**BASIC LISTING PACKAGE $195**

*Includes one (1) single category listing in the 2019 Laurel Highlands Destination Guide and a full web listing with copy, photos, links and Google mapping on* [www.laurelhighlands.org](http://www.laurelhighlands.org)



**NEWFEATURED LISTING PACKAGE varied**

*Includes featured listing on the official regional tourism website and a featured listing in the 2019 destination guide. Pricing according to length of website featured listing ad.*

**3 months run time featured web ad $995**

**6 months run time featured web ad $1,595**

**12 months run time featured web ad $2,795**

**WEBSITE ADVERTISING varied**

*See attached for various advertising placement opportunities on the official regional tourism website*, [www.laurelhighlands.org](http://www.laurelhighlands.org)/webads

**2019 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 **$2,900**

Full Page **$5,750**

Inside Cover **$6,500**

Inside Back Cover **$6,500**

NEW Back Cover **$10,000**

2 Page Spread **$10,500**

Featured Listing **$495**

Map Ad **$395**

Coupon Ad *includes 2019 Coupon Book* **$350**

Event Listing  **$100**

Additional Listing **$175**

**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*

**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 85 regional brochure racks. Print and Distribution 13,000 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**

**E-NEWSLETTER AD**

*Spotlight your business in the LHVB’s seasonal e-newsletter that reaches a current database of 25,000 subscribers. These are qualified subscribers interested in the region. Space will be limited.*

**Spring $495 Summer $495**

**Fall $495 Winter $495**

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

**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 85 regional rack locations in Fayette, Somerset, Westmoreland, Indiana and Cambria counties.*

**July 1, 2018-June 30, 2019 - $1,000**

**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**

**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 Louise Bates* [*lbates@laurelhighlands.org*](mailto:lbates@laurelhighlands.org)*. The rates provided here are for budgetary purposes.*

**HOLIDAY HAPPENINGS $150**

**Tribune Review “Ticket”**

**Featured in Popular Thanksgiving Publication**

**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 the following publication in 2018 to showcase the region and are offering co-op advertising to those wish to target a niche.*

**GROUP TOUR MAGAZINE (History & Heritage)**

*This publication is sent to Group Tour Operators all across the US. We’ve selected a ½ page ad in the History & Heritage issue to highlight the tourism assets of the Laurel Highlands. Space is limited.* **$350**

**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.*

**GENERAL LEISURE/OUTDOOR ($150 per show)**

Washington DC Travel & Adventure Show

AAA Great Vacations Expo (Columbus)

Great American Outdoor Show (Harrisburg)

Toronto Outdoor Adventure Show

Pittsburgh Home & Garden (D.L. Lawrence)

America’s Largest RV Show (Hershey)

AAA Pittsburgh Travel Showcase

**BRIDAL SHOWS ($150 per show)**

Cavanaugh’s 2-Day (Pittsburgh)

Cavanaugh’s Cranberry (Cranberry)

Cavanaugh’s Westmoreland (Greensburg)

Pittsburgh Bridal Showcase (D.L. Lawrence)

**HOME SCHOOL STUDENT ($150 per show)**

Home Educators Association of Virginia

Pennsylvania Christian Home School Show

**GROUP TRAVEL SHOW ($150 per show)**

Great Day! Tour Travel Show

AAA East Central Travel Show  
 PA Bus Association Marketplace  
 MD Motorcoach Association Marketplace

🗹 Several of the Laurel Highlands Visitors Bureau marketing opportunities in 2018 are limited due to space.  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 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**