



PENNSYLVANIA ROAD TRIP VISITOR FUN MAP

2024/25

attractions • experiences

PENNSYLVANIA ROAD TRIP MAP 2024/25

Ad Materials Deadline: April 15, 2024

Ad Specs:

Back Panel	3"w x 7.75"h
Full Panel	3.25"w x 8"h
Half Panel	3.25"w x 3.75"h
Quarter Panel	3.25"w x 1.75"h

Ad Package Includes:

- Full Color Display Ad (design assistance available upon request)
- Map Locator dot showing your location on the map
- Listing with your address, phone number and web address

Distribution Network Includes:

- | | |
|--------------------------------------|--------------------------------------|
| • Southern & Central NJ Thruways | • Lancaster Attractions |
| • Philadelphia Attractions | • Pittsburgh Hotels |
| • Greater Philadelphia Hotels | • Pennsylvania AAAs |
| • Philadelphia International Airport | • Pennsylvania Welcome Centers |
| • Lancaster Hotels | • Major Pennsylvania Transit Centers |
| | • Harrisburg & Hershey Hotels |

AUDIENCE

The Pennsylvania Road Trip Visitor Fun Map is distributed at over 300 locations with geographic coverage targeting drive market and in-market visitors during the peak travel months.

Travelers select a map from one of 300 CTM distribution locations with intention... wanting recommendations from local experts to make informed decisions on where to go and what to do for fun in Pennsylvania.

In addition to your ad, your business is on the map with a locator point anchored to your exact location when visitors are planning travel routes and itineraries.

VALUE

Map ads are budget-friendly. Regardless of the ad size you choose, your campaign includes printing, distribution, and exposure over an entire travel season.

Travel maps, guides and brochures have an extended marketing life.

73% of visitors report sharing brochure information with others.

34% share them **with three or more** people.

68% hold on to their print for the duration of their visit or beyond.*

CONFIDENCE

Maps are often the first moment of discovery for your business and drive visitors directly to your website and social media accounts.

70% of visitors use travel brochures, visitor maps or guides for their trips; even with access to digital technology.*



Sports Emporium ▼ LancasterHistory ▼ Allegheny National Forest - Kinzua SkyWalk



▼ Pittsburgh, PA



wineries



CLICK
Our Interactive
Distribution Map



* Source: 2022 Research undertaken by Visitor International in conjunction with Bentley University Center for Marketing Technology

For more information and to reserve your space call (856) 324-8061

