



## **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

\$2.7 BILLION

\$3.5 BILLION

Annual Visitors 

Direct Annual Visitor Spending

Total Economic Impact \*10% increase from 2019

## TOP MARKETS

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

## **VISITORS GUIDE**

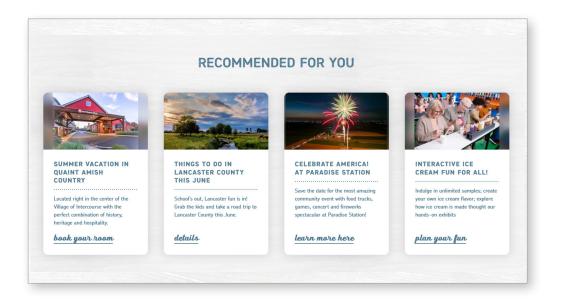
**Guides Distributed** Key Distribution Points

221.143

Travel Centers, mailed worldwide, and distributed locally

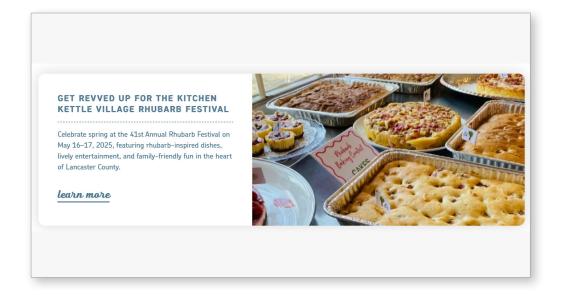


# ONLINE ADVERTISING - DiscoverLancaster.com



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

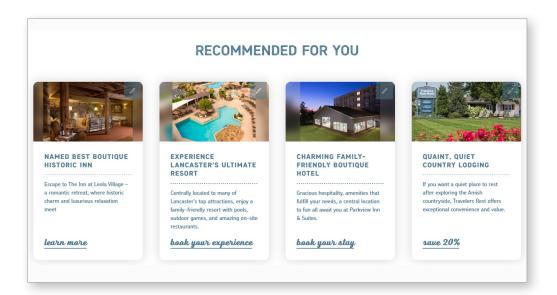
- · Large image, text, and link on the Discover Lancaster homepage
- Limited to 4 partners per month alongside editorial content



## **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

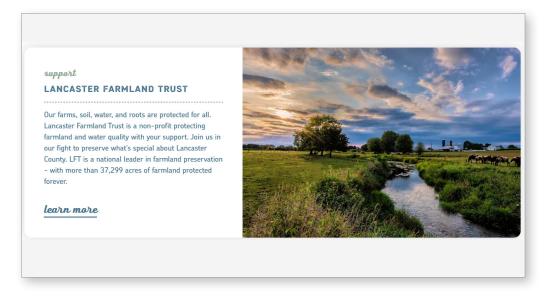
# ONLINE ADVERTISING CONTINUED - DiscoverLancaster.com



#### 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



### 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.



Featured - \$1,300

One available per e-blast

600 x 300 px

100 words

108K

Subscribers

**CONSUMER** 

**E-BLASTS** 

Click-to-open Rate

Sent on the 1st of the month

Banner - \$700 Two available per e-blast 600 x 200 px

50 words

New!

**Coupons** - \$300

Two available per e-blast 300 x 200 px Formatted with coupon or discount wording

\*Layout subject to change

#### **VISITORS GUIDE PRINT ADVERTISING**

### **Enhanced Listing** - \$495

Visitors Guide Ad Specs - Listed on page 10.

- 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 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

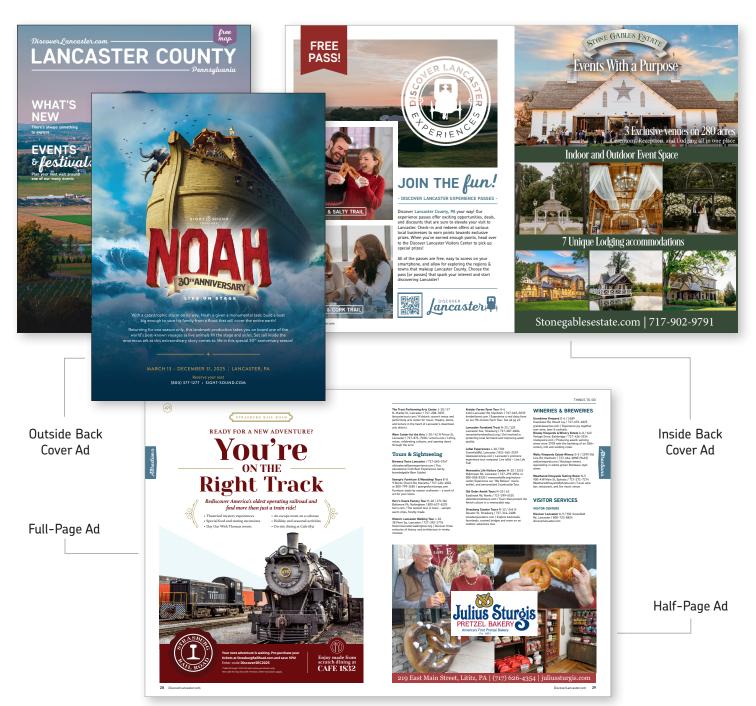
#### Outside Back Cover Ad\* - \$12.450

• 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



#### **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





### **DIGITAL ADVERTISING GUIDELINES**

TYPE OF DIGITAL AD	SIZE SPECIFICATIONS
Homepage Feature Priority Web Placement	<ul> <li>Headline - 6 word maximum</li> <li>Copy - 20 word maximum</li> <li>Photo - 1920px W x 1056px H   20:11 aspect ratio</li> <li>CTA Link &amp; Text - 3 words maximum</li> </ul>
Events Calendar Feature	<ul> <li>Pre-Heading: 3 word maximum (not available for every template)</li> <li>Headline: 10 word maximum</li> <li>Copy: 30 word maximum</li> <li>CTA Link &amp; Text - 3 words maximum</li> <li>Photo: At least 1920x1080 pixels</li> </ul>
Things To Do Blog Feature	<ul> <li>Pre-Headline - 3 word maximum</li> <li>Headline - 4 word maximum</li> <li>Copy - 50 word maximum</li> <li>Photo - 1920px W x 1056px H   20:11 aspect ratio</li> <li>CTA Link &amp; Text - 3 words maximum</li> </ul>
Consumer E-Blast Featured	<ul> <li>Headline - 5 word maximum</li> <li>Copy - 100 words maximum</li> <li>CTA Link &amp; Text - 3 words maximum</li> <li>Logo</li> <li>Photo(s)</li> </ul>
Consumer E-Blast Banner	<ul> <li>Headline - 5 word maximum</li> <li>Copy - 50 words maximum</li> <li>CTA Link &amp; Text - 3 words maximum</li> <li>Logo</li> <li>Photo(s)</li> </ul>
Consumer E-Blast Coupon	<ul> <li>Headline - 5 word maximum</li> <li>Copy - 12 word maximum</li> <li>Logo</li> <li>Photo</li> </ul>

#### **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 *keep all important content or text .25 from trim edge*
Outside Back Cover	8.125"w x 10.75"h with 0.125 bleed outside of trim on all sides *keep all important content or text .25 from trim edge*

TYPE OF GROUP PLANNING GUIDE AD	SIZE SPECIFICATIONS					
Half Page	<ul> <li>Website URL, Phone Number</li> <li>Up to 50 words for the body text</li> <li>One image [4.5" x 1.7" or at least 1500px w]</li> <li>Full color logo and a white logo (both saved as PNG's with transparent backgrounds)</li> </ul>					
Full Page	Trim Size: (5.5"w x 8.5"h) - 0.125 bleed outside of trim on all sides required *keep all important content or text .25 from trim edge*					
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 *keep all important content or text .25 from trim edge*					

#### 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 guality 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



Print Total

CONTACT INFORMATION	N Please provide COMPLETE information.		
Property Name:			
Contact Name:	Email:		
Phone:			
Billing Email:			
Marketing Contact:	Email:		
VISITORS GUIDE *Please list cate	gory(s) on line below		
Ad Type	Category	Cost	
☐ Enhanced Listing*		<sup>\$</sup> 495	
☐ Enhanced Listing with Photo*		\$995	
☐ Featured Ad*		<sup>\$</sup> 2,950	
☐ Main Topics Article Ad* New!		\$3,450	
☐ 1/2-Page Ad*		<sup>\$</sup> 4,950	
☐ Full-Page Ad*		\$ <b>7,450</b>	
☐ Inside Back Cover Ad		\$7,950	
☐ Outside Back Cover Ad		\$12,450	
☐ Map Sponsor		<sup>\$</sup> 15,000	
GROUP PLANNING GUIDE *Pleas	se list category(s) on line below.		
Ad Type	Category	Cost	
☐ GPG Half Page Ad*		\$600	
☐ GPG Full Page Ad*	<sup>\$</sup> 1,200		
☐ GPG Back Cover OR Inside Fro	<sup>\$</sup> 2,000		

# DIGITAL ADVERTISING CONTRACT ONLINE ADVERTISING Each flight runs 1 month.

Silling Email:	Property Name:											
Ad Type	Contact Name:					Em	iail:					
Homepage Feature	<sup>o</sup> hone:											
Ad Type	Billing Email:											
Homepage Feature	Marketing Contact:					Em	nail:					
Jan   Feb   Mar   Apr   May   Jun   Jul   Aug   Sept   Oct   Nov   Dec	Ad Type										Cost Per Month	Total
Events Calendar Q1	☐ Homepage Feature										\$ <b>1,300</b>	
Jan	☐ Jan ☐ Feb ☐ Mar	☐ Apr	☐ May	☐ Jun	☐ Jul	☐ Aug	☐ Sept	☐ Oct	□Nov	☐ Dec		
Events Calendar Q2-Q4	☐ Events Calendar Q1										\$550	
Apr	☐ Jan ☐ Feb ☐ Mar											
Priority Web Placement Lodging	Events Calendar Q2-	Q4									<sup>\$</sup> 750	
Jan   Feb   Mar   Apr   May   Jun   Jul   Aug   Sept   Oct   Nov   Dec	☐ Apr ☐ May ☐ Jun	☐ Jul	☐ Aug	□Sept	□ 0ct	□Nov	☐ Dec					
Priority Web Placement Things To Do	Priority Web Placeme	ent Lodg	ing								\$475	
Jan   Feb   Mar   Apr   May   Jun   Jul   Aug   Sept   Oct   Nov   Dec	☐ Jan ☐ Feb ☐ Mar	☐ Apr	☐ May	☐ Jun	☐ Jul	☐ Aug	☐ Sept	☐ Oct	☐ Nov	☐ Dec		
Priority Web Placement Amish   \$400	Priority Web Placeme	ent Thing	gs To Do								\$ <b>475</b>	
Jan   Feb   Mar   Apr   May   Jun   Jul   Aug   Sept   Oct   Nov   Dec     Priority Web Placement Dining   \$250     Jan   Feb   Mar   Apr   May   Jun   Jul   Aug   Sept   Oct   Nov   Dec     Things To Do This Month Blog Feature*   New!   \$1,300     Jan   Feb   Mar   Apr   May   Jun   Jul   Aug   Sept   Oct   Nov   Dec     Consumer E-blast Featured   \$1,300     Jan   Feb   Mar   Apr   May   Jun   Jul   Aug   Sept   Oct   Nov   Dec     Consumer E-blast Banner   \$700     Jan   Feb   Mar   Apr   May   Jun   Jul   Aug   Sept   Oct   Nov   Dec     Consumer E-blast Coupon   New!   \$300     Jan   Feb   Mar   Apr   May   Jun   Jul   Aug   Sept   Oct   Nov   Dec     Consumer E-blast Coupon   New!   \$300     Jan   Feb   Mar   Apr   May   Jun   Jul   Aug   Sept   Oct   Nov   Dec     Priority Web Placement Dining   \$250     Jan   Feb   Mar   Apr   May   Jun   Jul   Aug   Sept   Oct   Nov   Dec     Priority Web Placement Dining   \$250     Jan   Feb   Mar   Apr   May   Jun   Jul   Aug   Sept   Oct   Nov   Dec     Priority Web Placement Dining   \$250     Jan   Feb   Mar   Apr   May   Jun   Jul   Aug   Sept   Oct   Nov   Dec     Priority Web Placement Dining   \$250     Jan   Feb   Mar   Apr   May   Jun   Jul   Aug   Sept   Oct   Nov   Dec	☐ Jan ☐ Feb ☐ Mar	☐ Apr	☐ May	☐ Jun	☐ Jul	☐ Aug	☐ Sept	☐ Oct	□ Nov	☐ Dec		
Priority Web Placement Dining   \$250	Priority Web Placeme	ent Amis	h								\$ <b>400</b>	
Jan   Feb   Mar   Apr   May   Jun   Jul   Aug   Sept   Oct   Nov   Dec     Things To Do This Month Blog Feature*	☐ Jan ☐ Feb ☐ Mar	☐ Apr	☐ May	☐ Jun	☐ Jul	☐ Aug	☐ Sept	☐ Oct	☐ Nov	☐ Dec		
Things To Do This Month Blog Feature* New!    Jan   Feb   Mar   Apr   May   Jun   Jul   Aug   Sept   Oct   Nov   Dec	Priority Web Placeme	ent Dinir	ng								<sup>\$</sup> 250	
Jan   Feb   Mar   Apr   May   Jun   Jul   Aug   Sept   Oct   Nov   Dec	☐ Jan ☐ Feb ☐ Mar	☐ Apr	☐ May	☐ Jun	☐ Jul	☐ Aug	☐ Sept	☐ Oct	☐ Nov	☐ Dec		
Consumer E-blast Featured    Jan   Feb   Mar   Apr   May   Jun   Jul   Aug   Sept   Oct   Nov   Dec	☐ Things To Do This Mo	onth Blo	g Featur	e* New!							\$ <b>1,300</b>	
Jan   Feb   Mar   Apr   May   Jun   Jul   Aug   Sept   Oct   Nov   Dec     Consumer E-blast Banner   \$700     Jan   Feb   Mar   Apr   May   Jun   Jul   Aug   Sept   Oct   Nov   Dec     Consumer E-blast Coupon New!   \$300     Jan   Feb   Mar   Apr   May   Jun   Jul   Aug   Sept   Oct   Nov   Dec     Payment:   If payment is not received 30 days prior to run date, ad is not guaranteed to run.	☐ Jan ☐ Feb ☐ Mar	☐ Apr	☐ May	□ Jun	☐ Jul	☐ Aug	☐ Sept	□ Oct	☐ Nov	☐ Dec		
Consumer E-blast Banner    Gonsumer E-blast Banner	Consumer E-blast Fe	atured									\$ <b>1</b> ,300	
Jan   Feb   Mar   Apr   May   Jun   Jul   Aug   Sept   Oct   Nov   Dec     Consumer E-blast Coupon New!			☐ May	□ Jun	☐ Jul	☐ Aug	☐ Sept	☐ Oct	☐ Nov	☐ Dec		
Consumer E-blast Coupon New!  Jan   Feb   Mar   Apr   May   Jun   Jul   Aug   Sept   Oct   Nov   Dec  Payment:  If payment is not received 30 days prior to run date, ad is not guaranteed to run.											<sup>\$</sup> 700	
Jan   Feb   Mar   Apr   May   Jun   Jul   Aug   Sept   Oct   Nov   Dec  Payment:  If payment is not received 30 days prior to run date, ad is not guaranteed to run.				☐Jun	☐ Jul	☐ Aug	☐ Sept	☐ Oct	□Nov	☐ Dec		
Payment:  If payment is not received 30 days prior to run date, ad is not guaranteed to run.											\$300	=
If payment is not received 30 days prior to run date, ad is not guaranteed to run.	☐ Jan ☐ Feb ☐ Mar	☐ Apr	☐ May	☐Jun	☐ Jul	☐ Aug	☐ Sept	☐ Oct	□ Nov	☐ Dec		
If payment is not received 30 days prior to run date, ad is not guaranteed to run.	avment:											
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AUS FOR U.L. FININGS TO DO TRIS MONUN BLOO FEALURE WIII DE DIACEA IN NOVEMBER OF THE DRIOR VEHR AND THA						-			e prior ve	ear, and ru	ın	

# ADVERTISING CONTRACT (CONTINUED)

BILLING OPTIONS								
Bill total contract upfront (default)								
Bill print ad upfront and digital ad payments to	wo months pr	ior to start date	of ad					
DOINT DUE DATES.		DICITAL	DUE DAT	FC.				
	PRINT DUE DATES: DIGITAL DUE DATES:							
<ul> <li>September 15: Print Contract due</li> <li>October 1: Print Materials to jspieker@discoverlanc</li> </ul>	• Digital ad placement can be purchased throughout the year based on availability. • October 1: Print Materials to jspieker@discoverlancaster.com • Digital ad assets due to onovak@discoverlancaster.com two weeks prior to run time.							
• November 30: Print ad payment due	aster.com			30 days prior to run da		ks prior to run time.		
november out i mit da payment dae		2.5 p	uy					
Print Total								
Digital Total								
Grand Total								
ADVERTISER SIGNATURE	DATE		DISCO'	VER LANCASTER SIGNA	TURE	DATE		
PRINTED NAME								
Both parties agree to the terms of this contract. Disco	ver Lancaster	will provide the	above noted	ads in return for the do	llar amount in the	e grand total line.		
Special Notes:								
						_		
FOR OFFICE ONLY:								
				7				
VERIFY TOTAL	ADDED 1	TO SHEET		ADDED TO CRM				