[learn more](#)



EXPERIENCE LANCASTER'S ULTIMATE RESORT

Centrally located to many of Lancaster's top attractions, enjoy a family-friendly resort with pools, outdoor games, and amazing on-site restaurants.


[book your experience](#)



CHARMING FAMILY-FRIENDLY BOUTIQUE HOTEL

Gracious hospitality, amenities that fulfill your needs, a central location to fun all await you at Parkview Inn & Suites.

[book your stay](#)



QUAINT, QUIET COUNTRY LODGING

If you want a quiet place to rest after exploring the Amish countryside, Travelers Rest offers exceptional convenience and value.

[save 20%](#)

Priority Web Placement - \$475 per month selected Lodging & Things to Do, \$400 Amish Culture, \$250 Dining

- Each category page can have up to 10 featured priority web listings
- You may only buy a priority listing in your own category
- These are available on a first-come, first-served basis


Available Categories: Lodging, Things to do, Amish Culture, Dining

support

LANCASTER FARMLAND TRUST

Our farms, soil, water, and roots are protected for all. Lancaster Farmland Trust is a non-profit protecting farmland and water quality with your support. Join us in our fight to preserve what's special about Lancaster County. LFT is a national leader in farmland preservation – with more than 37,299 acres of farmland protected forever.

[learn more](#)



Things To Do this Month Blog Feature - \$1,300 per month selected **New!**

- There is a Things To Do Blog for each month of the year
- This spot is best utilized in promoting general or year-round business offerings, though event specific ads will be accepted, they are not recommended
- There is one spot available on first-come, first-served basis
- Ads for Q1 blog feature will be placed in November of the prior year, and run through October 31. Ads for Q2-4 content pieces will be placed in January and run through December 31.

Online policy- *If multiple flights are contracted, you may change out your message once each month. Digital placements start on the 1st of the month and end on the last day of the month.*

CONSUMER E-BLASTS

We will design the e-blast within our template – it will include a photo, your business name, text, and a link to your website. See examples and placement specs below.

These go out once a month on the 1st, and are sold on a first-come, first-served basis. With enough interest, there is a possibility of a 2nd e-blast sent on the 8th of the month. One lodging property per e-blast permitted.

DISCOVER Lancaster

Featured PARTNERS

Escape to Extraordinary Farmland Views

AMISHVIEW INN & SUITES



Experience the best of Lancaster County at AmishView Inn & Suites, a boutique hotel where breathtaking **farmland views meet modern comforts**. Our adult-only building offers a peaceful retreat, while our family-friendly building has options from double queen rooms to two-bedroom suites. Start your day with a complimentary hearty buffet breakfast featuring made-to-order eggs, then enjoy on-site activities like Amish buggy rides—or explore the many attractions just minutes away. After a day of discovery, unwind in our indoor pool. Whether you're planning a romantic escape or a family adventure, AmishView promises an unforgettable stay in the heart of Amish Country.

Book Your Stay

Exhilarating Adventures Make Unforgettable Experiences





Create family memories this summer like never before. Just 15 min. North of Lititz and 10 min. West of Ephrata, enjoy activities great for all ages. Zip on over and check out our 100 acre property and **unique experiences for the whole family!**

Make Family Memories



BUY ONE, GET ONE FREE!



\$3 OFF PER DINNER SHOW

Buy one soft pretzel, get another one free. Valid through 12/31/26

\$3 Off Each Regular Price Dinner & Show Ticket In Your Party.

Free Visitors Guide Coupons Events Calendar



DISCOVER LANCASTER

501 Greenfield Road, Lancaster, PA 17601, USA

DiscoverLancaster.com

Featured - \$1,300

One available per e-blast

600 x 300 px
100 words

CONSUMER E-BLASTS

Subscribers

108K

Click-to-open Rate

6.27%

Banner - \$700

Two available per e-blast

600 x 200 px
50 words

Sent on the 1st of the month

New!

Coupons - \$300

Two available per e-blast

300 x 200 px

Formatted with coupon or discount wording

*Layout subject to change

- 5 -

VISITORS GUIDE PRINT ADVERTISING

Enhanced Listing – \$495

- Listing consists of property information
- 50-word maximum description provided by partner

Enhanced Listing with Photo – \$995

- Listing consists of property information
- One Image
- 25-word maximum description provided by partner

Featured Ad – \$2,950

- Listing consists of property information
- First-come, first-served, and is limited to eight properties per category (Attractions, Shopping, Dining, Lodging)
- 100-word maximum description and one image provided by the partner
- Optional QR Code provided by partner

Main Topics Article Ad – \$3,450 New!

- First-come, first-served with 1 spot per topic available
- Banner call out
- Address and Phone Number
- 15-word maximum description
- One image

Available Topics: What's New, Region & Towns, Amish, Food & Beverage, History, Holiday, and Lancaster City

Visitors Guide Ad Specs - Listed on page 10.

DiscoverLancaster.com

LANCASTER COUNTY

Pennsylvania

WHAT'S NEW

There's always something to explore

EVENTS & Festivals

Plan your visit all around one of our many events

DUTCH WONDERLAND® FAMILY AMUSEMENT PARK M-10

2249 Lincoln Hwy E, Lancaster
866-FUNatD / DutchWonderland.com

Enjoy over 35 rides, attractions, and shows at Dutch Wonderland! Cool off in Duke's Lagoon water play area and make discoveries at Exploration Island, where discovery comes to life! Join us for an adventure on Merlin's Mayhem, the park's first suspended coaster. Dutch Wonderland is designed for families with young children in mind and offers a host of fun things to see and do. Since opening on May 20, 1963, Dutch Wonderland has consistently been recognized as a premier family amusement park and has been voted one of the Top 5 Best Kid's Parks in the World by Amusement Today magazine for the past 4 years in a row!

GETTYSBURG NATIONAL MILITARY PARK MUSEUM & VISITOR CENTER A-10

1195 Baltimore Pike, Gettysburg
877-574-2478 / GettysburgFoundation.org

Begin your visit here. Explore Gettysburg through exclusive experiences, tours, events and historic sites.

VOICED JOHN GWINE

See the film A New Birth of Freedom. Experience the Gettysburg Cyclorama. Explore the Gettysburg Museum of the American Civil War. Tour with a Licensed Battlefield Guide. Connect to battlefield stories through National Park Service Ranger programs. Journey to nearby historic sites and experiences.

Join the Friends of Gettysburg in support of Gettysburg Foundation's mission of education and preservation, in partnership with the National Park Service, and receive member benefits. Gettysburg Foundation is the official non-profit partner of the National Parks at Gettysburg.

KREIDER FARMS FARM TOUR H-6

1463 Lancaster Rd, Manheim
717-665-5039 / kreiderfarms.com/farm-tour

Experience the sights and smells of a real, Lancaster County dairy farm on our 90-minute Kreider Farms Farm Tour! Hop on our tour bus and take a ride through our Moo-mentary Barn and Calfing Corner before watching our girls get milked at our Cow-wood. Then, grab a chocolate milk and take a climb up our one-of-a-kind 100-foot Silo Observation Tower for spectacular aerial views of our farm. Additionally, drive by our newest addition, the Kreider Valley Ranch where we have Texas Longhorn cattle!

MAGIC & WONDER DINNER THEATER O-11

3065 Lincoln Hwy E, Paradise
717-323-3077 / LancasterMagicShow.com

Step into the MAGNARUM, where grand illusions, side-splitting comedy, and breathtaking circus acts transport you to a world beyond imagination. Enhance your experience with a themed dinner adventure crafted to complement the show, making every moment—from the first bite to the final bow—a truly magical, immersive journey for all ages!

22 DiscoverLancaster.com

Enhanced Listing

THINGS TO DO

AMISH ACTIVITIES

AAA Buggy Rides Inc. P-10 / 3463 Old Philadelphia Pike, Rome / 717-889-2829
AAAbuggyrides.com / AAA (Amish All Around)
Buggy Rides is driven by a passion for visitors to experience the peace and the wholesomeness of the Amish culture while they tour through the magnificent and magical Lancaster County farmland.

Aaron & Jessica's Buggy Rides O-10 / 3121 Old Philadelphia Pike, Bird-in-Hand / 717-768-8828
amishbuggyrides.com / Ride like the Amish do, with a horse and buggy view! See ad on map.

Abe's Buggy Rides N-10 / 2506 Old Philadelphia Pike, Bird-in-Hand / 717-392-1794
abesbuggyrides.com / The original buggy ride tour of Lancaster started in 1967. We offer five different rides in authentic Amish buggies for your family to enjoy the scenic Amish countryside alone. Our drivers tell you the history and lifestyle of the Amish. Put our animals and ride in our shaded picnic area.

Amish Experience at Plain & Fancy Farm O-10 / 2122 Old Philadelphia Pike, Bird-in-Hand / 717-688-6400 x210
amishexperience.com / Guided tours and experiences for visitors wanting to learn about and interact with the Amish community.

Amish Farm and House N-10 / 2395 Covered Bridge Dr, Lancaster / 717-394-6355
amishfarmandhouse.com / A snapshot of Amish life with farmhouse and countryside tours. See ad pg 21.

The Amish Village N-11 / 199 Hartman Bridge Rd, Rome / 717-687-8822 / amishvillage.com
Guided tour of an authentic 1840's Amish farmhouse & learn about today's Amish. See ad pg 22.

ART & GALLERIES

Freiman Studios Gallery J-10
942 N Prince St, Lancaster / 717-435-9591
freimanstudios.com / Visited a favorite art gallery in Lancaster Newspaper readers ten consecutive years.

Friendship Heart Gallery & Studio J-10
118 N Water St, Ste 101, Lancaster
717-645-4931 / friendshipheart.net / Where Artists express capabilities to impact the world through art.

G. Robert Wagner, Artist L-10
501 Greenfield Rd, Lancaster / 717-943-9428
Art with meaning. GRobertWagner.com
Local art sold in shops. DiscoverLancaster.com

The PotteryWorks J-10 / 16 W Orange St, Lancaster / 717-299-7963
thepotteryworks.com / An open studio for painting pottery in historic downtown Lancaster.

Lancaster Art Walk J-10 / 100 N Queen St, Lancaster / 717-307-7645
LancasterArtWalk.com / Art Gallery where visitors can meet the artists and find that perfect piece.

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Enhanced Listing with Photo

Attractions

American Music Theatre M-10 / 2425 Lincoln Hwy E, Lancaster / 800-648-4102
AMTheatre.com / Since 1997, AMT has welcomed Grammy, CMA, Dove, Tony, Emmy, and Oscar winners to our stage, and hosted acclaimed Original Shows, National Broadway Tours, and one-of-a-kind Christmas extravaganzas. With hundreds of performances each year on our state-of-the-art stage, there's something for everyone at American Music Theatre – Central PA's live entertainment destination!

The Barn at Paradise Station P-10 / 3529 Old Philadelphia Pike, Intercourse / 800-732-3538
barnatparadestation.com / Wedding, event and entertainment venue with countryside and steam train views. See ad pg 23.

Barnyard Kingdom H-10 / 211 South Denerville Rd, Lancaster / 717-852-2554
countrybarnmarket.com / Ten acres of farm fun activities await you and your family!

Bitolich Tof
Millstream
monoball
multi-meal
in English,
Choo Choo
226-566 N
choochoo
miniature
Lancaster
Decades
Lancaster
Decades
is game
retro
downtown
on week-
outings, an
parking lot
fun and del

Dutch Won
Park H-10
866-818-1818
DutchWon
entertainment
Bring the f
pg 22.

Go N' Ban
717-287-5
center with

Hands-on
DutchWon
717-549-9
enjoyment
2-10.

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Midweste
indianchoo
and attract

Julius Shultz Pretzel Bakery J-6 / 231 E Main St, Lititz / 717-626-4354 / The Julius Shultz Pretzel Bakery, established in 1861, is the first commercial pretzel bakery in America. Visitors can tour the original 19th century pretzel bakery. See ad pg 27.

Kitchen Kettle Village P-10 / 3529 Old Philadelphia Pike, Intercourse / 800-732-3538
Michelinella.com / Experience 30+ unique shops, eateries & lodging. It's a place for sharing laughter, carving out family time, and relishing Lancaster County all rolled into one quaint, walkable village of cooks, quilters and shopkeepers looking forward to your visit. Don't miss our seasonal festivals & events, too!

Amish

EXPERIENCE THE Amish

EXPERIENCE A BUGGY RIDE!

ABE'S BUGGY RIDES

2796 100 Pennsylvania Pike
Bird-in-Hand, PA 17505
(717) 292-1794

At Abe's, enjoy a private tour – just you and yours – in a real Amish family buggy.

Here's your guide to the best ways to immerse yourself in Amish culture, from buggy rides and countryside tours to farm stays and traditional PA Dutch cuisine.

HORSE AND BUGGY RIDES THROUGH AMISH COUNTRY

A quintessential Amish Country experience, horse and buggy rides allow you to take in the beauty of Lancaster's countryside with an authentic touch. Teams like Intercourse, Bird-in-Hand, and Strasburg offer scenic rides through peaceful farmlands, led by knowledgeable Amish or Mennonite drivers who share their way of life along the way. Abe's Buggy Rides, Aaron & Jessica's Buggy Rides, and AAA Buggy Rides offer a range of tours, from quick trips around town to extended countryside adventures.

DIVE DEEPER WITH AMISH CULTURAL TOURS

To gain a richer understanding of Amish traditions, head to one of the area's Amish interpretive attractions. The Amish Experience in Bird-in-Hand, Amish Farm and House on Route 30, and The Amish Village in Rome offer immersive tours where visitors can explore historic buildings, visit working farms, and even meet local Amish families. All of these properties also offer bus tours through the countryside to meet our Amish neighbors, as does Lofall Amish.

EXTEND YOUR STAY WITH A FARM BED & BREAKFAST

With so much to see and do, consider extending your trip with an overnight stay on a working farm for a truly immersive experience. All across Lancaster County you can find cozy farm-stay options like Rocky Acre Farm Bed & Breakfast in Mount Joy or Country Vistas Bed & Breakfast in nearby Manheim where guests can enjoy peaceful country life and farm activities. Verdant View Farm Bed & Breakfast in Paradise is another charming spot for a restful stay surrounded by picturesque farmland. Or try out the simple hospitality of an Amish guest house like Brecon Hollow Farm.

FARM-TO-TABLE
in Lancaster, Pa

24 DiscoverLancaster.com

Main Topics Article Ad
*Banner layout subject to change

VISITORS GUIDE PRINT ADVERTISING CONTINUED

Half-Page Ad - \$4,950

- Bonus: 3 Digital Spotlight Ads & Reader Response Card

Full-Page Ad - \$7,450

- Bonus: 6 Digital Spotlight Ads & Reader Response Card

Inside Back Cover Ad* - \$7,950

- Bonus: 6 Digital Spotlight Ads & Reader Response Card

Outside Back Cover Ad* - \$12,450

- Bonus: 6 Digital Spotlight Ads & Reader Response Card

Map Sponsor* - \$15,000

- Bonus: 12 Digital Spotlight Ads & Reader Response Card

Visitors Guide Ad Specs - Listed on page 10.

*One spot available. First right of refusal ad placement



Outside Back Cover Ad

Full-Page Ad



Inside Back Cover Ad

Half-Page Ad

GROUP PLANNING GUIDE PRINT ADVERTISING

The 2026 Group Planning Guide will include distribution of at least 750 printed pieces, as well as a digital version that will be available. The printed pieces will be distributed by the Discover Lancaster Sales Team at shows including, but not limited to the following:

- American Bus Association
- Greater Northeast Motorcoach Association
- Maryland Motorcoach Association
- National Tour Association
- Ontario Motorcoach Association
- Pennsylvania Bus Association
- Student & Youth Travel Association

We encourage all advertisers to use the entire space to promote special events, specific theatre performances, and special package offerings for groups.

The GPG will be a mix of editorial and limited advertising. These ads will be sold on a first-come, first-served basis.

Half-Page Ad - \$600

Full-Page Ad - \$1,200

Back Cover Ad or Inside Front Cover - \$2,000



Half-Page Ad

Full-Page Ad



MOUNT HOPE ESTATE & WINERY
PARenFaire.com/groups.html | 717-537-8377

With more than 200 years of history, Mount Hope Estate & Winery, located in Northern Lancaster County, has grown from a private residence to a flourishing historic estate building interactive, magical environments that create unique and entertaining experiences for every guest, every time.



RAILROAD MUSEUM OF PENNSYLVANIA
RRMuseumPA.org | 717-687-8628

Experience the awe-inspiring power of trains in this world-class collection of 100 historic locomotives and railroad cars, some of which are open to explore. Take advantage of great group rates, escort/driver comps, convenient boarding and on-site free parking. Orientation tours are led by a Museum docent. Ask about specialized tours.

18 | DISCOVER LANCASTER

475

STRASBURG RAIL ROAD

READY FOR A NEW ADVENTURE?

You're ON THE Right Track

Rediscover America's oldest operating railroad and
find more than just a train ride!

- Special Event experiences
- Lunch and Dinner trains
- Holiday and Seasonal experiences
- Charter options available
- Catering and boxed lunch opportunities
- Private Event space available
- Year-round availability



Welcoming groups
aboard for over 65 years.

ESTABLISHED
1832

DIGITAL ADVERTISING GUIDELINES

TYPE OF DIGITAL AD	SIZE SPECIFICATIONS
Homepage Feature Priority Web Placement	<ul style="list-style-type: none"> • Headline - 6 word maximum • Copy - 20 word maximum • Photo - 1920px W x 1056px H 20:11 aspect ratio • CTA Link & Text - 3 words maximum
Events Calendar Feature	<ul style="list-style-type: none"> • Pre-Heading: 3 word maximum (not available for every template) • Headline: 10 word maximum • Copy: 30 word maximum • CTA Link & Text - 3 words maximum • Photo: At least 1920x1080 pixels
Things To Do Blog Feature	<ul style="list-style-type: none"> • Pre-Headline - 3 word maximum • Headline - 4 word maximum • Copy - 50 word maximum • Photo - 1920px W x 1056px H 20:11 aspect ratio • CTA Link & Text - 3 words maximum
Consumer E-Blast Featured	<ul style="list-style-type: none"> • Headline - 5 word maximum • Copy - 100 words maximum • CTA Link & Text - 3 words maximum • Logo • Photo(s)
Consumer E-Blast Banner	<ul style="list-style-type: none"> • Headline - 5 word maximum • Copy - 50 words maximum • CTA Link & Text - 3 words maximum • Logo • Photo(s)
Consumer E-Blast Coupon	<ul style="list-style-type: none"> • Headline - 5 word maximum • Copy - 12 word maximum • Logo • Photo

NOTES:

Images - We can crop a photo for you if necessary.

Text - Requests containing too many characters will be edited to fit.

Emailing Your Digital Files - There are a number of ways that you may electronically submit your display advertising, depending on your files and their sizes. If the combined file size does not exceed 8 megabytes, then you may use email for file submission. In cases where file size exceeds the maximum email limit, please contact Olivia Novak at ONovak@DiscoverLancaster.com for alternate FTP delivery instructions.

If payment is not received 30 days prior to run date, ad is not guaranteed to run.

PRINT ADVERTISING GUIDELINES

TYPE OF VISITORS GUIDE AD	SIZE SPECIFICATIONS
Enhanced Listing	50-Word description
Enhanced Listing with Photo	Supply high-res photo (2.25"w x 1"h) and 25-Word description
Featured	Supply logo, 100-word description, high-res photo (2.125"w x 2.125"h), Optional QR Code, Website URL, Phone Number, and Address
Main Topics Article Ad	Address, Phone Number, 15-word maximum description, and one image
Half page	7.125"w x 4.8125"h
Full page	7.125"w x 9.75"h
Inside Back Cover	8.125"w x 10.75"h with 0.125 bleed outside of trim on all sides <i>*keep all important content or text .25 from trim edge*</i>
Outside Back Cover	8.125"w x 10.75"h with 0.125 bleed outside of trim on all sides <i>*keep all important content or text .25 from trim edge*</i>

TYPE OF GROUP PLANNING GUIDE AD	SIZE SPECIFICATIONS
Half Page	<ul style="list-style-type: none">• Website URL, Phone Number• Up to 50 words for the body text• One image [4.5" x 1.7" or at least 1500px w]• Full color logo and a white logo (both saved as PNG's with transparent backgrounds)
Full Page	Trim Size: (5.5"w x 8.5"h) - 0.125 bleed outside of trim on all sides required <i>*keep all important content or text .25 from trim edge*</i>
Back cover or inside front cover	Trim Size: (5.5"w x 8.5"h) - 0.125 bleed outside of trim on all sides required <i>*keep all important content or text .25 from trim edge*</i>

NOTES:

Full/Half Page Ad Guidelines: Simple images, One call to action, Logo, Qr Code/URL

File Format - High-Resolution PDF preferred (TIFF, EPS, & JPG accepted)

Bleed - Please refer to "Size Specifications" above for any bleeds required.

Colors - Convert all colors to CMYK. RGB not accepted.

Text - Convert all text to outlines.

Resolution - For best print quality we ask that all images & artwork are provided at a 300 dpi.

Required File Names - For Visitors Guide Ads: "CompanyName_VG_adsize"

Ex: "DiscoverLancaster_VG_halfpage"

Example for Group Planning Guide: "CompanyName_GPG_adsize"

Ex: "DiscoverLancaster_GPG_halfpage"

In House Design for Full/Half Page Ad: If you would like your ad to be designed by Discover Lancaster please request the template options available from jspieker@discoverlancaster.com.

FINE PRINT:

Storage and Liability - Discover Lancaster does not store materials after printing. Materials not prepared to Discover Lancaster specifications may incur additional charges and will be run to pleasing color standards. Discover Lancaster is not responsible for incorrect or substandard reproduction quality due to incorrectly prepared or incomplete materials.

Emailing Your Print Advertising Files - Please send all prepared print ad files or print ad content to Jenae Spieker at jspieker@DiscoverLancaster.com.

PRINT ADVERTISING CONTRACT



CONTACT INFORMATION *Please provide COMPLETE information.*

Property Name: _____

Contact Name: _____ Email: _____

Phone: _____

Billing Email: _____

Marketing Contact: _____ Email: _____

VISITORS GUIDE **Please list category(s) on line below*

Ad Type	Category	Cost
<input type="checkbox"/> Enhanced Listing*		\$495
<input type="checkbox"/> Enhanced Listing with Photo*		\$995
<input type="checkbox"/> Featured Ad*		\$2,950
<input type="checkbox"/> Main Topics Article Ad* New!		\$3,450
<input type="checkbox"/> 1/2-Page Ad*		\$4,950
<input type="checkbox"/> Full-Page Ad*		\$7,450
<input type="checkbox"/> Inside Back Cover Ad		\$7,950
<input type="checkbox"/> Outside Back Cover Ad		\$12,450
<input type="checkbox"/> Map Sponsor		\$15,000

GROUP PLANNING GUIDE **Please list category(s) on line below.*

Ad Type	Category	Cost
<input type="checkbox"/> GPG Half Page Ad*		\$600
<input type="checkbox"/> GPG Full Page Ad*		\$1,200
<input type="checkbox"/> GPG Back Cover OR Inside Front Cover Ad*		\$2,000

Print Total _____

To submit, send materials and payment to the following:

Email: kzimmerman@discoverlanaster.com | Fax: 717-299-0470 | Mail: 501 Greenfield Road, Lancaster, PA 17601

DIGITAL ADVERTISING CONTRACT

ONLINE ADVERTISING *Each flight runs 1 month.*

CONTACT INFORMATION *Please provide COMPLETE information.*

Property Name: _____

Contact Name: _____ Email: _____

Phone: _____

Billing Email: _____

Marketing Contact: _____ Email: _____

Ad Type	Cost Per Month	Total
<input type="checkbox"/> Homepage Feature	\$1,300	_____
<input type="checkbox"/> Jan <input type="checkbox"/> Feb <input type="checkbox"/> Mar <input type="checkbox"/> Apr <input type="checkbox"/> May <input type="checkbox"/> Jun <input type="checkbox"/> Jul <input type="checkbox"/> Aug <input type="checkbox"/> Sept <input type="checkbox"/> Oct <input type="checkbox"/> Nov <input type="checkbox"/> Dec		
<input type="checkbox"/> Events Calendar Q1	\$550	_____
<input type="checkbox"/> Jan <input type="checkbox"/> Feb <input type="checkbox"/> Mar		
<input type="checkbox"/> Events Calendar Q2-Q4	\$750	_____
<input type="checkbox"/> Apr <input type="checkbox"/> May <input type="checkbox"/> Jun <input type="checkbox"/> Jul <input type="checkbox"/> Aug <input type="checkbox"/> Sept <input type="checkbox"/> Oct <input type="checkbox"/> Nov <input type="checkbox"/> Dec		
<input type="checkbox"/> Priority Web Placement Lodging	\$475	_____
<input type="checkbox"/> Jan <input type="checkbox"/> Feb <input type="checkbox"/> Mar <input type="checkbox"/> Apr <input type="checkbox"/> May <input type="checkbox"/> Jun <input type="checkbox"/> Jul <input type="checkbox"/> Aug <input type="checkbox"/> Sept <input type="checkbox"/> Oct <input type="checkbox"/> Nov <input type="checkbox"/> Dec		
<input type="checkbox"/> Priority Web Placement Things To Do	\$475	_____
<input type="checkbox"/> Jan <input type="checkbox"/> Feb <input type="checkbox"/> Mar <input type="checkbox"/> Apr <input type="checkbox"/> May <input type="checkbox"/> Jun <input type="checkbox"/> Jul <input type="checkbox"/> Aug <input type="checkbox"/> Sept <input type="checkbox"/> Oct <input type="checkbox"/> Nov <input type="checkbox"/> Dec		
<input type="checkbox"/> Priority Web Placement Amish	\$400	_____
<input type="checkbox"/> Jan <input type="checkbox"/> Feb <input type="checkbox"/> Mar <input type="checkbox"/> Apr <input type="checkbox"/> May <input type="checkbox"/> Jun <input type="checkbox"/> Jul <input type="checkbox"/> Aug <input type="checkbox"/> Sept <input type="checkbox"/> Oct <input type="checkbox"/> Nov <input type="checkbox"/> Dec		
<input type="checkbox"/> Priority Web Placement Dining	\$250	_____
<input type="checkbox"/> Jan <input type="checkbox"/> Feb <input type="checkbox"/> Mar <input type="checkbox"/> Apr <input type="checkbox"/> May <input type="checkbox"/> Jun <input type="checkbox"/> Jul <input type="checkbox"/> Aug <input type="checkbox"/> Sept <input type="checkbox"/> Oct <input type="checkbox"/> Nov <input type="checkbox"/> Dec		
<input type="checkbox"/> Things To Do This Month Blog Feature* <i>New!</i>	\$1,300	_____
<input type="checkbox"/> Jan <input type="checkbox"/> Feb <input type="checkbox"/> Mar <input type="checkbox"/> Apr <input type="checkbox"/> May <input type="checkbox"/> Jun <input type="checkbox"/> Jul <input type="checkbox"/> Aug <input type="checkbox"/> Sept <input type="checkbox"/> Oct <input type="checkbox"/> Nov <input type="checkbox"/> Dec		
<input type="checkbox"/> Consumer E-blast Featured	\$1,300	_____
<input type="checkbox"/> Jan <input type="checkbox"/> Feb <input type="checkbox"/> Mar <input type="checkbox"/> Apr <input type="checkbox"/> May <input type="checkbox"/> Jun <input type="checkbox"/> Jul <input type="checkbox"/> Aug <input type="checkbox"/> Sept <input type="checkbox"/> Oct <input type="checkbox"/> Nov <input type="checkbox"/> Dec		
<input type="checkbox"/> Consumer E-blast Banner	\$700	_____
<input type="checkbox"/> Jan <input type="checkbox"/> Feb <input type="checkbox"/> Mar <input type="checkbox"/> Apr <input type="checkbox"/> May <input type="checkbox"/> Jun <input type="checkbox"/> Jul <input type="checkbox"/> Aug <input type="checkbox"/> Sept <input type="checkbox"/> Oct <input type="checkbox"/> Nov <input type="checkbox"/> Dec		
<input type="checkbox"/> Consumer E-blast Coupon <i>New!</i>	\$300	_____
<input type="checkbox"/> Jan <input type="checkbox"/> Feb <input type="checkbox"/> Mar <input type="checkbox"/> Apr <input type="checkbox"/> May <input type="checkbox"/> Jun <input type="checkbox"/> Jul <input type="checkbox"/> Aug <input type="checkbox"/> Sept <input type="checkbox"/> Oct <input type="checkbox"/> Nov <input type="checkbox"/> Dec		

Payment:

- *If payment is not received 30 days prior to run date, ad is not guaranteed to run.*
- **Ads for Q1 Things To Do This Month Blog Feature will be placed in November of the prior year, and run through October 31. Ads for Q2-4 Things To Do This Month Blog Feature will be placed in January and run through December 31.*

Digital Total _____

To submit, send materials and payment to the following:

Email: kzimmerman@discoverlancaster.com | Fax: 717-299-0470 | Mail: 501 Greenfield Road, Lancaster, PA 17601

ADVERTISING CONTRACT (CONTINUED)

BILLING OPTIONS

- ☐ Bill total contract upfront (default)
- ☐ Bill print ad upfront and digital ad payments two months prior to start date of ad

PRINT DUE DATES:

- **September 15:** Print Contract due
- **October 1:** Print Materials to jspieker@discoverlancaster.com
- **November 30:** Print ad payment due

DIGITAL DUE DATES:

- Digital ad placement can be purchased throughout the year based on availability.
- Digital ad assets due to onovak@discoverlancaster.com two weeks prior to run time.
- Digital ad payment due 30 days prior to run date

Print Total _____

Digital Total _____

Grand Total _____

ADVERTISER SIGNATURE _____

DATE

DISCOVER LANCASTER SIGNATURE _____

DATE

PRINTED NAME _____

Both parties agree to the terms of this contract. Discover Lancaster will provide the above noted ads in return for the dollar amount in the grand total line.

Special Notes:

FOR OFFICE ONLY:

VERIFY TOTAL

ADDED TO SHEET

ADDED TO CRM

To submit, send materials and payment to the following:
Email: kzimmerman@discoverlancaster.com | Fax: 717-299-0470 | Mail: 501 Greenfield Road, Lancaster, PA 17601