

# VISITPHILLY.COM

## Advertising Opportunities



My *Philly*osophy:

Online visits inspire  
real-life trips.

Explore the advertising possibilities on  
**visitphilly.com**

WITH LOVE,  
PHILADELPHIA   
**XOXO**<sup>®</sup>

Photo by B. Krist for VISIT PHILADELPHIA™





Dear Partner,

This isn't a surprise to you: The web plays a crucial role in the trip-planning process.

Travelers go online for every part of their vacation—from the aspirational stage to logistics and itinerary planning to on-the-go research while they're there. That's why we focus on our web platforms, and we have done so for years.

Visitphilly.com is our main call-to-action and the most powerful way in which we communicate Philadelphia's brand. Our advertising, our social media and the must-read stories we place in the press promise a certain Philadelphia experience, and visitphilly.com tells people how and where to get that experience.

In 2013, visitphilly.com welcomed more than 7 million visits. Through compelling words, photos and videos, we get people interested in visiting the Philadelphia region and coming to your business.

We know that visitphilly.com is improving people's impressions of our region—and therefore, of your businesses as well. 75% of visitphilly.com readers said that the website improved their view of Philadelphia. The more often and the better people think of Philadelphia, the more they'll visit and the more they'll do while they're here.

Inspiring people to experience Philadelphia. That's our goal, and that's what you can expect from visitphilly.com.

Sincerely,

Meryl Levitz  
President & CEO

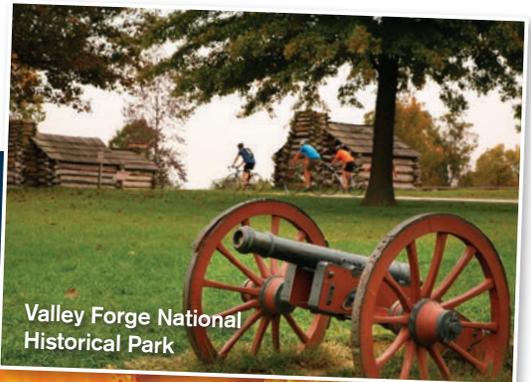
VISIT PHILADELPHIA builds the region's economy and image through destination marketing that increases the number of visitors, the number of nights they stay and the number of things they do in the five-county area. These marketing efforts also enhance the quality of life and sense of hometown pride for Greater Philadelphia residents.

TOURISM BY THE NUMBERS

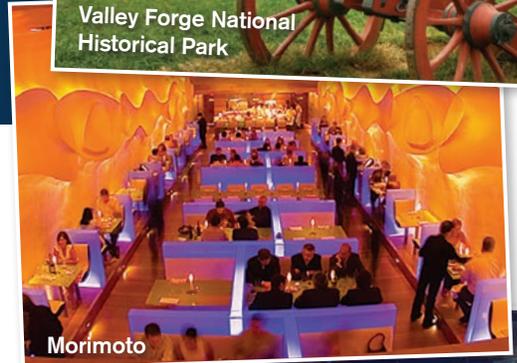
**39** million domestic visitors to Greater Philadelphia in 2013—a new record

**\$10** billion in economic impact for the year, or \$27.5 million every day

**90,000** jobs supported by visitor spending



Valley Forge National Historical Park



Morimoto

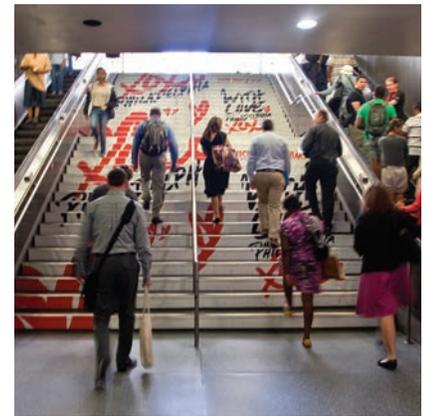


SugarHouse Casino



# ADVERTISING

Our call-to-action, [visitphilly.com](http://visitphilly.com), is prominent on every ad we place.



## MEDIA STRATEGY

- Use belief statements and bold photos to illustrate the experience of Philadelphia.
- Reach people who want to travel through proven channels and outlets.
- Make an impression with high-impact placements.
- Communicate with people where they are—in train stations, in the air, on their phones and on the web.

## AUDIENCE

### Psychographic

- Urban travelers
- Foodies
- Culturally active adults (art and music lovers, history buffs)

### Demographic

- Adults 30-60, HHI \$65+

## MEDIA MIX

### Geography

- Northern New Jersey / New York
- Philadelphia DMA
- Central PA (Harrisburg, Lancaster, Lebanon, York)
- Canada

### Outlet

- Paid search
- Online display
- Online video
- Outdoor
- Print

# COMMUNICATIONS

Good press doesn't just happen. It takes a dedicated team of media relations professionals, writers and photographers. VISIT PHILADELPHIA constantly interacts with the press—pitching stories, sending photos and videos, hosting media events and inviting journalists to experience Philadelphia for themselves.

The result: powerful, third-party endorsements from trusted outlets. These stories get people thinking about Philadelphia. Some of them include a link to visitphilly.com, and some inspire people to find the site as they research Philadelphia on their own.



## 2013 Earned Media

# 6,000

EARNED MEDIA PLACEMENTS

# \$325 MILLION

IMPRESSIONS

# \$7.5 MILLION

IN ADVERTISING VALUE

### The Washington Post

"These days, Philadelphia's restaurants rival its storied sports franchises ..."

### FOOD & WINE

10 Best Foodie Streets in America

*East Passyunk Avenue*

### bon appétit

"Philadelphia food and drink is not as good as Philadelphians say it is: It's better."

BUSINESS INSIDER

I've Only Been In Philly For 4 Hours And I Already See Why People Love It

THE HUFFINGTON POST  
Ten Best Hotel Room Views



"Philadelphia has more going for it now than ever"



BEERTOWN, U.S.A.: PHILADELPHIA

TORONTO STAR  
thestar.com

Fine art makes an impression for Philadelphia

### The New York Times

36 Hours in Philadelphia

Seen in Fishtown: Design Shops, Coffeehouses and Palpable Pride

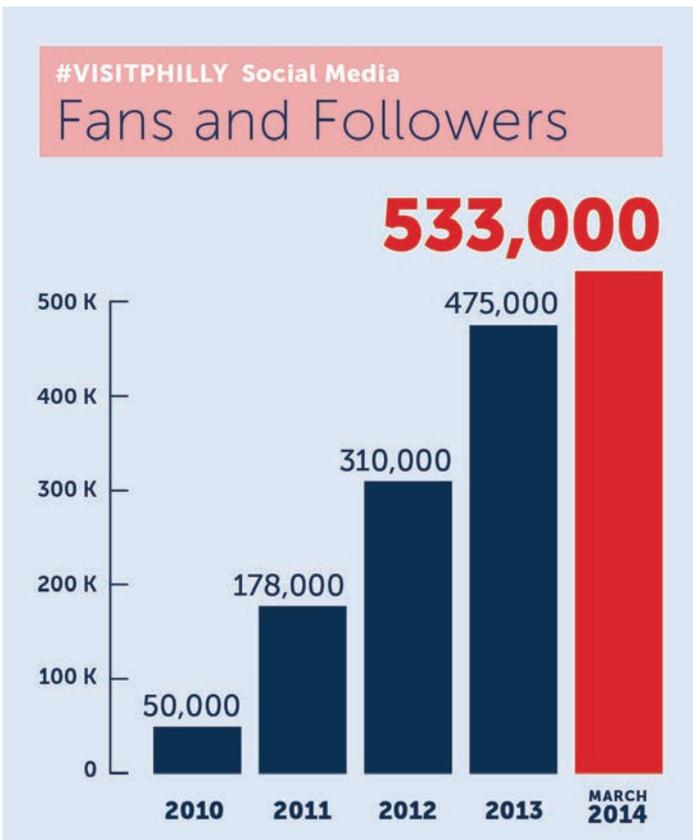


It's always yummy in Philadelphia

# SOCIAL MEDIA

What do we do on social media? Improve impressions, inspire real-life actions and drive to visitphilly.com. Called one of “Social Media’s More Innovative Companies” by *Travel + Leisure*, we take our social standing seriously.

On a daily basis, we communicate with more than half a million people on social media. Our great content is a conversion machine, getting people to like and share on social, click through to visitphilly.com and do what we’re promoting.



#VISITPHILLY Social Media  
Online Reach

The Visit Philly Facebook page had a total reach of **58 million** in 2013.

**800,000+** visits were driven to visitphilly.com and uwishunu.com from Facebook, Twitter and Pinterest in 2013.

**Survey Says**  
A recent survey proves the power of our networks.

**85%** of out-of-town respondents said that following our accounts made them more likely to visit.

**71%** of locals participated in an activity or event they read about on one of our accounts with out-of-town visitors.

**71%** said that being a fan of our pages improved their impression of Philadelphia.

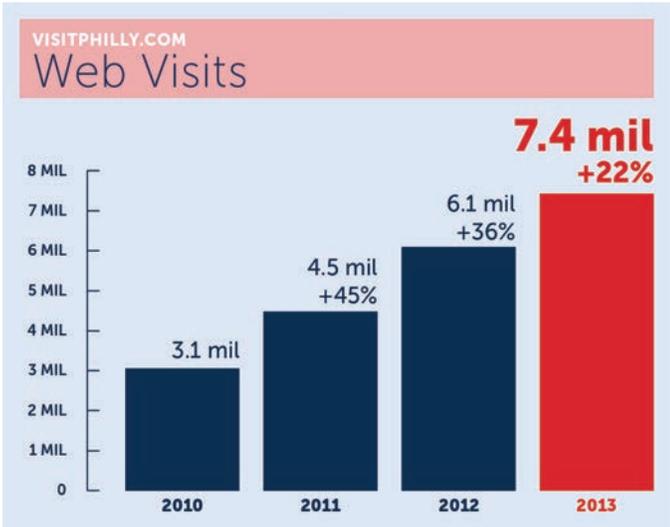
# TOP REASONS TO ADVERTISE YOUR BUSINESS ON VISITPHILLY.COM



As the region's official visitor website, visitphilly.com is the premier online trip-planning resource for more than 7 million users annually.

1. Visitphilly.com's audience is constantly growing.

2. Visitphilly.com's audience is young, affluent and well-educated.



**45%** AGE 25-44  
*20% above U.S. Internet average*

**\$100K+ INCOME**  
*40% above U.S. Internet average*

**28%**

**66%** HIGHER EDUCATION  
*20% above U.S. Internet average*

*Visitphilly.com's audience is well above the U.S. website average for income, education and the 25-44 age group. (Source: Quantcast)*

3. Visitphilly.com's highly qualified, travel-oriented audience is ready to spend.

4. Visitphilly.com converts potential visitors into actual visitors.

**VISITOR SPENDING**

The average Center City Philadelphia hotel guest will spend nearly

**\$1,000 per visit**

during a two-night stay.

Attractions

Restaurants

Hotels



**VISITPHILLY.COM**

Attracting New Visitors

**76%**

of people polled on **visitphilly.com** said that their online visit increased their desire to visit Philadelphia.

# TOP REASONS TO ADVERTISE YOUR BUSINESS ON VISITPHILLY.COM

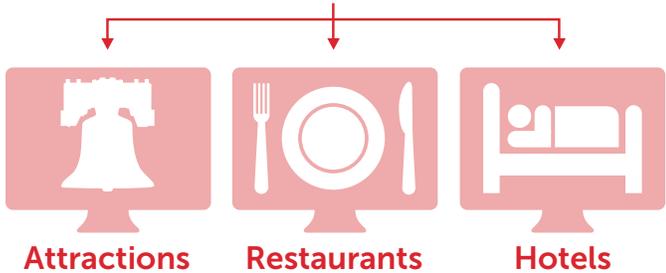


5. Visitphilly.com drives qualified clicks to partner websites, such as hotels, restaurants and attractions.

6. Visitphilly.com now comes with a brand new responsive mobile website design.

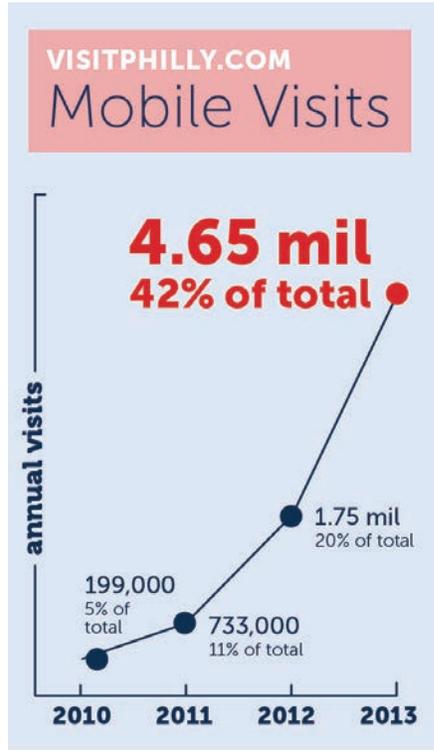
## DRIVING REFERRALS

visitphilly.com sent **1.5 million clicks** to partner websites in 2013.



7. Visitphilly.com's audience is in the same top geographies that you want to target.

RANK	METRO
<b>1</b>	Philadelphia
<b>2</b>	New York
<b>3</b>	Washington, DC
<b>4</b>	Boston
<b>5</b>	Baltimore
<b>6</b>	Harrisburg-Lancaster-Lebanon-York
<b>7</b>	Chicago
<b>8</b>	Los Angeles
<b>9</b>	Wilkes Barre-Scranton
<b>10</b>	Miami-Ft. Lauderdale



Since 2010, mobile traffic to visitphilly.com has grown by more than 4 million visits. The website's new responsive mobile design will deliver more impressions for advertisers and drive more clicks.

8. Visitphilly.com's email database is 120,000+ engaged subscribers.



Send your message to a pre-qualified database of readers with 100% share-of-voice.

# VISITPHILLY.COM BANNER ADVERTISING

Connect with this engaged audience with targeted and guaranteed exposure. Banner ads allow you to expand your reach, showcase your business in a robust way and target your message by audience and timeframe.

- ▶ Sold on an impression-over-timeframe basis, allowing you guaranteed, flexible and controlled exposure
- ▶ Advertising Channels: Target your campaign to any mix of the following channels:
  - Home Page\* (both units)
  - Articles and Itineraries (both units)
  - Dining and Nightlife (formatted banner only)
  - Things to Do (formatted banner only)

Trying to reach specific DMAs? Ask about geo-targeting.

## Formatted À La Carte

Impressions	Rate
20,000	\$450
50,000	\$1,025
125,000	\$2,312.50
250,000	\$4,125

## Large Rectangle À La Carte

Impressions	Rate
20,000	\$375
50,000	\$837.50
125,000	\$1,843.75
250,000	\$3,187.50

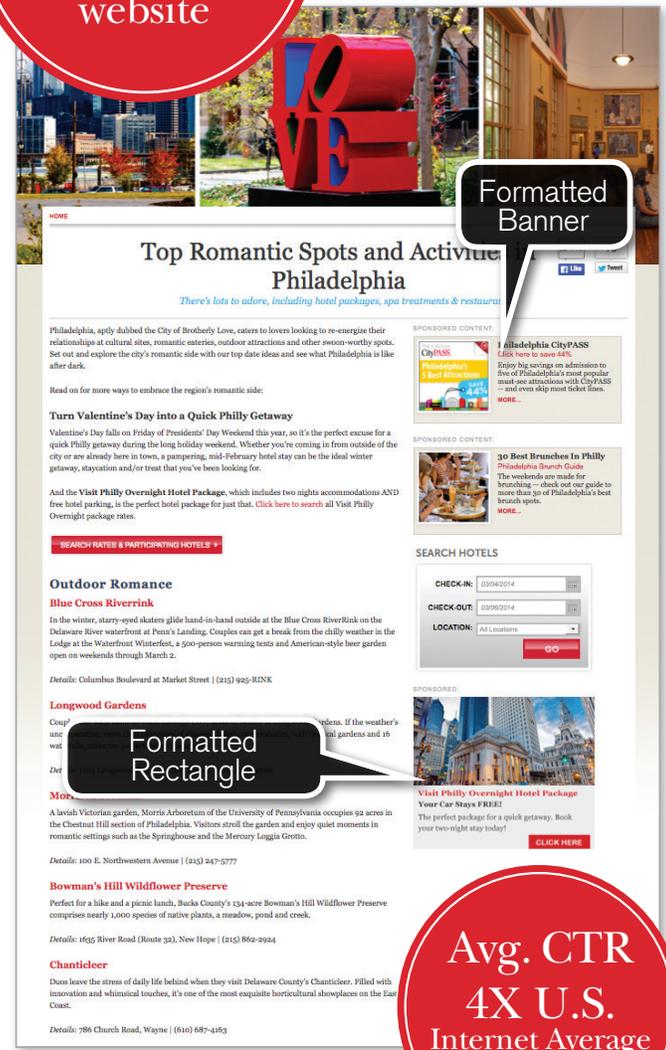
Additional impression packages available in between the above packages. We can accommodate any budget and impressions request based upon inventory availability.

## Package Rates: Save \$5 On Our À La Carte CPM

Total Impressions	Package Rate	Formatted Banner Impressions	Large Rectangle Impressions
20,000	\$363.75	17,000	3,000
50,000	\$809.38	42,500	7,500
125,000	\$1,773.44	106,250	18,750
250,000	\$3,046.88	212,500	37,500
500,000	\$6,093.75	425,000	75,000
1,000,000	\$12,187.50	850,000	150,000

**For more information, contact:**

Abby Siegel-Greenberg  
(610) 291-3424  
Abby.Siegel-Greenberg@MilesPartnership.com



# VISITPHILLY.COM LISTINGS AND MONTHLY EMAIL PROGRAM

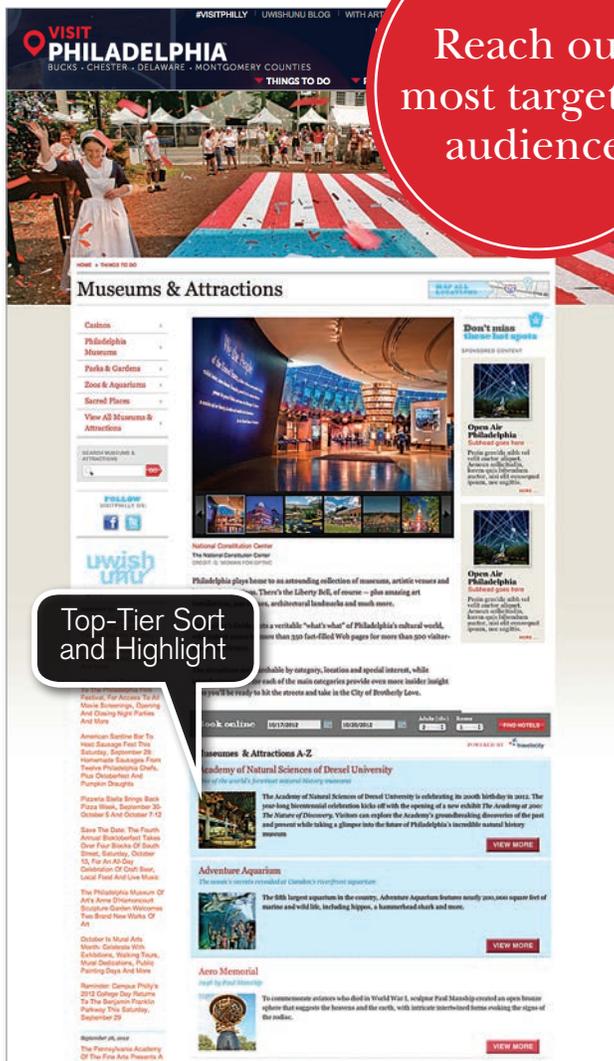


## SPONSORED LISTINGS

Increase visitation to your business page on visitphilly.com by positioning yourself as a leader to the most qualified audience on the site.

Our Sponsored Listings program allows you to rotate in the premium listing tier on relevant category pages, driving more visitors to your door.

Annual Rate: \$1,200



Reach our most targeted audience

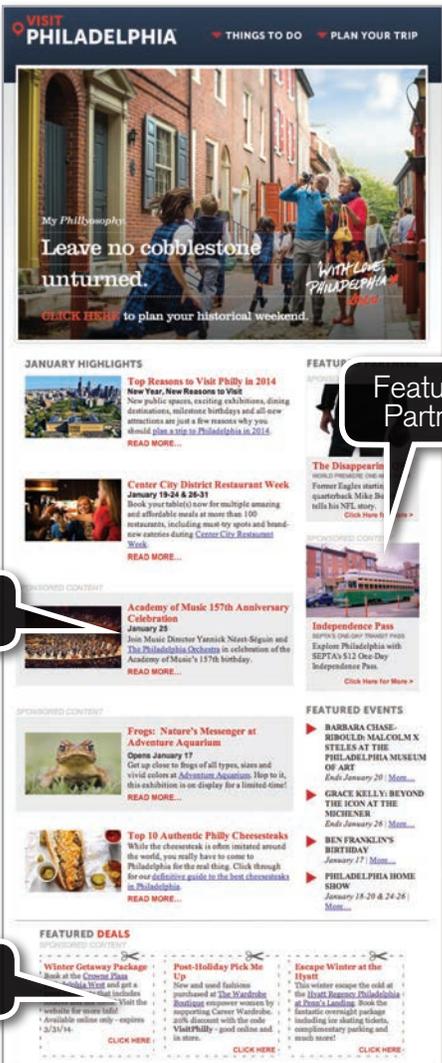
Top-Tier Sort and Highlight

## MONTHLY EMAIL

Here's your chance to capture an already engaged audience. Fans of Philadelphia receive an email each month detailing hot happenings and customizable subjects, such as dining and nightlife or family-friendly activities.

Database: 120,000+\*

▶ Take advantage of integrated advertising opportunities designed to fit your specific goals and your budget.



Featured Partner

Featured Content

Featured Deals

**For more information, contact:**  
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 (610) 291-3424  
 Abby.Siegel-Greenberg@MilesPartnership.com

Rates Per Month	
Product	Rate
Featured Content	\$1,000
Featured Partner	\$600
Featured Deals	\$300

\*as of April 2014

# VISITPHILLY.COM CUSTOM EMAIL PROGRAM

Receive 100% share-of-voice with a dedicated email message to our organic email database of 120,000+ subscribers. Visitphilly.com will work with you to customize a compelling message that will maximize your return and drive clicks to your website.

100%  
Share-of-  
Voice!



Giant Billboard Image for Branding

**VISIT PHILADELPHIA** THINGS TO DO PLAN YOUR TRIP

Visitphilly.com invites you to take advantage of this SPECIAL SPONSORED OFFER:

ONCE IN A LIFETIME EXPERIENCES... ONLY HAPPEN ONCE

**Treasures from Korea: Arts and Culture of the Joseon Dynasty**  
1392-1910  
March 2-May 26, 2014

**Treasures from Korea: Arts and Culture of the Joseon Dynasty, 1392-1910, opening March 2, 2014**

The Philadelphia Museum of Art presents *Treasures from Korea*, an unprecedented exhibition of rare and spectacular objects, many that have never before been seen outside of Korea and are only available due to a unique multi-institutional collaboration between the Philadelphia Museum of Art, the National Museum of Korea, the Los Angeles County Museum of Art and the Museum of Fine Arts, Houston.

With Philadelphia being one of only three United States stops, you can be the first to experience artistic treasures from the Joseon dynasty — a line of twenty-seven monarchs that ruled the Korean peninsula for more than five hundred years and left a momentous legacy for modern Korea.

**Exhibition Teaser Video**

Click below to watch the video trailer, which gives you a sneak peek of this unprecedented, once in a lifetime exhibition:

Over 500 years of tradition, ritual and honor brought together for the first time...

[CLICK HERE TO WATCH THE EXHIBITION TEASER VIDEO](#)

**Pay-What-You-Wish Wednesday Nights**

Every Wednesday from 5 p.m. to 8:45 p.m., you can name your price of admission at the Philadelphia Museum of Art. During the run of *Treasures from Korea*, **Pay-What-You-Wish Wednesdays** will feature several special events, including film screenings, chef demonstrations and the opportunity to explore the exhibition and the rest of the museum after normal museum hours.

**Ticket Information**

Entrance to *Treasures from Korea* is free with museum admission, which includes access to the Main Building, Perelman Building and Rodin Museum for two consecutive days. [Click here](#) to purchase tickets online.

**Treasures from Korea: Arts and Culture of the Joseon Dynasty**  
Where: Philadelphia Museum of Art  
When: March 2 - May 26, 2014  
Cost: Free with museum admission

[COMPLETE EXHIBITION DETAILS & TICKETS](#)

VISITPHILLY.COM IS THE OFFICIAL VISITOR SITE FOR GREATER PHILADELPHIA

VISIT PHILADELPHIA UWISHUNU.COM PHILLY: FROM THE INSIDE OUT CITY OF PHILADELPHIA LIBERTY AND JUSTICE PA

Multiple Call-to-Action Buttons to Drive Clicks

DEDICATED EMAIL MESSAGE WITH  
100% Share-of-Voice

VISITPHILLY.COM WILL  
WORK WITH YOU TO  
Customize a  
Compelling Message  
THAT WILL MAXIMIZE  
YOUR RETURN

Limited Inventory!

SENT TO  
120,000+ Organic  
Subscriber List  
THAT VISITPHILLY.COM BUILT  
OVER MANY YEARS

Product	Rate
Custom Email	\$4,000

For more information, contact:

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# VISITPHILLY.COM LEAD GENERATION PROGRAM AND CUSTOM CONTENT CREATION



## LEADS PROGRAM

Gain exposure in front of our most qualified audience and grow your opt-in database with our Lead Generation program. When visitors sign up for our monthly email, they can request to receive information about your business. You will obtain leads in a weekly email.

Build your email database



Product	Rate
Up to 2,500 Leads	\$5 per Lead
2,500+ Leads	\$3 per Lead

For more information, contact:

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## CUSTOM CONTENT

Engage visitors and drive qualified traffic to your site with a custom article on visitphilly.com.

Our editors will craft a custom article about your business, and it will remain live for one year on a dedicated page on visitphilly.com.

In addition, you will receive 50,000 Formatted Banner impressions that will promote and link to your article on visitphilly.com.



Drive organic traffic to your site

Product	Rate
Annual	\$5,000
Renewal	\$3,000



## MORE WAYS TO WORK TOGETHER

### VISIT PHILADELPHIA Partnership Opportunities

We offer in-kind support to our partners through communications, advertising, social media, hotel, web and research initiatives. Download our Partnership Opportunities brochure to find out all the ways we can support you.

### Joint Marketing Program

Promote your attraction, exhibition or event by buying into our successful and popular With Love, Philadelphia XOXO campaign. VISIT PHILADELPHIA matches partner investments and provides strategic direction and creative support.

### Special Sections

Get your message in the hands of the travelers while they're traveling. We've spearheaded several special sections in *US Airways* and *Arrive* magazines that highlight the region to national and international travelers—in the sky and on the rails.

### Themed Programs

Partner with like-minded attractions and organizations to spread a strong message to consumers. For example, we brought together 17 civic and cultural institutions to shine a light on the city's art scene through the With Art Philadelphia™ campaign. We intend to lead more opportunities like this in the future.

[visitphilly.com/partnerships](http://visitphilly.com/partnerships)

For more information, contact:

Abby Siegel-Greenberg  
(610) 291-3424 | [Abby.Siegel-Greenberg@MilesPartnership.com](mailto:Abby.Siegel-Greenberg@MilesPartnership.com)

