

DISCOVER

Lehigh Valley[®]

MEDIA KIT

Advertising & content opportunities
to promote your business.

DiscoverLehighValley.com



Why Partner With Us?

In the world of destination marketing, more collaboration means more visitation. That's why Discover Lehigh Valley[®] has been teaming up with regional partners for years. Learn how we can work together to promote your business and Lehigh Valley to travelers, meeting planners, tournament organizers, tour operators, and more. Everything Discover Lehigh Valley[®] does, from digital advertising and public relations to social media drives awareness, exposure, and traffic to DiscoverLehighValley.com.

NATIVE ADVERTISING

DiscoverLehighValley.com

VALUE PROPOSITION

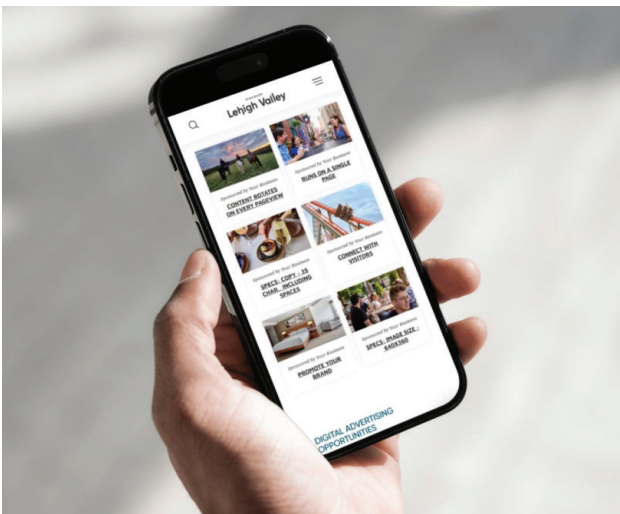
Amplify your visibility with a highly-motivated audience of locals and visitors. At the completion of all campaigns, performance metrics will be shared.

7.8 MILLION
Annual Pageviews

3.1 MILLION
Annual Visitors

	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	-	-

Rates above are for one month. The placements above are our most frequently visited pages on DiscoverLehighValley.com. If you'd like to be placed on a page not listed above, just ask!



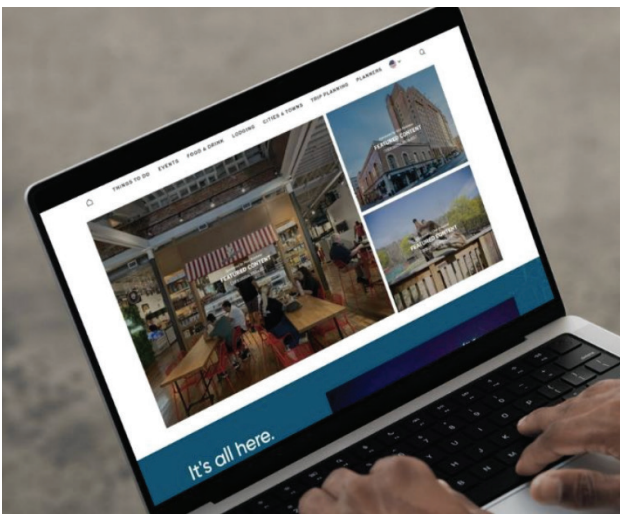
Featured Partner

Inspire visitors, be one of the first things they see when they come to 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 360px
IMAGE SPECS

35 Characters
HEADLINE / TITLE



Featured Content

Leverage this large format display to promote your business and everything you offer

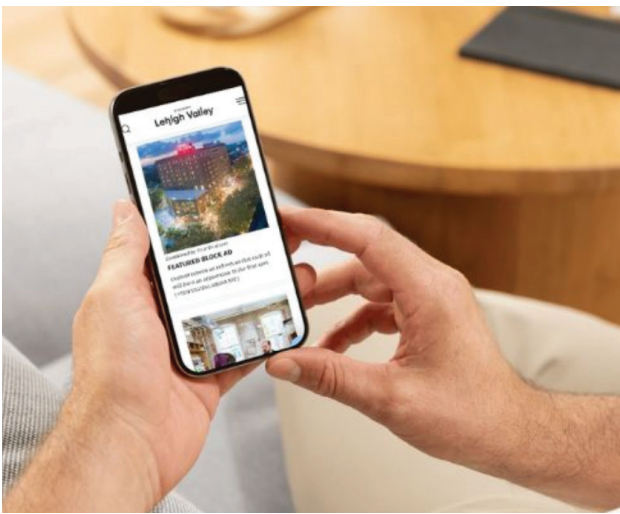
- **Featured Content** is a targeted placement that is visible around the middle of the page
- Partners rotate evenly around the three spots available through this placement

640 x 480px
IMAGE SPECS

35 Characters
HEADLINE / TITLE

250 Characters
BODY COPY

20 Characters
CALL TO ACTION



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

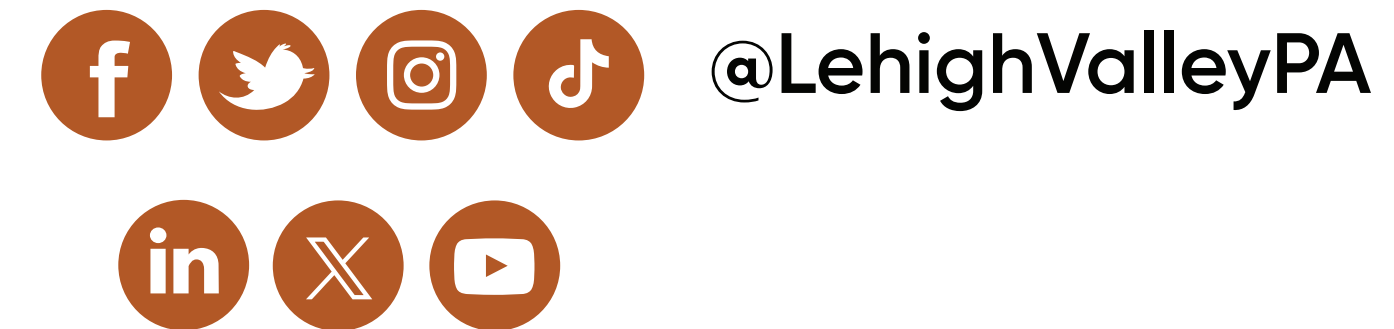
640 x 640px
IMAGE SPECS

25 Characters
HEADLINE / TITLE

125 Characters
BODY COPY

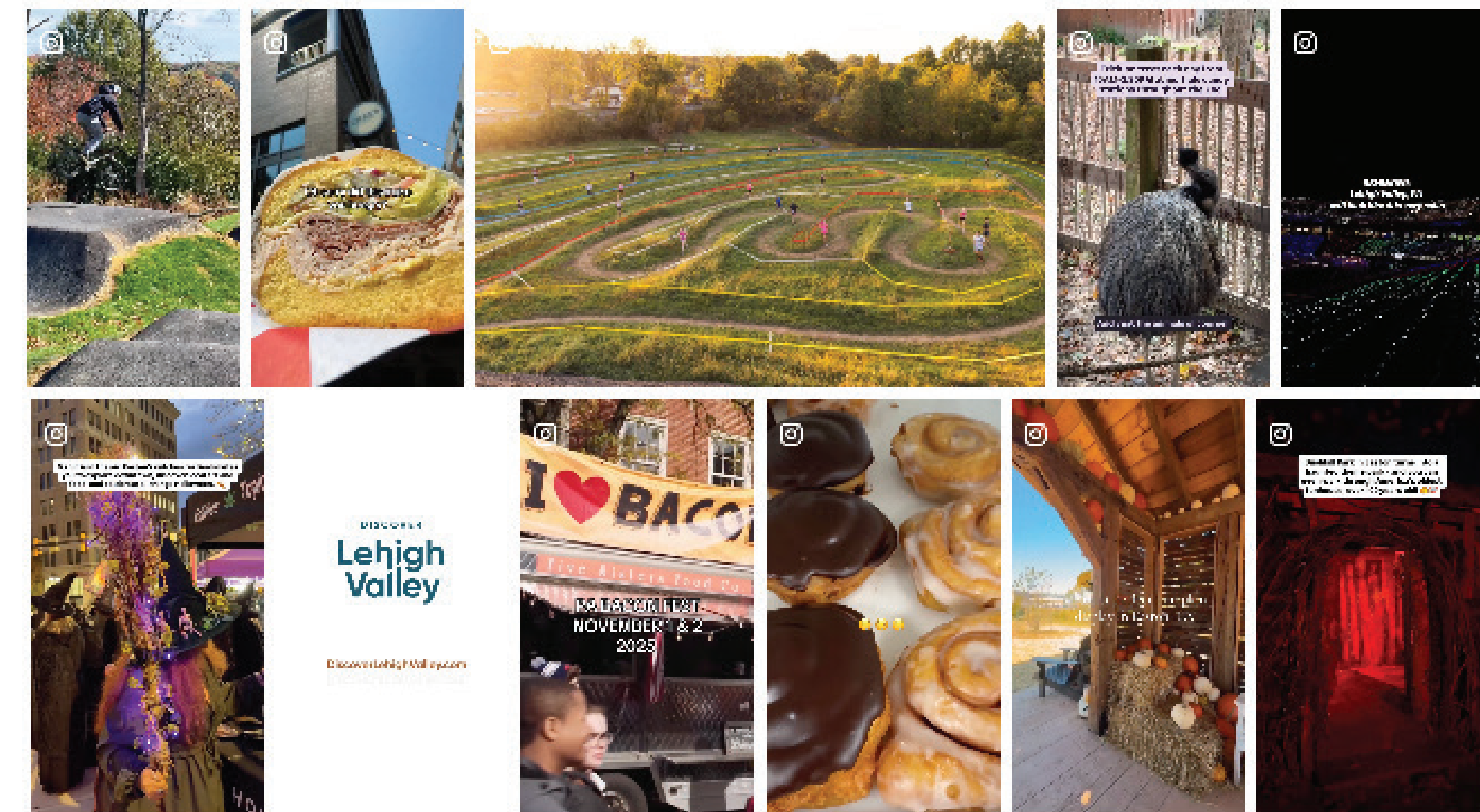
20 Characters
CALL TO ACTION

SOCIAL MEDIA



Get your message in front of 356,000+ Fans of Lehigh Valley

DLV's social media strategy keeps our audiences engaged and growing. DLV offers partners one complimentary social media post. Looking for more social media exposure? Work with DLV to craft a custom Meta post to be shared from @LehighValleyPA. Performance metrics will be shared.

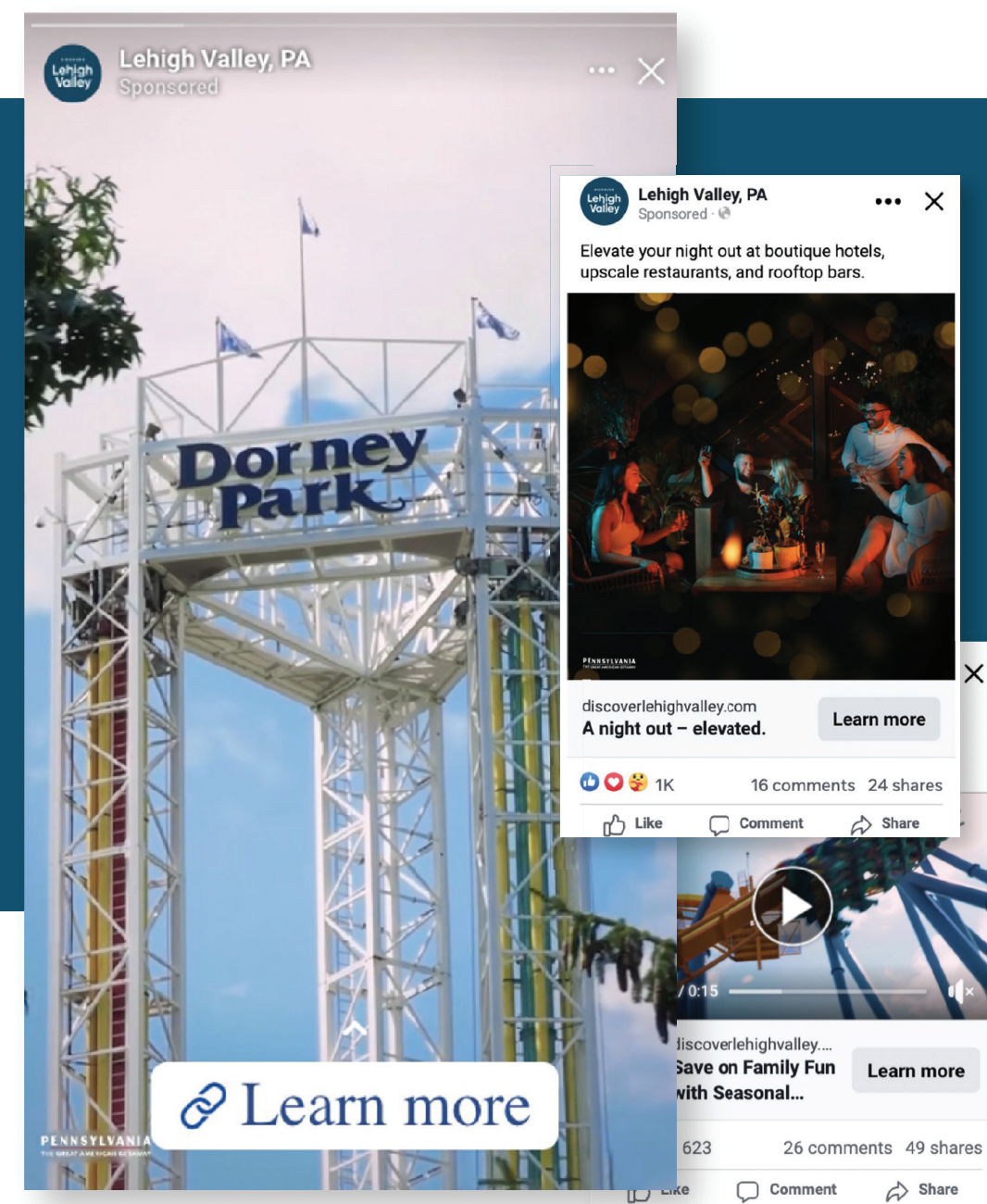


CUSTOM META SOCIAL POSTS

Consider the following enhancements. DLV will boost the post and add your business as a collaborator.

Rates

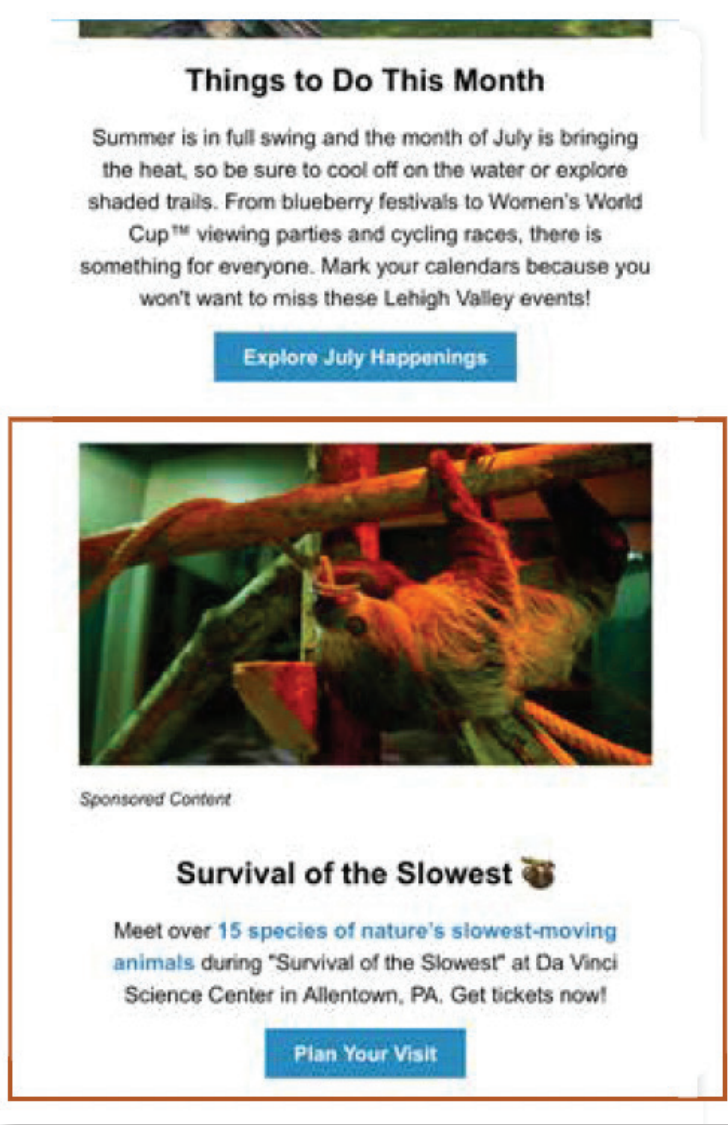
- \$650 for custom video with voiceover
- \$450 for custom video with no voiceover
- \$300 for a static post with photos



EMAIL MARKETING

Reach a captive audience of 25,000+ opted in email subscribers

Reach an engaged and active travel-planning audience. Every week, via email, enews subscribers are inspired with rich stories showcasing Lehigh Valley. Drive awareness with a native placement featuring image, headline, body copy, and a strong call to action directing readers to your event or listing on DiscoverLehighValley.com. Performance metrics will be shared.



E-NEWSLETTER FEATURE SPONSORED CONTENT

- **Hero Image:** JPG, at least 600 px by 400 px
- **Headline:** 44 characters, including spaces
- **Body:** 75 words body copy

Rate \$500



40%
Open Rate

Industry average is between 20–30%

26,000+
Subscribers