

## **2010/2011 Visit Bucks County**

### **Destination Guide, Visitor Center Advertising and Website Upgrade Opportunities**

**VISITOR GUIDE:** 175,000 copies of the Destination Guide are distributed at our Visitor Centers in Bensalem, Lahaska, New Hope and Quakertown, at trade shows/events and by our member hotels, B & Bs and Country Inns, attractions and restaurants. We have distribution points at Philadelphia Intl Airport, Amtrak's 30<sup>th</sup> St Station and at the Lehigh Valley Intl Airport. They are also mailed to thousands of visitors requesting information. It is the main fulfillment piece promoting Bucks County and you! Popular choice is a color image with your listing. The Destination Guide distribution begins in January, 2011.

**Yearly Print Advertising Rates: *Deadline for contract, materials and payment: Aug. 15, 2010.***

**Opt #**

1.	<b>25 Word Listing</b> in an additional category of your choice.	<b>\$ 250</b>
2.	<b>Color Image</b> with your listing. (2.125" x 2.125")	<b>\$ 900</b>
3.	<b>Third Page Ad 4-Color</b> (2.75" wide by 9.25" high)	<b>\$1775</b>
4.	<b>Half Page Ad 4-Color</b> (6.75" wide by 4.6275" high)	<b>\$2960</b>
5.	<b>Full Page Ad 4-Color</b> (6.75" wide by 9.25" high)	<b>\$5080</b>
6.	<b>Inside Front Cover Ad 4-Color</b> (6.75" wide by 9.25" high)	<b>\$5840</b>
7.	<b>Back Cover Ad 4-Color</b> (6.75" wide by 5.5" high)	<b>\$5000</b>

**VISITOR CENTER:** Showcase your property at the Bensalem Visitor Center! Lit panels will bring dimensions to your advertising message capturing the visitors' attention. Or, create a representation of your property with a shadowbox design.

**Yearly Advertising Rates:** (Can be added any quarter when available)

1. Duratrans	2'x2' Duratrans - <b>\$ 325</b>	2'x4' Duratrans - <b>\$ 575</b>
2. Shadowbox	2'x2' Shadowbox - <b>\$ 275</b>	2'x4' Shadowbox - <b>\$ 475</b>

Design assistance available at an additional charge.

**WEBSITE OPPORTUNITIES:** (Can be added any quarter)

- **\$150 for three** of the tabs below to add content to your web listing page. This also allows you a 100 word description on your individual web landing page. You will also be entitled to 3 tabs on your listing for the "Event Planning and Tours" section to target your message for Group, Meetings, Wedding and Sports markets, if appropriate.

You will have control of these tabs and can use them at your discretion to keep your listing information relevant and complete for the consumer.

1. **More Info** – use this tab for a further explanation of your business.
2. **Calendar of Events** – Important events for the general public will still be displayed on the Calendar of Events tab. These events will be displayed according to their overall reach to the consumer. You may use this tab for any and all of your individual events you would like to feature on your site.
3. **Photo slide show** – This entitles you to up to 10 photos to be displayed. Size is a maximum of 617 pixels wide x up to 617 pixels high.
4. **Menu** – Restaurants, caterers, banquet and meeting facilities, and/or anyone who provides food service at their facility can use this tab to display up to 10 pages of menus.
5. **Videos** of past events, testimonials, etc
6. **Coupons/Packages** - In addition to the coupons or packages offered in the "Discounts" section, you can use this to set up additional offers to your customers. Change and update as often as you'd like!
7. **Virtual tours** of your facility
8. **Programs** offered
9. **History** - Many of you have a rich history you want to share with consumers.
10. **Nightlife** – Entertainment offerings

**For the "Event Planning & Tours" section,** you will get the **Facility Information** tab at no charge; you may also use three of the following: **GroupTours/Tour Operator Only, Meeting, Wedding or Sports.**

- **Premium Placement – \$650**

ALL tabs can be used within your listing and you will receive "Featured" placement on any lists you appear in on either the consumer side or "Tour Planning & Event" area. You will be the featured picture in your category for 3 months. Additional months can be purchased for \$500 per quarter.