



DISCOVER LEHIGH VALLEY | DESTINATION SIGNALS

DIGITAL ADVERTISING GUIDE

Destination Signals supports Discover Lehigh Valley with community activation — connecting local businesses with motivated travelers and locals.



**DESTINATION
SIGNALS**

A TEMPEST COMPANY

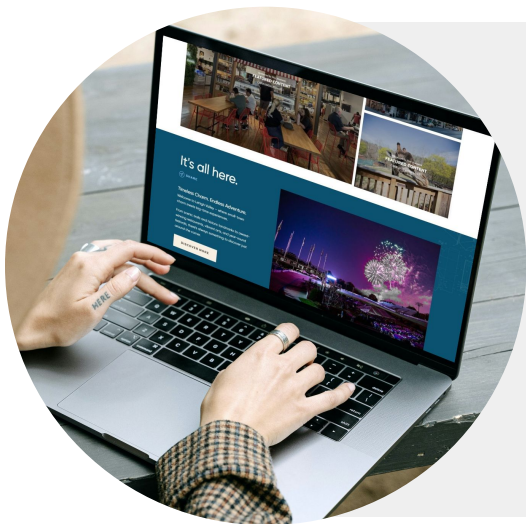
ADVERTISING OVERVIEW

7.8 MILLION

Annual Pageviews

3.1 MILLION

Annual Visitors



VALUE PROPOSITION

Travelers view the Discover Lehigh Valley brand as a trustworthy resource, giving you a perfect platform to begin new conversations.

Amplify your visibility with a highly-motivated audience of domestic and international travelers. Craft engaging campaigns with our in-house advertising specialists.

Your support and advertising dollars help power ongoing marketing campaigns that influence increased visitation and spending within our community.

Collaborate with our team to measure your campaigns, gain valuable insights about traveler behavior and decision making.

TO GET STARTED, PLEASE EMAIL ALISA@DISCOVERLEHIGHVALLEY.COM



FEATURED PARTNER

- Inspire visitors, be one of the first things they see when they come to [DiscoverLehighValley.com](https://www.discoverlehighvalley.com)
- **Featured Partner** is a targeted placement that is showcased near the top of the page
- Partners rotate evenly around the six spots available through this placement

640 x 360
Image Specs

35 CHARACTERS*
Headline/Title

**Character count includes spaces*

FEATURED CONTENT

- Leverage this large format display to promote your business and everything you offer
- Featured Content is a targeted placement that is visible around the middle of the page
- Partners rotate evenly around the three spots available through this placement

640 x 480

Image Specs

35 CHARACTERS*

Headline/Title

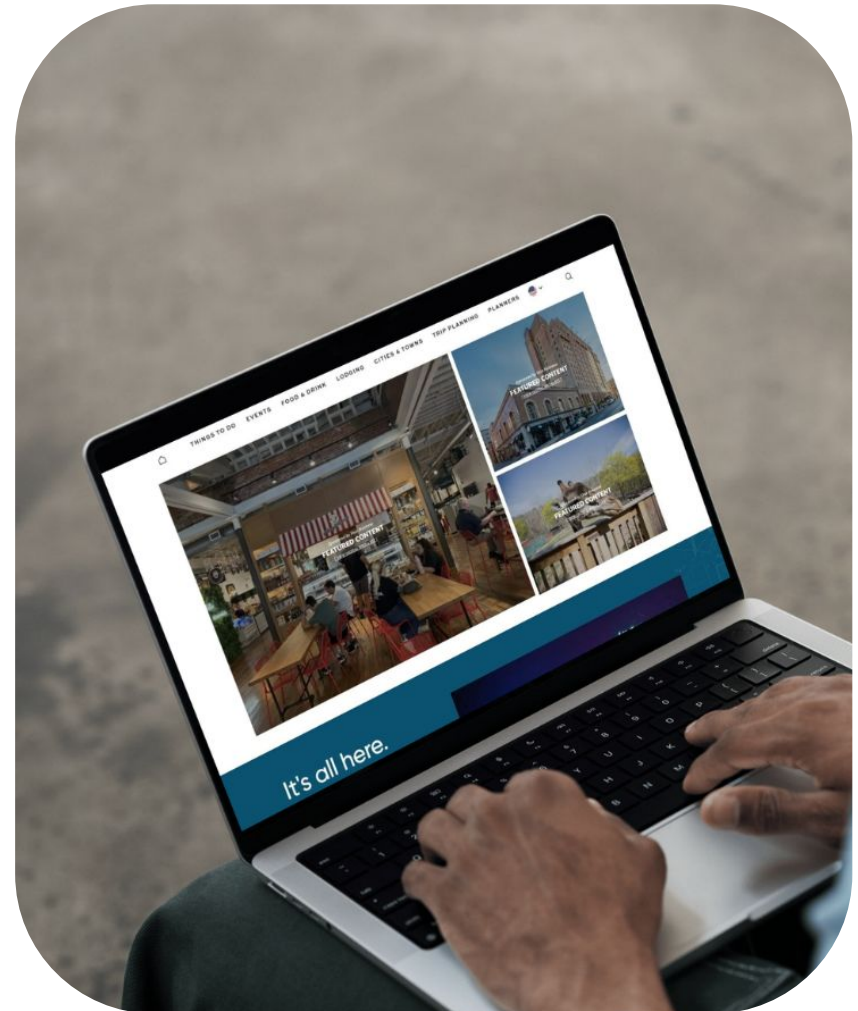
250 CHARACTERS*

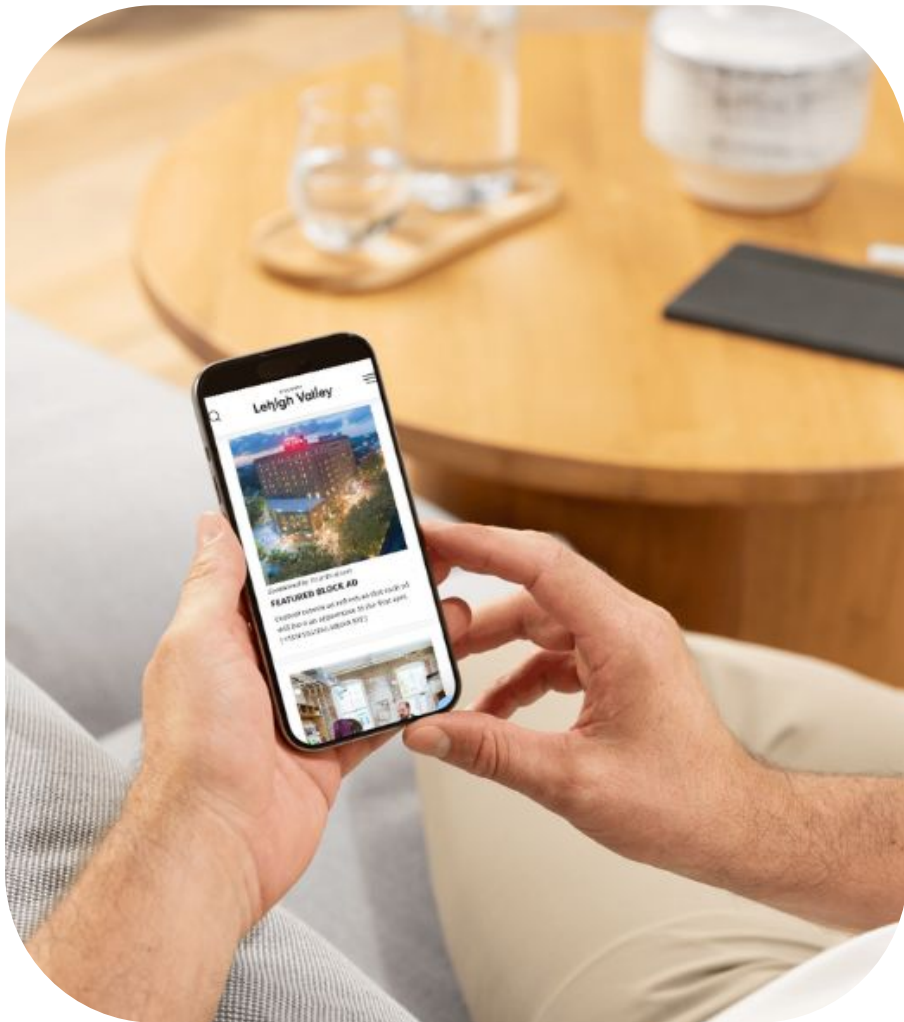
Body Copy

20 CHARACTERS*

Call-to-Action

**Character count includes spaces*





FEATURED BLOCK

- Looking for huge exposure? This placement is our best option for coverage across the site
- **Featured Block** is a run-of-site placement that is showcased above the footer of the page.
- Partners rotate evenly around the three spots available through this placement

640 x 640
Image Specs

25 CHARACTERS*
Headline/Title

125 CHARACTERS*
Body Copy

20 CHARACTERS*
Call-to-Action

**Character count includes spaces*

TOP DIGITAL OPTIONS

Monthly Rates

	FEATURED PARTNER	FEATURED CONTENT	FEATURED BLOCK
RUN OF SITE	-	-	\$390.00
HOMEPAGE	\$285.00	-	-
THINGS TO DO	\$235.00	\$190.00	-
THINGS TO DO WITH KIDS	\$450.00	\$325.00	-
EVENTS	430.00	-	-
EVENTS THIS WEEKEND	\$370.00	-	-
FOOD & DRINK	\$195.00	\$155.00	-
LODGING	\$40.00	-	-



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THANK YOU!

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