

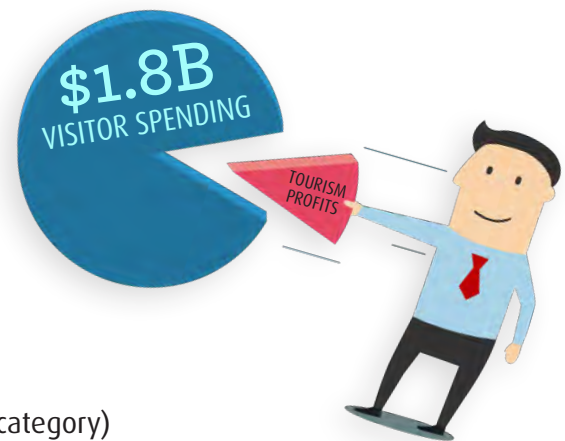
PA's Laurel Highlands

Slice Out a Piece of that \$1.8B Pie for Your Business in 2016



Visitors spend more than \$1.8 BILLION in the Laurel Highlands in a calendar year. For business or pleasure, millions of visitors travel to our region, and YOU want to be a part of the story we tell. How big a piece of the pie will you receive? The Laurel Highlands Visitors Bureau is the chief image and tourism marketing organization for a three county, 3,000 square mile region. The Laurel Highlands is promoted by a small group of passionate (pie loving) individuals with over 100 years in the industry.

- ✓ Listing on www.laurelhighlands.org
- ✓ 10 photo images and unlimited words of copy
- ✓ Social Media Link
- ✓ Link to TripAdvisor
- ✓ Online GOOGLE map with listing
- ✓ Link to your YouTube videos
- ✓ Free on-line web Calendar of Events listings
- ✓ Free on-line coupon listings
- ✓ Free on-line Getaway Package listings (lodging partners)
- ✓ Listing in the Official Laurel Highlands Destination Guide (one category)
- ✓ Educational sessions, including FREE Social Media 101 (quarterly)
- ✓ New Partner Orientation (quarterly)
- ✓ Destination Training at your location
- ✓ Free Brochure Distribution to PA Welcome Centers
- ✓ One Brochure placed in 4 Regional Visitor Center Outlets
- ✓ Sales Leads & Referrals
- ✓ Access to industry research, trends and forecasts
- ✓ Access to the experience & expertise of the Laurel Highlands staff
- ✓ Dedicated Public Relations & Social Media Departments
- ✓ Networking events including Tourism After Hours
- ✓ Opportunity to participate in key strategic marketing co-ops
- ✓ Access to high resolution photos for use in marketing your business
- ✓ Access to the LHVB Partner Extranet to edit business listing info, photos, events, & more



2015 At-A-Glance

757,000+

LAURELHIGHLANDS.ORG WEBSITE VISITS

123,000,000+

IMPRESSIONS EARNED
BY PR WITH TOTAL AD
VALUE OF MORE THAN

\$1.1M

MEDIA IMPRESSIONS THROUGH
MARKETING EFFORTS

25,000,000+

Laurel Highlands Visitors Bureau 2016 Partner Advertising Packages



Promotional PACKAGES

	MONTHLY COST	ANNUAL COST
PLATINUM	Not available after March 31, 2016	
<ul style="list-style-type: none"> ✓ 8 month featured listing on laurelhighlands.org ✓ 4 seasonal e-newsletter mentions Over 30k consumer emails! ✓ 8 monthly social media posts 46k Facebook Fans & 10k Twitter followers! ✓ Annual Dinner Sponsor (4 seats) 	<i>\$225</i>	<i>\$2,700</i>
GOLD	Not available after June 30, 2016	
<ul style="list-style-type: none"> ✓ 6 month featured listing on laurelhighlands.org ✓ 2 seasonal e-newsletter mentions Over 30k consumer emails! ✓ 6 monthly social media posts 46k Facebook Fans & 10k Twitter followers! 	<i>\$125</i>	<i>\$1,500</i>
SILVER	Not available after September 30, 2016	
<ul style="list-style-type: none"> ✓ 3 month featured listing on laurelhighlands.org ✓ 1 seasonal e-newsletter mention Over 30k consumer emails! ✓ 3 monthly social media posts 46k Facebook Fans & 10k Twitter followers! 	<i>\$60</i>	<i>\$720</i>

TERMS & CONDITIONS:

All advertisers must have basic package commitments paid in full as a marketing participant of the Laurel Highlands Visitors Bureau. One time Payments will be invoiced immediately upon receipt of this agreement. Monthly payments will be invoiced or processed immediately upon receipt of agreement, and on the 1st of the month every month thereafter. Visa, MasterCard, or check are acceptable forms of payment.

Sales Contact:

ANN NEMANIC
Vice President of Partnership & Business Development
t: 724-238-5661 x103 | anemanic@laurelhighlands.org

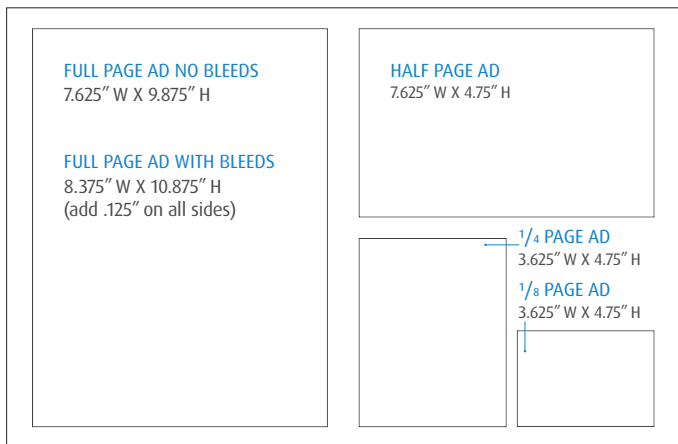
Laurel Highlands Visitors Bureau 2017 Destination Guide Advertising



175,000 Destination Guides

Printed & Distributed to Visitors
Through the Following Outlets:

- ✓ 89 Regional Brochure Racks
- ✓ Consumer Shows
- ✓ Visitor Inquiries
- ✓ PA Welcome Centers
- ✓ PA Turnpike Rest Areas
& MORE!



PROJECT SCHEDULE:	
SPACE RESERVATION	July 31, 2016
ARTWORK DUE	August 31, 2016
DISTRIBUTION	December 2016

AD LOCATION WITHIN THE PUBLICATION CANNOT BE GUARANTEED

Display Ads must be submitted as camera-ready artwork files to be eligible for participation in the 2017 Destination Guide, and LHVB will not be responsible for the creation or editing of submitted files.

STANDARD FULL PAGE	\$5,500
PREMIUM FULL PAGE** (Inside Front Cover)	\$6,200
PREMIUM FULL PAGE** (Inside Back Cover)	\$6,200
1/2 PAGE (Horizontal 7.625" w x 4.75" h)	\$2,800
1/4 PAGE (Vertical 3.6875" w x 4.75" h)	\$1,500
1/8 PAGE OR PHOTO AD (Horizontal 3.625" w x 2.3125" h)	\$995

** Premium positions are available on a first come, first served basis

ARTWORK REQUIREMENTS:

All artwork must be created in one of the following pre-press supported programs: Quark XPress, Adobe Photoshop, or Adobe InDesign for either a Mac or PC. The files must then be saved and delivered to the LHVB in HIGH RESOLUTION PDF FORMAT ONLY with all colors converted to CMYK. All photographs must be professionally shot with a resolution of at least 300 dpi. The accuracy of the ad is the responsibility of the supplier.

Sales Contact:

ANN NEMANIC
Vice President of Partnership & Business Development
t: 724-238-5661 x103 | anemanic@laurelhighlands.org

Submit Artwork to:

BREANNA SMITH
Marketing Coordinator
t: 724-238-5661 x102 | bsmith@laurelhighlands.org

Laurel Highlands Visitors Bureau 2016 Website Advertising - laurelhighlands.org



750,000+ Visitors Annually

Features Partner Listings, Events Calendar Listings, Coupons, Package Deals, & More!

- ✓ Responsive Web Design
- ✓ Interactive Google Maps
- ✓ Downloadable Coupons
- ✓ 1,100 Average Partner Listing Views Per Year
- ✓ 1.8 MILLION+ Page Views Annually

WEB AD TYPES

A 300 X 250 BANNER AD
ROS placement

B SPOTLIGHT AD
ROS with text link and image

C FEATURED LISTING
Move your listing up to the top of the section.

D HOMEPAGE EVENTS SPONSOR
First placement on homepage

A LA CARTE PRICING - MONTHLY COSTS

A. BANNERS	300 x 250 ROS: \$200/month
B. SPOTLIGHTS	Impressions - 5K: \$50/month 10K: \$90/month 25K: \$200/month
C. FEATURED LISTINGS	\$195/month
D. HOMEPAGE EVENTS SPONSOR	Far Left: \$300/month Others: \$250/month
E. HOMEPAGE SPECIAL OFFERS	Maximum of 3 Per Event Sponsor \$250/month
F. EVENTS CALENDAR FEATURE	\$195/month
G. PAGE SPONSORSHIPS	\$50 - \$500/month Depending on Page

TERMS & CONDITIONS:

All packages are based on 12 month agreement, with 3 month opt-out (trial period). Three consecutive month minimum, reverts to month-to-month at same rate until canceled by Advertiser. Payment: First month due with signed agreement, billed monthly thereafter. Check or major credit cards accepted. Banner ad design and content creation services are available.

Sales Contact:

GAIL STEWART
Destination Travel Network
t: 520-395-3961 | gstewart@destinationtravelnetwork.com

Laurel Highlands Visitors Bureau 2016-2017 Brochure Distribution Program



89 Brochure Rack Locations

Printed & Distributed to Visitors
Through the Following Outlets:

- ✓ 89 LHVB Brochure Racks
- ✓ LHVB Visitor Centers
- ✓ LHVB Executive Offices in Ligonier Town Hall
- ✓ Somerset Chamber of Commerce, Somerset
- ✓ Ohiopyle State Park Visitors Center, along the Great Allegheny Passage
- ✓ Fayette Chamber of Commerce, Uniontown
- ✓ Mountain Laurel Chamber of Commerce, Donegal
- ✓ PA Welcome Centers that feed our market
- ✓ I-70 West, Fulton County
- ✓ I-70 East, Washington County
- ✓ I-79 North, Greene County
- ✓ I-80 East, Mercer County
- ✓ I-90 West, Erie County
- ✓ I-81 North, Franklin County



PROJECT SCHEDULE

START OF CYCLE July 1, 2016

END OF CYCLE June 30, 2017

Availability is first come, first served. Participants have first right of refusal each year upon renewal.

ANNUAL BROCHURE DISTRIBUTION

\$1,000 Annually

Suggested quantity to begin distribution - 10,000, bundled in 50 or 100 batches. If the brochures are to be hand delivered to our warehouse please place them in the large plastic storage bin to the left of the building.

All brochures must be bundled in batches of 50 or 100. A \$50 handling fee will be applied if brochures arrive for distribution and are not bundled. Your printer can bundle your brochures when you place an order for a nominal charge. Each case should be labeled with the name of the brochure and the quantity in each box.

DELIVERY INSTRUCTIONS

Laurel Highlands Distribution Center
Attn: Distribution Manager
106 Andi Lane
Ligonier PA 15658

If the brochures are to be hand delivered to our warehouse please place them in the large plastic storage bin to the left of the building.

TERMS & CONDITIONS:

All advertisers must have commitments paid in full as a marketing participant of the Laurel Highlands Visitors Bureau. Payment for full participation fee must accompany this agreement, or participation will be forfeited. Visa, MasterCard, or check are acceptable forms of payment.

Sales Contact:

ANN NEMANIC
Vice President of Partnership & Business Development
t: 724-238-5661 x103 | anemanic@laurelhighlands.org

Laurel Highlands Visitors Bureau 2016 Summer Fun Coupon Book



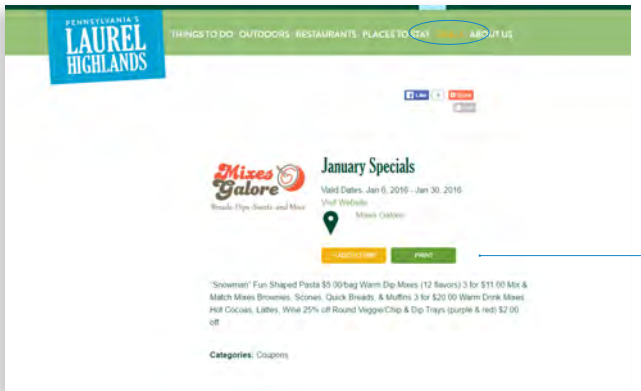
25,000 Coupon Books

Printed & Distributed to Visitors
Through the Following Outlets:

- ✓ 89 Regional Brochure Racks
- ✓ Consumer Shows
- ✓ Visitor Inquiries
- ✓ LHVb Partner Properties & MORE!

PARTICIPATION INCLUDES:

Business name, logo, address, phone, website, coupon offer, & 15 words of promotional copy for the printed book. As a courtesy to partners, all coupons submitted will also be available for download on www.laurelhighlands.org.



PROJECT SCHEDULE:

SPACE RESERVATION	March 15, 2016
ARTWORK DUE	March 21, 2016
DISTRIBUTION	May 2016

Coupons are formatted and should not be submitted as camera-ready artwork

Coupon Book Participation

\$100 per Coupon

TERMS & CONDITIONS:

All advertisers must have commitments paid in full as a marketing participant of the Laurel Highlands Visitors Bureau. Deadline for reserving ad space and submitting ad copy to Laurel Highlands is Tuesday, March 15, 2016. LHVb reserves the right to edit copy. This advertisement will include your logo, location address, Offer title, phone and URL, restrictions or exclusions, and promotional copy up to the maximum word count.

Payment for full participation fee must accompany this agreement, or participation will be forfeited. Visa, MasterCard, or check are acceptable forms of payment.

Sales Contact:

ANN NEMANIC
Vice President of Partnership & Business Development
t: 724-238-5661 x103 | anemanic@laurelhighlands.org

Submit Logos to:

BREANNA SMITH
Marketing Coordinator
t: 724-238-5661 x102 | bsmith@laurelhighlands.org

Laurel Highlands Visitors Bureau 2016 Fall Festivals Newspaper Co-Op



Fall Festivals Co-Op Campaign

1/2 Page Ad featuring LHV Fall Festival Partners, running twice over a 2-week span in the following Newspapers:

- ✓ Bedford Gazette (Bedford, PA)
- ✓ Cumberland Times-News (Cumberland, MD)
- ✓ Garrett County Weekender (Garrett County, MD)
- ✓ Tribune Democrat (Johnstown, PA)
- ✓ Tribune-Review (Greensburg, PA)
- ✓ Frederick News Post (Frederick, MD)
- ✓ Morgantown Dominion Post (Morgantown, WV)
- ✓ Indiana Gazette (Indiana, PA)

SEPTEMBER-OCTOBER 2015

EXPERIENCE FABULOUS FALL FESTIVALS in Pennsylvania's beautiful Laurel Highlands!

SEPTEMBER 9-13 62ND ANNUAL FARMERS & THRESHERS JUBILEE 62 ND Annual... 814-461-6277	SEPTEMBER 11-13 MOUNTAIN CRAFT DAYS 10 TH Annual... 814-461-6277	SEPTEMBER 12 CONNELLSVILLE MIUM FESTIVAL 12 TH Annual... 717-261-8332	SEPTEMBER 18-20 SCOTSDALE FALL FESTIVAL 12 TH Annual... 717-261-8332
SEPTEMBER 19-20 100TH ANNUAL STAHLTOWN FLAX SCUTCHING FESTIVAL 100 TH Annual... 717-261-8332	SEPTEMBER 20 CHILI COOK-OFF & LAUREL HIGHLANDS HARVEST FESTIVAL 10 TH Annual... 717-261-8332	SEPTEMBER 25-27 MT. PLEASANT GLASS & ETHNIC FESTIVAL 1 ST Annual... 717-261-8332	OCTOBER 2-3 SPRING FOLK FESTIVAL 1 ST Annual... 717-261-8332
OCTOBER 3-4 DELMONT APPLE 'N ARTS FESTIVAL 1 ST Annual... 717-261-8332	OCTOBER 10 BREWS & BRATS AT NEUMACOLIN WOODLANDS RESORT 1 ST Annual... 717-261-8332	OCTOBER WEEKENDS AUTUMNFEST AT SEVEN SPRINGS MOUNTAIN RESORT 1 ST Annual... 717-261-8332	Laurel Highlands PENNSYLVANIA

Visit us online for additional information, fall events, getaway packages, and MORE!
www.laurelhighlands.org/festivals | 800-333-5661

PARTICIPATION INCLUDES:

Formatted ad includes festival logo, location address, website address, festival dates, phone number, and 15 words of copy. Approximate total ad size - 11" wide x 10" deep (based on 12 participants). The Laurel Highlands Fall Festival Advertisement will be featured in display ads in the above publications at the end of August, (2) ads per publication.

PROJECT SCHEDULE

- SPACE RESERVATION **June 30, 2016**
- PHOTO & COPY DUE **July 15, 2016**
- AD DISTRIBUTION **Late August-Early September 2016**

CO-OP ADS ARE FORMATTED AND SHOULD NOT BE SUBMITTED AS CAMERA-READY ARTWORK

The total value of this campaign is over **\$14,000**

FALL FESTIVALS CO-OP PARTICIPATION \$495 per Event

TERMS & CONDITIONS:

All advertisers must have commitments paid in full as a marketing participant of the Laurel Highlands Visitors Bureau. Deadline for reserving ad space and submitting ad copy to Laurel Highlands is Thursday, June 30, 2016. LHV reserves the right to edit copy. This advertisement will include your logo, location address, Event dates & Title, phone and URL, and promotional copy up to the maximum word count.

Payment for full participation fee must accompany this agreement, or participation will be forfeited. Visa, MasterCard, or check are acceptable forms of payment.

Sales Contact:

ANN NEMANIC
Vice President of Partnership & Business Development
t: 724-238-5661 x103 | anemanic@laurelhighlands.org

Submit Logos to:

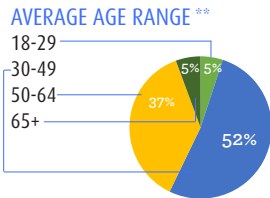
BREANNA SMITH
Marketing Coordinator
t: 724-238-5661 x102 | bsmith@laurelhighlands.org

TOURISM MATTERS

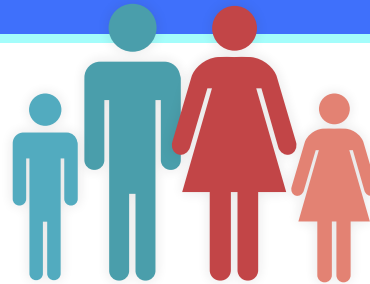
Laurel Highlands Visitor Profile & Economic Impact Data



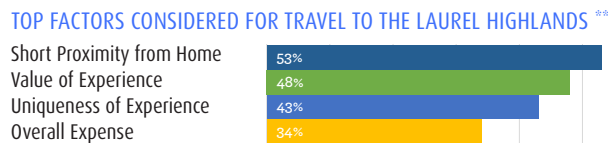
WESTMORELAND, FAYETTE & SOMERSET COUNTIES



72% INDICATED THEIR MARITAL STATUS AS **MARRIED** **



71% REPORT TRAVELING WITH THEIR SPOUSE OR **HOUSEHOLD FAMILY** **



REPORT AN EDUCATION LEVEL OF ASSOCIATE'S DEGREE OR HIGHER *



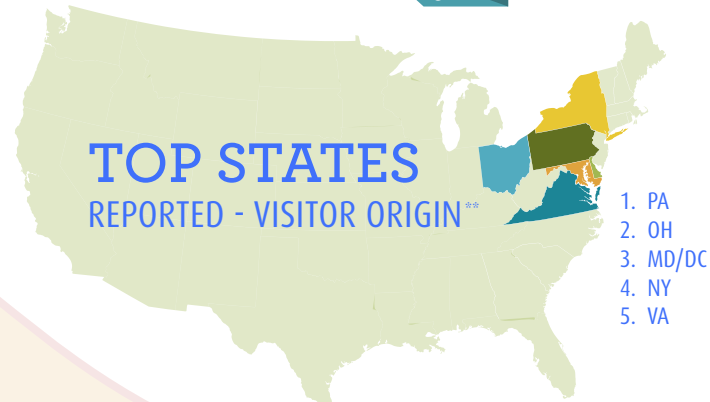
50% REPORTED AVERAGE HOUSEHOLD INCOME AS **\$75,000+** *

76% REPORT THEIR AVERAGE LENGTH OF STAY PER LEISURE VISIT AS **1-5 NIGHTS** *



70% REPORT SPENDING **\$100-\$400** PER DAY ON AVERAGE *

TOP 5 MOST SOUGHT-AFTER EXPERIENCES **



\$1.8 BILLION
2013 VISITOR SPENDING

\$510
SAVED PER HOUSEHOLD IN THE REGION IN TAX PAYMENTS BECAUSE OF TOURISM

\$116 Million
FEDERAL TAXES GENERATED BY TOURISM IN THE LAUREL HIGHLANDS IN 2013.

19,200 JOBS
TOURISM-RELATED JOBS IN 2013 REPRESENTING 7.5% OF TOTAL EMPLOYMENT IN THE REGION - 1 IN 13 JOBS IN THE REGION IS SUPPORTED BY TOURISM.

\$120 Million
STATE AND LOCAL TAXES GENERATED BY TOURISM IN THE LAUREL HIGHLANDS IN 2013.

* Laurel Highlands Visitors Bureau Visitor Survey, September 2014 - 501 respondents
 ** Laurel Highlands Visitors Bureau Visitor Survey, August 2015 - 495 respondents
 † The Economic Impact of Tourism in Laurel Highlands Report, Tourism Economics - An Oxford Economics Company, 2015