

# Advertising Rates and Information

2015 Official  
Hershey Harrisburg  
Region Travel Guide



Inspire Travelers to Visit Your Business



Hershey Harrisburg  
Regional Visitors Bureau



[visithersheyharrisburg.org](http://visithersheyharrisburg.org)

# About the Travel Guide

Guide requests  
received from  
around the  
world!

## Why Advertise?

We're the *ONLY* guide that reaches visitors before they come to the area and helps them decide where to stay, eat, shop, explore and be entertained. Presenting engaging stories, special events, listings and more, the Hershey Harrisburg Region Travel Guide is a valuable planning resource for our guests.

- Reach general visitors, website users, event & meeting attendees, information centers, tour & travel planners, AAA and travel professionals
- 375,000 guides produced (extended readership with digital-online version)
- Over 10 million people visiting the Hershey Harrisburg region annually spending approximately **\$2.26 Billion\***
- Travel Guide App — easy to view guide for smart phones and mobile devices. Available for iPhones, iPads and Android tablets

\* Source: From most recent tourism economics on behalf of the PA Tourism Office.

## Travel Guide Distribution

Available in high-traffic locations, such as Harrisburg's Downtown Improvement District Visitors Center, all 14 official Visit Pennsylvania Welcome Centers, Harrisburg International Airport, AAA offices, tradeshow and sporting events.

## Additional Distribution

- 120 locations in 5 regional sectors:
  - Philadelphia Metropolitan Area
  - North & Eastern Pennsylvania
  - Western Pennsylvania
  - New Jersey
  - Northern Virginia & Maryland
- Over 100 high-traffic locations in the Dutch/Brandywine regions including attractions and various hotels
- Inserted into thousands of welcome bags for groups, meetings and events, and motorcoach tours

## High Volume Local Distribution

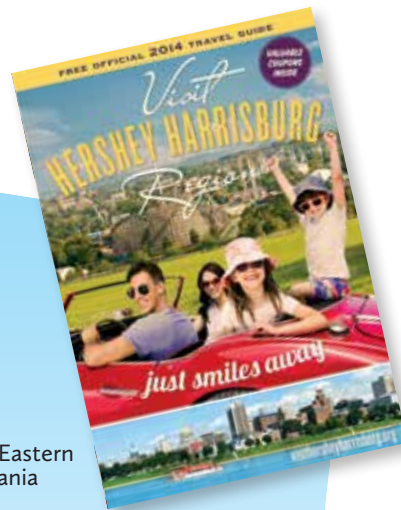
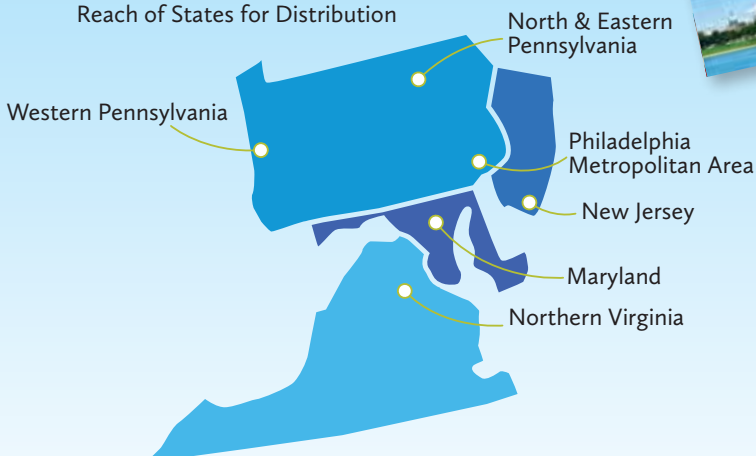
- The National Civil War Museum
- U.S. Army Heritage and Education Center
- Hilton Harrisburg
- Hollywood Casino at Penn National Race Course
- The Hershey Story, The Museum On Chocolate Avenue
- Amtrak® – Harrisburg Station
- Tröegs Brewery
- Harrisburg International Airport
- The PA Farm Show Complex & Expo Center
- Downtown Improvement District Visitor Center
- Other area Partner hotels and attractions

## Turnpike Plazas and Rest Areas

- 9 locations which include:
  - Allentown
  - Valley Forge
  - King of Prussia
  - Chester
  - Bedford
  - Cumberland Valley
  - Oakmont
  - Luzerne
  - Bucks

## Hershey Harrisburg Region Travel Guide

Reach of States for Distribution



**Estimated readership  
of over a million!**



# Advertising Options



## Coupon Offer Insertion (Available to HHRVB Partners only)

Adding a coupon is an affordable and effective way to promote your product or service to travelers with an interest in your destination. Includes a maximum of 40 words with a logo on the front plus your contact information and logo on the back.

Partners not purchasing a display ad who still wish to have a coupon included may purchase one for \$225.

## Upgraded Directory Listing + Coupon Offer Insertion (Available to HHRVB Partners only)

Increase your visibility and enhance your business listing — **get noticed!** This includes a 50-word description, photo, and amenity icons. Includes a Coupon Offer Insertion!

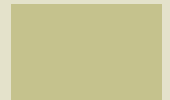
Partners not purchasing a display ad who still wish to have an upgraded listing may purchase one for \$825.

## Display Advertising

### ADVERTISING SPECS

HHRVB Partners who purchase a display ad will receive an Upgraded Directory Listing, Coupon Offer Insertion and "Featured First" Website Listing on [visithersheyharrisburg.org](http://visithersheyharrisburg.org) at no charge.

Sizes listed are width x height

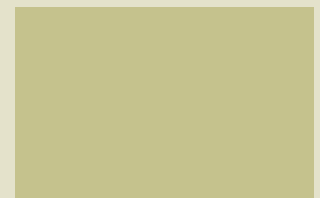


1/2 page: 5.75" w x 4.5" h

Full page: 7" w x 10.25" h



1/4 page: 2.75" w x 4.5" h



2-Page Spread: 13.75" w x 10.25" h

### Ad Submission Requirements

Ad materials are to be submitted in EPS or PDF format, 300 dpi, CMYK only, no color profiles.

Adherence to the following guidelines in PDF file preparation will aid in successful file conversion:

- Create ad layouts in a professional desktop publishing program such as Adobe InDesign®, Photoshop® or QuarkXPress™.
- Color: Define all colors as Grayscale or CMYK process.
- Fonts: Include all fonts used, or convert text to outlines.
- Images: Must be SWOP-compliant with a minimum resolution of 300 dpi. All high-resolution images and fonts must be included. Do not nest EPS files within other EPS files. Save images in TIFF or EPS format, with no embedded color management profiles.
- Crop marks should be included in the file but kept outside the "live" area. Bleed must extend 1/8" beyond trim. Keep live matter 3/8" from trim edge.
- Non-adherence to the preferred format may necessitate production fees. Graphtech is not responsible for making corrections to supplied files.

The collage shows several examples of advertising:
 

- Coupons:** A "coupons let's make a deal" banner with three offers:
  - Antique Automobile Club of America Museum:** Save up to \$6.00 off Admission. \$1.00 Off Admission for up to six guests when visiting at the same time. Expires 4/30/15.
  - Adventure Sports in Hershey:** Buy one get one free mini golf. Expires 12/31/14.
  - Alfred's Victorian Restaurant:** \$10.00 Off Purchase of \$50.00 or More. Expires 12/30/14.
- Travel Directory Listing:** A listing for "Best Western Premier the Central Hotel - Central" with a photo of a red vintage car and an "Icon Key" for amenities like wheelchair access, pet-friendly, and parking.

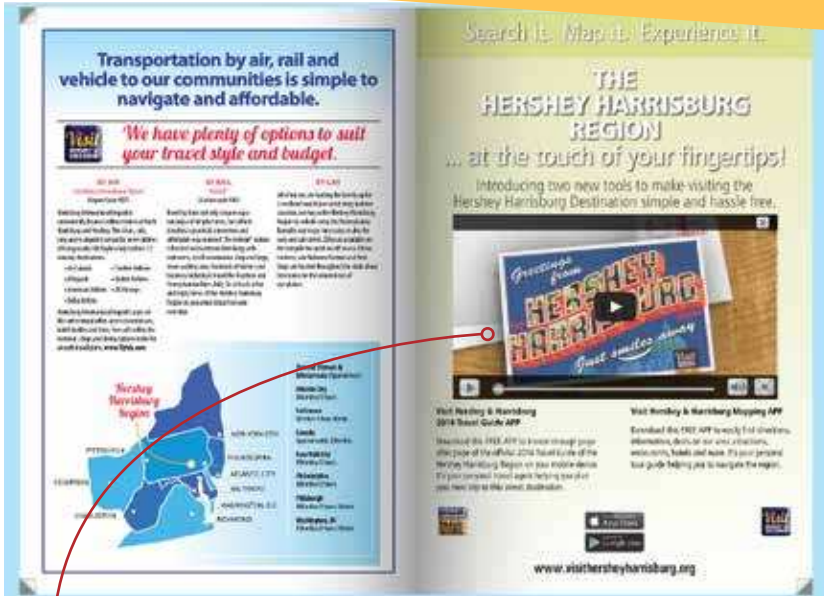
Pages shown are from 2014 Travel Guide and are for reference only. Layout and design of coupons and upgraded directory listings may vary slightly for 2015.

Additional advertising opportunities on the next page.

# Digital Advertising Options

**Visit  
HERSHEY &  
HARRISBURG**

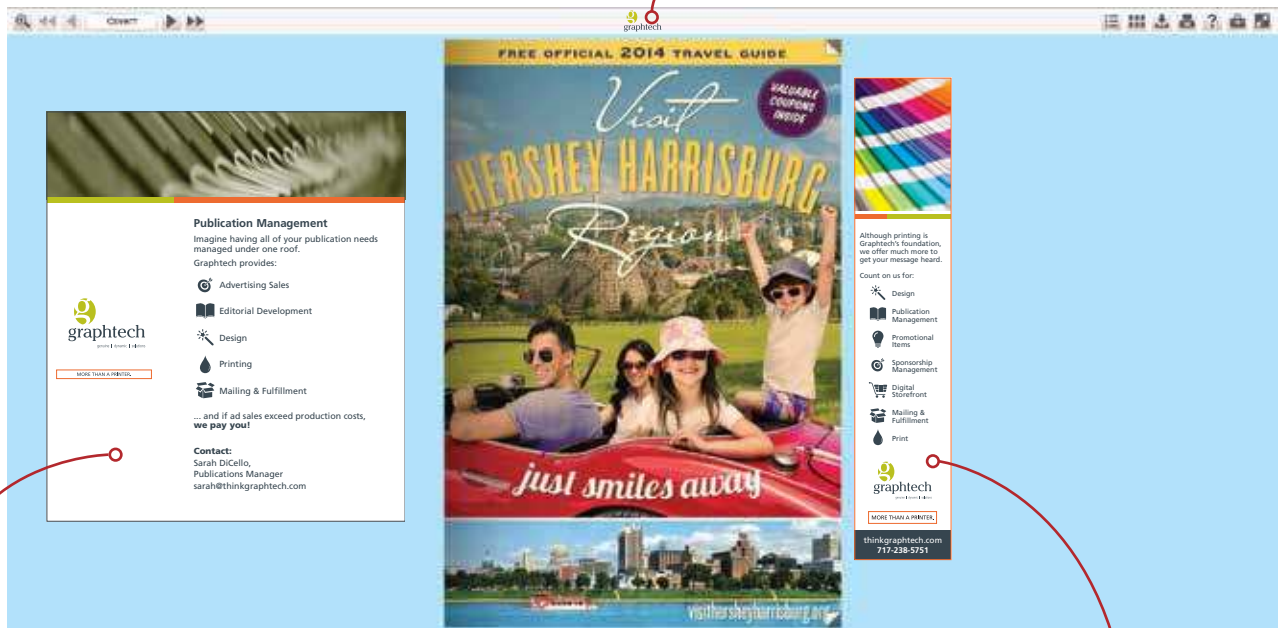
Digital advertising offers the opportunity to engage readers with interactive features unavailable in print. You can add video, audio, and animations. It also gives readers the benefit of a mobile platform with all the familiarity of a traditional print layout. It can be read on multiple devices, printed or saved as a PDF to be reviewed at a later date.



**Sponsor  
Banner/Ad  
Package**

**Audio/Video**

The audio/video option allows you to embed a sound or video clip directly into your ad.



**Sponsor  
Banner/Ad  
Package**

This package is for those who really want to make an impact! The sponsor ad appears to the left of the front cover when the book is closed and is the largest size of digital ads available. In addition, the banner ad displays your logo at the top of every page. Only one package is available and will be sold on a first-come, first-served basis.

**Left/Right Side Banner Ad  
(Premium Placement Available)**

Side banner ads are a great way to visually deliver your message. Premium placement such as Right Front Cover (shown above) and Left Side Inside Front Cover are available on a first-come, first-served basis. Quantities are limited so be sure to reserve your spot today!

**Social Media  
Links**

Social media links allow you to direct readers to your social media pages.

**Digital options are only available in addition to other purchased advertising.**



# 2015 Hershey Harrisburg Region Travel Guide Advertising Deadlines, Specs & Rates

## EARLY BIRD SAVINGS!

**Purchase your Ad BEFORE  
8/12/2014 and SAVE 25%**

## ADVERTISING DEADLINES

**Ad Reservation Deadline: 8/29/2014  
Artwork Deadline: 9/5/2014**

Placement	Size	Partner Rates <i>(On or before 8/12/14)</i>	Partner Rates <i>(After 8/12/14)</i>	Added Partner Value <i>(Included with your Display Ad purchase)</i>	Non-Partner Rates
1/4 page	2.75" w x 4.5" h	\$2,832	\$3,775	Free Coupon Offer Inclusion Upgraded Directory Listing Featured First Online Listing	\$5,075
1/2 Page	5.75" w x 4.5" h	\$4,612	\$6,150		\$7,850
Full Page	7" w x 10.25" h	\$7,387	\$9,850		\$12,450
Back Cover	7" w x 10.25" h	\$10,312	\$13,750		\$16,550
Inside Front Cover	7" w x 10.25" h	\$9,131	\$12,175		\$15,850
Inside Back Cover	7" w x 10.25" h	\$9,131	\$12,175		\$15,850
2 Page Spread	13.75" w x 10.25" h	\$14,212	\$18,950		\$25,500
<b>Upgraded Directory Listing + Coupon Offer Insertion</b> <i>(for any HHRVB Partner who does not reserve a Display Ad)</i>					\$825
<ul style="list-style-type: none"> <li>• Listing includes name, address, phone, 800#, website and a 50-word description with a photo and amenity icons.</li> <li>• Coupon includes a maximum of 40 words with a logo on the front plus your contact information and logo on the back.</li> </ul>					
<b>Coupon Offer Insertion – Only</b> <i>(for HHRVB Partners who do not reserve a Display Ad or Upgraded Directory Listing)</i>				\$225	N/A
<ul style="list-style-type: none"> <li>• Includes a maximum of 40 words with a logo on the front plus your contact information and logo on the back.</li> </ul>					

Digital Advertising		
Placement	Size	Rates
Video/Audio	N/A	\$100
Social Media Links	N/A	\$30 per button \$50 for 2 buttons \$75 for 3 buttons
Sponsor Banner/Ad Package <i>(one available)</i>	Banner: 88pix w x 40pix h Ad: 734pix w x 950pix h	\$1,500
Right Side Front Cover Banner Ad <i>(one available)</i>	120pix w x 600pix h	\$1,500
Left Side Inside Front Cover Banner Ad <i>(one available)</i>	120pix w x 600pix h	\$1,250
Left/Right Side Banner Ad <i>(quantities limited)</i>	120pix w x 600pix h	\$1,000

**Visitors to the Hershey  
Harrisburg Region  
outnumber the local  
population 20 to 1.**

Reserve your spot today  
by completing the form  
on the next page.



# Contract Form



For the second consecutive year, all ad sales, design, printing, and mailing of the 2015 Hershey Harrisburg Region Travel Guide are handled by Graphtech through a partnership with the Hershey Harrisburg Regional Visitors Bureau. For 30 years, Graphtech has been making sure their customers' message is heard. They tailor the right combination of their services to provide solutions that are as unique as their customers' needs. They are committed to being Central Pennsylvania's most effective message provider by offering genuine, dynamic solutions.

**Please complete the form and email to Jen Smith: [jen@thinkgraphtech.com](mailto:jen@thinkgraphtech.com) or fax to: 717.238.3081**

## Contact Information

Select here if you are a current Partner of the HHRVB.

Contact Name

Company

Address

City State Zip

Phone Fax

Email

### General Amenity Icons: (please check all that apply)

- Handicap Accessible
- Onsite Restaurant
- Free Wi-Fi
- Indoor Pool
- Free On-Site Parking
- Free Continental Breakfast
- Bar/Lounge
- Outdoor Pool
- Pet Friendly

### Restaurants

- Casual
- Fine
- Bakery/Sweet Treats
- Coffee Shop/Cafe
- BYOB
- Family

### Attractions

- Admission Charge
- Seasonal

## Payment Information

- Check enclosed (payable to Graphtech)
- Please invoice me
- Please charge to my credit card:  Visa  MC  Discover  Amex

Credit Card Number

CIV# Exp. Date

Print Name on Card

Signature

## FTP Transfer

You can easily submit your ads to Graphtech online via our FTP service. Visit [www.thinkgraphtech.com](http://www.thinkgraphtech.com) and click the FTP button on the top right of the screen. Browse your computer for your ad and upload it. Please be sure to note the publication and issue in which your ad should appear in the "notes" area. Once the file is uploaded, please email [jen@thinkgraphtech.com](mailto:jen@thinkgraphtech.com) with the publication name, issue date, advertiser, contact name.

## Advertising Information

### Guide Display Advertising Placement (please use ad rates from page 5)

- 1/4 Page \$ \_\_\_\_\_
- 1/2 Page (Horizontal) \$ \_\_\_\_\_
- Full Page \$ \_\_\_\_\_
- Back Cover \$ \_\_\_\_\_
- Inside Front Cover \$ \_\_\_\_\_
- Inside Back Cover \$ \_\_\_\_\_
- Two Page Spread \$ \_\_\_\_\_

### Directory Listing

- Yes, I want an Upgraded Directory Listing \$ \_\_\_\_\_  
(Included with purchase of a Display Ad.)  
Email Jen Smith ([jen@thinkgraphtech.com](mailto:jen@thinkgraphtech.com)) a description of your business. It must be **50 words or less**. Ad copy will be reproduced exactly as provided\*. Include a 300 dpi photo that best represents your business.

### Coupon

- Yes, I want a Coupon \$ \_\_\_\_\_  
(Included with purchase of a Display Ad or an Upgraded Directory Listing). Email Jen Smith ([jen@thinkgraphtech.com](mailto:jen@thinkgraphtech.com)) your coupon offer in **40 words or less** (word count includes headline and contact information). Coupon copy will be reproduced exactly as provided.\*

### Digital Advertising

- Video/Audio \$ \_\_\_\_\_
- Social Media Links (Qty. \_\_\_\_\_) \$ \_\_\_\_\_
- Sponsor Banner/Ad Package \$ \_\_\_\_\_
- Right Side Front Cover Banner Ad \$ \_\_\_\_\_
- Left Side Inside Front Cover Banner Ad \$ \_\_\_\_\_
- Left/Right Side Banner Ad \$ \_\_\_\_\_

**TOTAL \$** \_\_\_\_\_

- I plan to upload my files to the FTP site
- I plan to email Jen Smith my files before the deadline

\* Please check spelling and use punctuation, capitalization, and abbreviation only as you would like it to appear in the final ad.

## Contact

**Questions/Ad Sales:** Jen Smith with any questions at 717.238.5751 x124 or [jen@thinkgraphtech.com](mailto:jen@thinkgraphtech.com)

**Partnership Inquiries:** Justin Martsolf with any questions at 717.231.2986 or [justin@hersheyharrisburg.org](mailto:justin@hersheyharrisburg.org)

**SUBMIT**