

Advertising Kit 2027



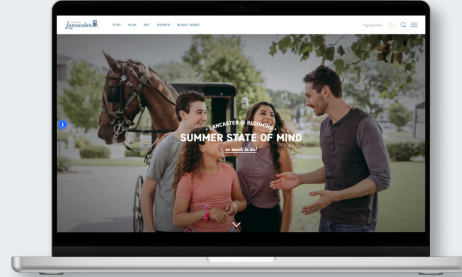
DISCOVER Lancaster



AT A GLANCE

WEB SESSIONS: 4.4M

49% of website visitors arrive organically because they are looking for things to do in Lancaster County.



REACH 3.4M QUALIFIED LEISURE VISITORS (2025)

TRAFFIC BY DEVICE

2025 Device Breakdown:

76% Mobile 20% Desktop 4% Tablet

WEBSITE DEMOGRAPHIC

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

TOURISM NUMBERS IN 2025

10 MILLION Annual Visitors 1.7% decrease from 2024	\$2.74 BILLION Direct Annual Visitor Spending .5% increase from 2024	\$3.61 BILLION Total Economic Impact .7% increase from 2024
---	---	--

TOP MARKETS

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

VISITORS GUIDE

Guides Distributed 250,000

Key Distribution Points
Travel Centers, mailed worldwide, and distributed locally



ONLINE ADVERTISING - *DiscoverLancaster.com*

Homepage Feature - \$1,300 per month selected

- Image, text, and link on the [Discover Lancaster homepage](#)
- Limited to 4 placements per month alongside editorial content

RECOMMENDED FOR YOU



LANCASTER SUMMER BUCKET LIST

Spend your summer in Lancaster, PA! With nationally recognized attractions, renowned theatres, and the oldest Amish community in the United States, summer in Lancaster is...

[details](#)



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](#)



THE MOST AUTHENTIC AMISH TOUR

Tour an 1840 Farmhouse and 12-acre Village grounds. Get off the beaten path with our 90-minute Backroads Bus Tour of Amish Country.

[book tour](#)



INTERACTIVE ICE CREAM FUN FOR ALL AGES!

Create a virtual ice cream flavor, package, and commercial, then enjoy unlimited iced tea and ice cream samples.

[reserve now](#)



**Winter
Special Offer:
Two Months
for the Price
of One!**

Available for
January & February
and March & April

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 event listings
- Limited to 2 placements per month

august 14, 2026

CELEBRATE LANCASTER

Celebrate Lancaster City's vibrant residents and cultures with food trucks, live music, family entertainment, and more at this annual community celebration.

[learn more](#)



ONLINE ADVERTISING CONTINUED - *DiscoverLancaster.com*

Priority Web Placement - \$500 per month selected on “Lodging”, “Things To Do”, and “Amish Culture” pages | \$250 per month selected on “Food & Drink” pages

- Image, text, and link on the selected Category webpage
- “Lodging”, “Things to Do”, “Amish Culture”, Limited to 8 placements per category, per month
- “Food & Drink” limited to 5 placements per month.
- You may only buy a priority listing in your own category*. Available on a first-come, first-served basis

Available Categories: “[Lodging](#),” “[Things to Do](#),” “[Amish Culture](#),” “[Food & Drink](#)”

RECOMMENDED FOR YOU



YOUR LANCASTER GETAWAY STARTS AT COURTYARD MARRIOTT

Book a family-friendly summer stay at Courtyard by Marriott Lancaster, PA. Close to attractions, dining, outdoor fun, and unforgettable kid-approved adventures.

[book your stay](#)



VISIT INTERCOURSE VILLAGE, PA

Best Western Plus is nestled in Amish Country, with spacious rooms, a pool, hot tub, restaurant and spa on site.

[book your room](#)



LANCASTER'S FAVORITE RESORT

Unwind with our indoor pool, outdoor pools, and dining, conveniently located near Lancaster's must-see attractions.

[book your getaway](#)



STAY. DINE. EXPLORE.

Hershey Farm Resort offers all-you-can-eat dining, unique shoppes, Café 23, scenic trails, and a cozy hotel near Sight & Sound!

[learn more!](#)



**Winter
Special Offer:
Two Months
for the Price
of One!**

Available for
January & February
and March & April

*Any category
business can reserve
a placement on the
Amish Culture page.

“Things To Do this Month” Blog Feature - \$950 per month selected

- Large image, text, and link included within the “Things to do this Month” content
- Limited to 1 placement per month on first-come, first-served basis

celebrate fall

STRASBURG RAIL ROAD

Fall in love with the Amish Countryside aboard historic steam trains, where crisp autumn days bring colorful foliage rides, festive Friendsgiving fun, Murder Mystery Adventures, and spooky Halloween ghost train stories.

[book now](#)



There is a “Things to do this Month Blog” for each month of the year.

This blog placement is best utilized in promoting general or year-round business offerings, though event specific ads will be accepted, they are not recommended.

Guide & E-News Submission Confirmation Page - Featured: \$1,400 | Priority: \$750 New!

- Image, text, and link on the Discover Lancaster Confirmation Page for sign ups for e-news and Visitors Guide
- One Featured Partner placement per year (Jan-Dec)
- Four Priority placements per year (Jan-Dec)

CRAFT YOUR LANCASTER ITINERARY

Featured

stay awhile

EDEN RESORT & SUITES

Experience comfort, convenience, and exceptional amenities at Eden Resort & Suites, a welcoming Lancaster stay for families, couples, and groups.

eden resort & suites





THE LANCASTER SCIENCE FACTORY

We are lots of FUN to think about for the whole family!

buy tickets today!



ALL ABOARD AMERICA'S OLDEST RAILROAD

Ride the rails through Lancaster's Amish countryside on a fully narrated, 45-minute steam train journey.

learn more



FAMILY LODGING IN THE COUNTRY

Bird-in-Hand Family Inn offers everything you want on site, including pools, dining, entertainment and shopping. Includes complimentary farmlands tour too!

book now



A LANCASTER COUNTY DINING TRADITION

Experience America's largest smorgasbord featuring homestyle favorites, endless selections, and genuine Pennsylvania Dutch hospitality.

plan your visit

Priority



Visitors have the opportunity to request Visitor Guides and sign-up for our E-newsletter through our website. This placement is located on the form submission "thank you" page.

Reach a highly qualified audience with this ad placement, as they are already indicating intent to travel.

CONSUMER E-BLASTS



Enjoy Retro Fun & Flavor



Escape to throwback fun at Decades—restaurant, bar, 40 game retro arcade, bowling alley, and seasonal ice cream shop in downtown Lancaster, PA. Decades transformed the historic Stahr Armory into a **destination for retro fun** and creative flavors. With easy parking next door and **within walking distance of shops & other attractions**, Decades is the perfect addition to your vacation or day trip!

[Plan Your Visit](#)

Book More Than A Room



Wake up to **peaceful country views** and a hearty buffet breakfast at AmishView. New this summer, enjoy **Homestead Days at Plain & Fancy Farm** every 3rd Saturday—plus, book direct and add our Stay & Shop package for free.

[Book Today](#)

The Most Authentic Amish Tour



The Amish Village offers an **authentic, hands-on look at Amish culture**. Tour our 1840 Amish Farmhouse and Village Grounds with farm animals, a one-room schoolhouse, and Amish crafts and food, or **get off the beaten path** with our Backroads Bus Tour.

[Learn More](#)

Special Offers



10% OFF AMISH EXPERIENCE SUPER SAVER

Must use promo code: vim25 and book online through AmishExperience.com

[Book Online Now](#)

Package includes guided Amish Farmlands Tour, House & School Tour, and FX Theater.



SINGLE, DOUBLE, & TRIPLE SCOOP EXPERIENCES

Find three incredible ways to enjoy Turkey Hill!

[Book Your Visit](#)

The Turkey Hill Experience features interactive exhibits allowing you to create your own virtual ice cream flavor, package, and commercial.

[Free Visitor Guide](#) [Coupons](#) [Events Calendar](#)



DISCOVER LANCASTER
501 Greenfield Road, Lancaster, PA 17601, USA
[DiscoverLancaster.com](#)

We will design the e-blast within our template – it will include a headline, a photo with your logo overlaid, text, and a CTA button.

See examples and placement details 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 - \$1,400

One available per e-blast
600 x 300 px
100 words

CONSUMER E-BLASTS

Subscribers

136K

Click-to-open Rate

6.12%

Sent on the 1st of the month.

Possibility of a second e-blast sent on the 8th of the month.

Banner - \$800

Three available per e-blast
600 x 200 px
50 words

Coupons - \$450

Two available per e-blast
300 x 200 px
Formatted with coupon or discount wording.
Coupon submission must be 15% or more discount or a giveaway.

*Layout subject to change

VISITORS GUIDE PRINT ADVERTISING

Featured Event Placement – \$495 New!

- Listing includes property information
- 15-word maximum description
- Guaranteed top placement inclusion in monthly events listings (see example to the right)
- Limited to one placement per month

Enhanced Listing – \$495

- Listing includes property information
- 50-word maximum description provided by partner

Enhanced Listing with Photo – \$995

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

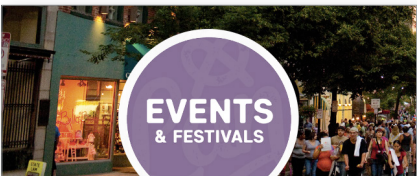
Featured Ad – \$2,950

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

Editorial Article Feature – \$2,500

- First-come, first-served with 1 spot per topic available
- Formatted banner feature on editorial article (see example to the right)
- Address and Phone Number
- 15-word maximum description
- One image

Available Topics: Top Attraction Itineraries, What's New in Lancaster, 10 Must-Try Local Dishes, All About Amish Culture, and What Visitors Love About Lancaster's Four Seasons.



JANUARY	FEBRUARY	MARCH	APRIL
Event Name at Visit the PA Dutch Sanctuary of PA Visit the 2025 Pennsylvania Farm Show Visit a winery for a tasting experience Go to an international food fair with unique Lancaster experiences Explore the coveys Visit the Turkey Hill Experience Visit & Carve Workshops at Bear's Eaters Cheese and Art Hand Arts	Event Name at Visit the PA Dutch Sanctuary of PA Visit the 2025 Pennsylvania Farm Show Visit a winery for a tasting experience Go to an international food fair with unique Lancaster experiences Explore the coveys Visit the Turkey Hill Experience Visit & Carve Workshops at Bear's Eaters Cheese and Art Hand Arts	Event Name at Visit the PA Dutch Sanctuary of PA Visit the 2025 Pennsylvania Farm Show Visit a winery for a tasting experience Go to an international food fair with unique Lancaster experiences Explore the coveys Visit the Turkey Hill Experience Visit & Carve Workshops at Bear's Eaters Cheese and Art Hand Arts	Event Name at Visit the PA Dutch Sanctuary of PA Visit the 2025 Pennsylvania Farm Show Visit a winery for a tasting experience Go to an international food fair with unique Lancaster experiences Explore the coveys Visit the Turkey Hill Experience Visit & Carve Workshops at Bear's Eaters Cheese and Art Hand Arts

Featured Event Placement

Editorial Article Feature
*Banner layout subject to change

EXPERIENCE THE Amish

Amish Country

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

Amish Country

Amish Country is a beautiful area of Lancaster County, PA, known for its Amish culture, buggy rides, and scenic views. It's a great place to experience the Amish way of life and enjoy the beauty of Lancaster County.

Amish Country

Amish Country is a beautiful area of Lancaster County, PA, known for its Amish culture, buggy rides, and scenic views. It's a great place to experience the Amish way of life and enjoy the beauty of Lancaster County.

Featured Ad

AMISH ACTIVITIES

DUTCH WONDERLAND® FAMILY AMUSEMENT PARK H-10
2206 Lincoln Hwy., Lancaster
666-1111 / DutchWonderland.com

Enjoy over 35 rides, attractions, and shows at Dutch Wonderland! Cost of admission is \$15.00. The park is open from 10:00 AM to 6:00 PM. The park is a great place to experience the Amish way of life and enjoy the beauty of Lancaster County.

GETTYSBURG NATIONAL MILITARY PARK MUSEUM & VISITOR CENTER A-10
1000 2nd St., Gettysburg
767-674-2478 / GettysburgNationalPark.org

Experience the battle and events of a real American Civil War battle at the Gettysburg National Military Park Museum & Visitor Center. The park is a great place to experience the Amish way of life and enjoy the beauty of Lancaster County.

KREIDER FARMS FARM TOUR H-6
2463 Lancaster Rd., Mechanics
717-665-9139 / kreiderfarms.com/farm-tour

Experience the sights and sounds of a real American farm at Kreider Farms. The park is a great place to experience the Amish way of life and enjoy the beauty of Lancaster County.

MAGIC & WONDER DINNER THEATER D-11
2005 Lincoln Hwy., Paradise
717-332-3337 / MagicWonderDinnerTheater.com

Step into the MAGNIFICENT, where grand illusions, with nothing less and something more, are waiting for you to witness. Experience the magic of the theater with a magical dinner and entertainment to complement the show, making every moment—the first time for the first time—a truly magical, immersive journey for all ages!

Enhanced Listing with Photo

AMISH ACTIVITIES

Amish Country

Amish Country is a beautiful area of Lancaster County, PA, known for its Amish culture, buggy rides, and scenic views. It's a great place to experience the Amish way of life and enjoy the beauty of Lancaster County.

Amish Country

Amish Country is a beautiful area of Lancaster County, PA, known for its Amish culture, buggy rides, and scenic views. It's a great place to experience the Amish way of life and enjoy the beauty of Lancaster County.

Amish Country

Amish Country is a beautiful area of Lancaster County, PA, known for its Amish culture, buggy rides, and scenic views. It's a great place to experience the Amish way of life and enjoy the beauty of Lancaster County.

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



Bonus: Spotlight Ads

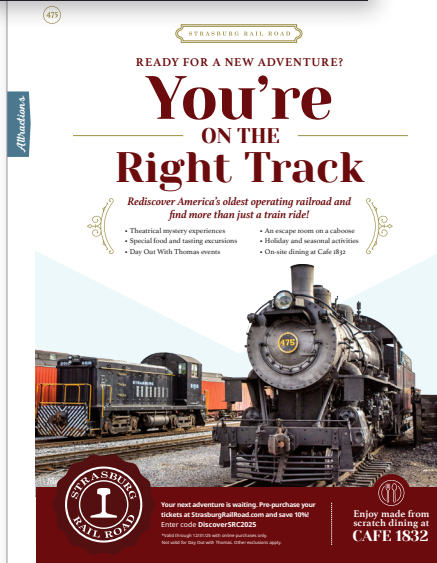
All of the print placements on this page receive bonus "Spotlight Ads". Spotlight ads include image, text, and link on the "Plan Your Trip" and "Regions & Towns" pages.

**One spot available. First right of refusal ad placement
Visitors Guide Ad Specs - Listed on page 10.*



Outside Back
Cover Ad

Full-Page Ad



Inside Back
Cover Ad

Half-Page Ad

DIGITAL ADVERTISING GUIDELINES

TYPE OF DIGITAL AD	SIZE SPECIFICATIONS
Homepage Feature & Priority Web Placements	• Headline: 4-7 words maximum • Copy: 10-20 words or 1 sentence maximum • Photo: 1920px W x 1056px H (photo cannot include logo or text) • CTA Link & Text: 3 words maximum
Events Calendar Feature	• Pre-Heading: 4-7 words or symbols maximum • Headline: 8 word maximum • Copy: 30 word maximum • CTA Link & Text: 2 words maximum • Photo: At least 1920px W x 1056px H (photo cannot include logo or text)
“Things To Do this Month” Blog Feature	• Pre-Heading: 4-7 words or symbols maximum • Headline: 4-7 words maximum • Copy: 20-50 words maximum or 2 sentences • Photo: 1920px W x 1056px H (photo cannot include logo or text) • CTA Link & Text: 2 words maximum
Feature Guide & E-News Submission Confirmation Page	• Pre-Heading: 4-7 words or symbols maximum • Headline: 8 word maximum • Copy: 30 word maximum • CTA Link & Text: 2 words maximum • Photo: At least 1920px W x 1056px H (photo cannot include logo or text)
Priority Guide & E-News Submission Confirmation Page	• Headline: 4-7 words maximum • Copy: 10-20 words or 1 sentence maximum • Photo: 1920px W x 1056px H (photo cannot include logo or text) • CTA Link & Text: 3 words maximum
Consumer E-Blast Featured	• Headline: 5 word maximum • Copy: 4 sentences maximum • CTA Link & Text: 3 words maximum • Logo • Photo(s) (cannot include logo or text)
Consumer E-Blast Banner	• Headline: 5 word maximum • Copy: 2 sentences maximum • CTA Link & Text: 3 words maximum • Logo • Photo(s) (cannot include logo or text)
Consumer E-Blast Coupon	• Headline: 5 word maximum • Copy: 12 word maximum • Disclaimer: 15 - 40 words maximum • CTA Link & Text: 3 words maximum • Photo: 400 x 400px (cannot include logo or text) • Coupon submission must be 15% or more discount or giveaway

NOTES:

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

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

Digital Advertising Submission Form - Advertisers will receive an email with a link to a digital submission form for uploading materials. Please review and follow all stated deadlines, as timely submission is essential to keeping production on schedule. For questions or alternate FTP delivery instructions, please contact Olivia Novak at ONovak@DiscoverLancaster.com.

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
Featured Event Placement	Website, and 15-word maximum description
Enhanced Listing	50-word maximum description
Enhanced Listing with Photo	High-res photo (2.25"w x 1"h) and 25-word maximum description
Featured	100-word maximum description, high-res photo (2.125"w x 2.125"h), Optional QR Code, Website URL, Phone Number, and Address
Editorial Article Feature	Address, Phone Number, 15-word maximum description, and image (2.25"w x 1"h)
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>
Map	One Image (1.3125"w x 1.34"h), Address, Phone Number, 50-word maximum description, and 8.5"w x 5.125"h ad*. <i>*please do not place content in top right corner of ad (1.8125"w x 2.875"h)*</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"

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.

Print Advertising Submission Form - Advertisers will receive an email with a link to a digital submission form for uploading materials. Please review and follow all stated deadlines, as timely submission is essential to keeping production on schedule. For questions or alternate FTP delivery instructions, please contact Jenae Spieker at 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.

2027 PRINT ADVERTISING CONTRACT



CONTACT INFORMATION *Please provide COMPLETE information.*

Property Name: _____

Contact Name: _____ Email: _____

Billing Email: _____ Marketing Email: _____

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

Ad Type	Cost
Featured Event Placement New!	\$495
☐ Jan ☐ Feb ☐ Mar ☐ Apr ☐ May ☐ Jun ☐ Jul ☐ Aug ☐ Sept ☐ Oct ☐ Nov ☐ Dec	
☐ Enhanced Listing*	\$495
☐ Enhanced Listing with Photo*	\$995
☐ Editorial Article Feature* <i>Category:</i> _____	\$2,500
☐ Featured Ad*	\$2,950
1/2-Page Ad* (Bonus: 3 Digital Spotlight Ads)	\$4,950
☐ Jan ☐ Feb ☐ Mar ☐ Apr ☐ May ☐ Jun ☐ Jul ☐ Aug ☐ Sept ☐ Oct ☐ Nov ☐ Dec	
Full-Page Ad* (Bonus: 6 Digital Spotlight Ads)	\$7,450
☐ Jan ☐ Feb ☐ Mar ☐ Apr ☐ May ☐ Jun ☐ Jul ☐ Aug ☐ Sept ☐ Oct ☐ Nov ☐ Dec	
Inside Back Cover Ad (Bonus: 6 Digital Spotlight Ads)	\$7,950
☐ Jan ☐ Feb ☐ Mar ☐ Apr ☐ May ☐ Jun ☐ Jul ☐ Aug ☐ Sept ☐ Oct ☐ Nov ☐ Dec	
Outside Back Cover Ad (Bonus: 6 Digital Spotlight Ads)	\$12,450
☐ Jan ☐ Feb ☐ Mar ☐ Apr ☐ May ☐ Jun ☐ Jul ☐ Aug ☐ Sept ☐ Oct ☐ Nov ☐ Dec	
Map Sponsor (Bonus: 12 Digital Spotlight Ads)	\$15,000
☐ Jan ☐ Feb ☐ Mar ☐ Apr ☐ May ☐ Jun ☐ Jul ☐ Aug ☐ Sept ☐ Oct ☐ Nov ☐ Dec	

Print Total _____

Send contract and payment to the following:

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

2027 DIGITAL ADVERTISING CONTRACT ONLINE ADVERTISING

CONTACT INFORMATION *Please provide COMPLETE information.*

Property Name: _____

Contact Name: _____ Email: _____

Billing Email: _____ Marketing Email: _____

Ad Type	Cost per Placement	Total
Homepage Feature	\$1,300	_____
☐ Jan + Feb ☐ Mar + Apr ☐ May ☐ Jun ☐ Jul ☐ Aug ☐ Sept ☐ Oct ☐ Nov ☐ Dec		
Events Calendar Q1	\$550	_____
☐ Jan ☐ Feb ☐ Mar		
Events Calendar Q2-Q4	\$750	_____
☐ Apr ☐ May ☐ Jun ☐ Jul ☐ Aug ☐ Sept ☐ Oct ☐ Nov ☐ Dec		
Priority Web Placement Lodging	\$500	_____
☐ Jan + Feb ☐ Mar + Apr ☐ May ☐ Jun ☐ Jul ☐ Aug ☐ Sept ☐ Oct ☐ Nov ☐ Dec		
Priority Web Placement Things To Do	\$500	_____
☐ Jan + Feb ☐ Mar + Apr ☐ May ☐ Jun ☐ Jul ☐ Aug ☐ Sept ☐ Oct ☐ Nov ☐ Dec		
Priority Web Placement Amish Culture	\$500	_____
☐ Jan + Feb ☐ Mar + Apr ☐ May ☐ Jun ☐ Jul ☐ Aug ☐ Sept ☐ Oct ☐ Nov ☐ Dec		
Priority Web Placement Food & Drink	\$250	_____
☐ Jan + Feb ☐ Mar + Apr ☐ May ☐ Jun ☐ Jul ☐ Aug ☐ Sept ☐ Oct ☐ Nov ☐ Dec		
“Things To Do This Month” Blog Feature*	\$950	_____
☐ Jan ☐ Feb ☐ Mar ☐ Apr ☐ May ☐ Jun ☐ Jul ☐ Aug ☐ Sept ☐ Oct ☐ Nov ☐ Dec		
Featured Guide & E-News Submission Confirmation Page <i>New!</i>	\$1,400	_____
☐ Jan 1st - Dec 31st		
Priority Guide & E-News Submission Confirmation Page <i>New!</i>	\$750	_____
☐ Jan 1st - Dec 31st		
Consumer E-blast Featured	\$1,400	_____
☐ Jan ☐ Feb ☐ Mar ☐ Apr ☐ May ☐ Jun ☐ Jul ☐ Aug ☐ Sept ☐ Oct ☐ Nov ☐ Dec		
Consumer E-blast Banner	\$800	_____
☐ Jan ☐ Feb ☐ Mar ☐ Apr ☐ May ☐ Jun ☐ Jul ☐ Aug ☐ Sept ☐ Oct ☐ Nov ☐ Dec		
Consumer E-blast Coupon	\$450	_____
☐ Jan ☐ Feb ☐ Mar ☐ Apr ☐ May ☐ Jun ☐ Jul ☐ Aug ☐ Sept ☐ Oct ☐ Nov ☐ Dec		

Include Coupon Offer Copy Here: _____

Payment:

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

Digital Total _____

Send contract and payment to the following:

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

2027 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

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