



My Phillyosophy

**ONLINE VISITS
INSPIRE
REAL-LIFE TRIPS.**

*WITH LOVE,
PHILADELPHIA* 
XOXO 

VISITPHILLY.COM

Advertising Opportunities

2016 Pricing

miles
marketing destinations

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.

Our main call-to-action and the most powerful way in which we communicate Philadelphia's brand: visitphilly.com. 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 2014, visitphilly.com welcomed 14.9 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 business as well. Seventy-five percent 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,

A handwritten signature in black ink that reads "Meryl Rantz".

President & CEO

MISSION

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.

GREATER PHILADELPHIA TOURISM

39.7 million domestic visitors to Greater Philadelphia in 2014—a new record

\$10.4 billion in economic impact for the year, or \$28.6 million every day

92,000 jobs supported by visitor spending



Love Park



Benjamin Franklin Parkway

ADVERTISING

Our call-to-action, visitphilly.com, is prominent on every ad we place.

2016 MEDIA STRATEGIES

- Generate awareness quickly with a television buy as the main medium driving the campaign
- Purchase high-impact outdoor placements that offer ample creative opportunities and market-wide exposure
- Focus digital media on reaching the right audience in the right context while employing a cross-device strategy

GEOGRAPHY

- New York/Northern New Jersey DMA
- Philadelphia DMA

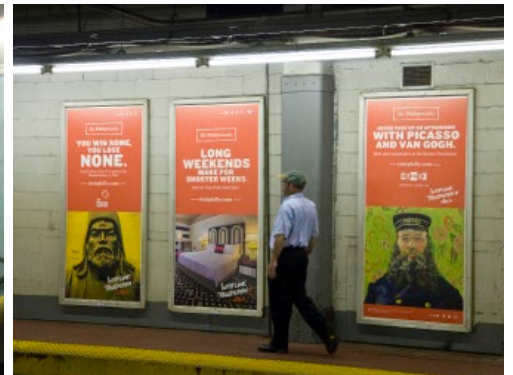
MEDIA SELECTIONS

- Online
 - Paid Search
 - Online display (mobile, tablet, desktop)
 - Online video (mobile, tablet, desktop)
 - Online e-newsletters (mobile, tablet, desktop)
 - Social media advertising
- Outdoor
 - Transit
 - Billboards
- Television
- Print

AUDIENCE

Active adventurers choose vacation destinations that give them plenty to do. Frequent and independent travelers, they like sightseeing, physical exercise and outdoor recreation, especially while on vacation.

- Interest targeting: art, culture, history, epicurean experiences, shopping
- Key demographics: HHI \$75K+, college educated



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.

2014 EARNED MEDIA

5,100

EARNED MEDIA PLACEMENTS

387 MILLION

IMPRESSIONS

\$10.5 MILLION

IN ADVERTISING VALUE

The New York Times

#3 on "52 Places to Go in 2015"

CONDÉ NAST
Traveler

"Its cultural scene ... is unparalleled."

offMetro (New York)

"Philadelphia is loaded with neighborhoods ripe for exploration."

AARP

"Best U.S. Cities for 2015"

TRAVEL+
LEISURE

"America's Next Great Food City"

THE HUFFINGTON POST

Philadelphia and New Hope on "15 LGBT Must-Dos in 2015"

ELLE

"Philadelphia: The City of Art"

bon appétit

"A visit to Philly without having a few pints is a mistake."

USA TODAY

"As for Philadelphia, it's going to have to face it: It's a very cool place."

FAST COMPANY

"Most Livable Global Cities For Balancing Work And Play"

The Washington Post

"The search for America's best food cities: Philadelphia."

Paste MAGAZINE

"No matter the season, there's always something to see or do ... and certainly to eat."

Forbes

"The City of Brotherly Love is having a moment."

Budget Travel

"25 Most Beautiful Cities in America"

SOCIAL MEDIA

What do we do on social media? Improve impressions, inspire real-life actions and drive to visitphilly.com.

TOP CITIES ON SOCIAL MEDIA

BY FANS & FOLLOWERS

1. Las Vegas
2. Discover Los Angeles
3. Visit Orlando
4. San Francisco Travel
5. **Visit Philly**
6. Visit San Diego
7. NYCGO
8. Destination DC
9. Visit Austin, Texas
10. Visit Savannah
11. Choose Chicago
12. Visit Baltimore
13. Boston USA

BY ENGAGEMENT

1. Discover Los Angeles
2. Las Vegas
3. **Visit Philly**
4. San Francisco Travel
5. NYCGO
6. Visit San Diego
7. Visit Savannah
8. Visit Orlando
9. Visit Austin, Texas
10. Boston USA
11. Choose Chicago
12. Destination DC
13. Visit Baltimore

(Source: Sparkloft)



VISIT PHILLY SOCIAL MEDIA SURVEY

86%

of our fans said that our social media pages increased their interest in a trip to Philadelphia.

80%

attended an event or attraction they learned about on our social media channels.

74%

said that being a fan of our social media pages improved their impression of Philadelphia.

(Source: Visit Philly Social Media Survey, 2014)

2 MILLION VISITS

to visitphilly.com and uwishunu.com came from Facebook and Twitter in 2014.

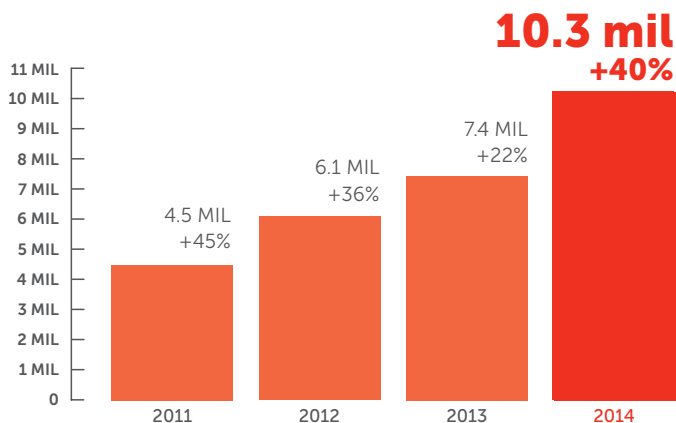
(Source: Google Analytics)

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 10 million users annually.

VISITPHILLY.COM WEB VISITS

1 VISITPHILLY.COM'S AUDIENCE IS CONSTANTLY GROWING



In 2014, visitphilly.com topped 10.3 million visits, an increase of 40% over 2013. (Source: Google Analytics)

VISITPHILLY.COM AUDIENCE

2 VISITPHILLY.COM'S AUDIENCE IS YOUNG, AFFLUENT AND WELL-EDUCATED

60% AGE 18-44
25% above U.S. Internet average

30% \$100K+ INCOME
30% above U.S. Internet average

66% HIGHER EDUCATION
10% above U.S. Internet average

Our audience is well above the U.S. website average for income, education and the 18-44 age group. (Source: Quantcast)

VISITPHILLY.COM MOBILE VISITS

3 VISITPHILLY.COM NOW COMES WITH A BRAND NEW RESPONSIVE MOBILE WEBSITE DESIGN



In 2014, mobile traffic to visitphilly.com increased by 2 million visits over 2013. The website's new responsive mobile design delivered more impressions for advertisers, driving more mobile clicks.

VISITPHILLY.COM SUBSCRIBERS

4 VISITPHILLY.COM'S EMAIL DATABASE CONTAINS 115,000+ ENGAGED SUBSCRIBERS

115,000+



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

TOP REASONS TO ADVERTISE YOUR BUSINESS ON VISITPHILLY.COM

VISITOR SPENDING

5 VISITPHILLY.COM'S HIGHLY QUALIFIED TRAVEL-ORIENTED AUDIENCE IS READY TO SPEND

The average Center City Philadelphia hotel guest will spend nearly

\$1,000

PER VISIT

during a two-night stay



ATTRACTING NEW VISITORS

6 VISITPHILLY.COM CONVERTS POTENTIAL VISITORS INTO ACTUAL VISITORS

74%

of people on visitphilly.com said that their online visit improved their desire to visit Philadelphia

TARGETS

7 VISITPHILLY.COM'S AUDIENCE IS IN THE SAME TOP GEOGRAPHIES THAT YOU WANT TO TARGET

| RANK | METRO |
|------|-------|
|------|-------|

| | |
|---|---------------------|
| 1 | Philadelphia |
|---|---------------------|

| | |
|---|----------|
| 2 | New York |
|---|----------|

| | |
|---|----------------|
| 3 | Washington, DC |
|---|----------------|

| | |
|---|-----------------------------------|
| 4 | Harrisburg-Lancaster-Lebanon-York |
|---|-----------------------------------|

| | |
|---|--------|
| 5 | Boston |
|---|--------|

| | |
|---|-----------|
| 6 | Baltimore |
|---|-----------|

| | |
|---|---------|
| 7 | Chicago |
|---|---------|

| | |
|---|-------------|
| 8 | Los Angeles |
|---|-------------|

| | |
|---|-----------------------|
| 9 | Wilkes Barre-Scranton |
|---|-----------------------|

| | |
|----|---------|
| 10 | Atlanta |
|----|---------|

DRIVING REFERRALS

8 VISITPHILLY.COM DRIVES QUALIFIED CLICKS TO PARTNER WEBSITES, SUCH AS HOTELS, RESTAURANTS AND ATTRACTIONS

visitphilly.com sent

2.3 MILLION CLICKS

to partner websites in 2014



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 by audience and timeframe.

Sold on an impression-over-timeframe basis, the Banner Advertising program offers guaranteed, flexible and controlled exposure.

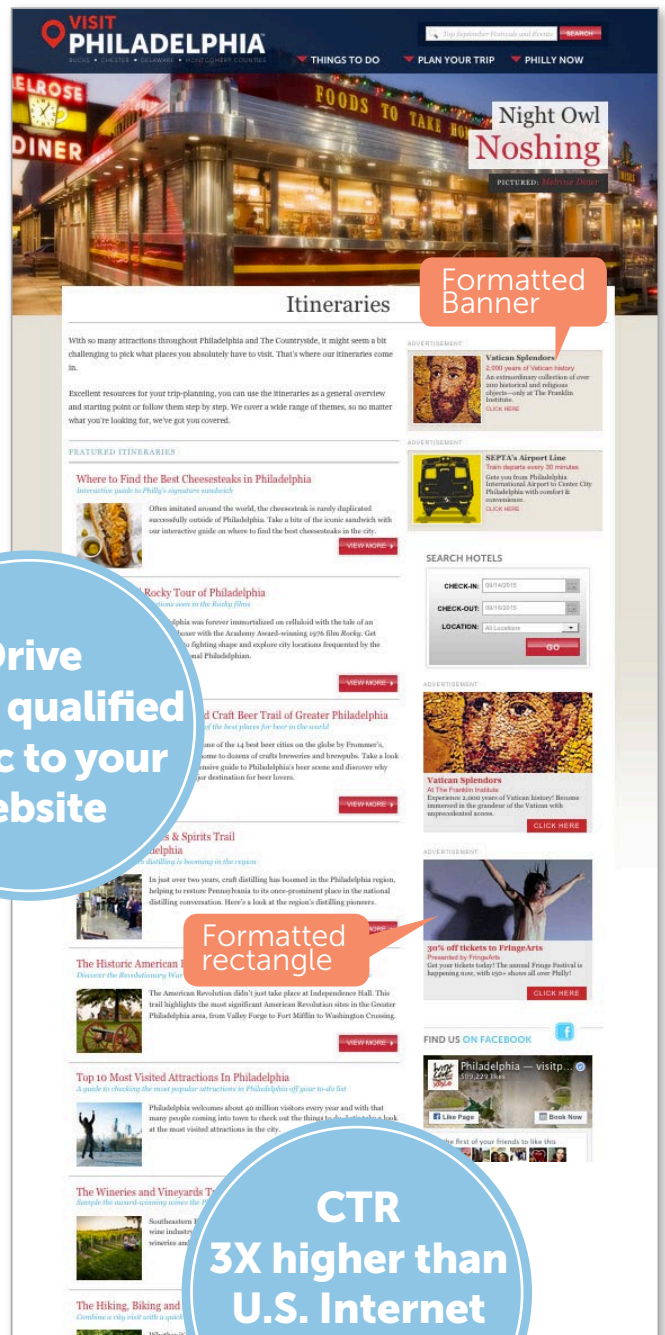
Advertising channels: Target your campaign to any mix of the following channels:

- Home Page*
- Articles & Itineraries
- Dining & Nightlife
- Things to Do
- Events
- Hotels
- Shopping
- Sports

Ask about geo-targeting either inside or outside of Philadelphia DMA.

| FORMATTED Á LA CARTE | | LARGE RECTANGLE Á LA CARTE | |
|----------------------|----------------|----------------------------|----------------|
| IMPRESSIONS | RATE | IMPRESSIONS | RATE |
| 20,000 | \$360 | 20,000 | \$240 |
| 50,000 | \$850 | 50,000 | \$550 |
| 125,000 | \$2,000 | 125,000 | \$1,250 |
| 250,000 | \$3,750 | 250,000 | \$2,250 |

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



Drive highly qualified traffic to your website

CTR 3X higher than U.S. Internet average
(Source: Doubleclick)

| PACKAGE RATES: SAVE \$5 ON OUR Á LA CARTE CPM | | | |
|---|------------------------------|-----------------------------|-----------------|
| TOTAL IMPRESSIONS | FORMATTED BANNER IMPRESSIONS | LARGE RECTANGLE IMPRESSIONS | PACKAGE RATE |
| 50,000 | 30,000 | 20,000 | \$530.00 |
| 150,000 | 90,000 | 60,000 | \$1,440 |
| 300,000 | 180,000 | 120,000 | \$2,580 |
| 500,000 | 300,000 | 200,000 | \$3,800 |
| 1,000,000 | 600,000 | 400,000 | \$7,600 |
| 2,000,000 | 1,200,000 | 800,000 | \$15,200 |
| 3,000,000 | 1,800,000 | 1,200,000 | \$22,800 |

*REQUIRES MINIMUM 125,000-IMPRESSION CAMPAIGN

VISITPHILLY.COM 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.

“ Visit Philly, through their Formatted Banner and Formatted Rectangle Ads, has driven highly qualified traffic to The Franklin Institute’s website as evidenced by a ticket conversion rate of 8.4% to date. In addition, their custom emails have received a click-through rate of 5.1%, which is double the industry standard of 2.5%.”

Kara Callahan
Director of Marketing & New Business Development
The Franklin Institute

Top-tier sort and highlight

The screenshot shows the 'Museums & Attractions' page on visitphilly.com. The page layout includes a top navigation bar with 'VISITPHILLY', 'UWISHUNU BLOG', 'WITH ART PHILADELPHIA', and 'PHILLY 360°'. Below this is a search bar for 'PHS Philadelphia Flower Show'. The main content area is titled 'Museums & Attractions' and features a sidebar with categories like 'Casinos', 'Philadelphia Museums', 'Parks & Gardens', 'Zoos & Aquariums', and 'Sacred Places'. The main content area displays a large image of the National Constitution Center with the text 'We the People' and a description of the building. Below this is a 'Book online' search bar with fields for dates, adults, and rooms. The page also features a 'Don't miss these hot spots' section with sponsored content and a 'VIEW MORE' button. A 'Reach our most targeted audience' callout is overlaid on the bottom right of the screenshot.

Reach our most targeted audience

| PRODUCT | RATE (ANNUAL) |
|-------------------|---------------|
| Sponsored Listing | \$1,200 |

VISITPHILLY.COM CUSTOM EMAIL PROGRAM

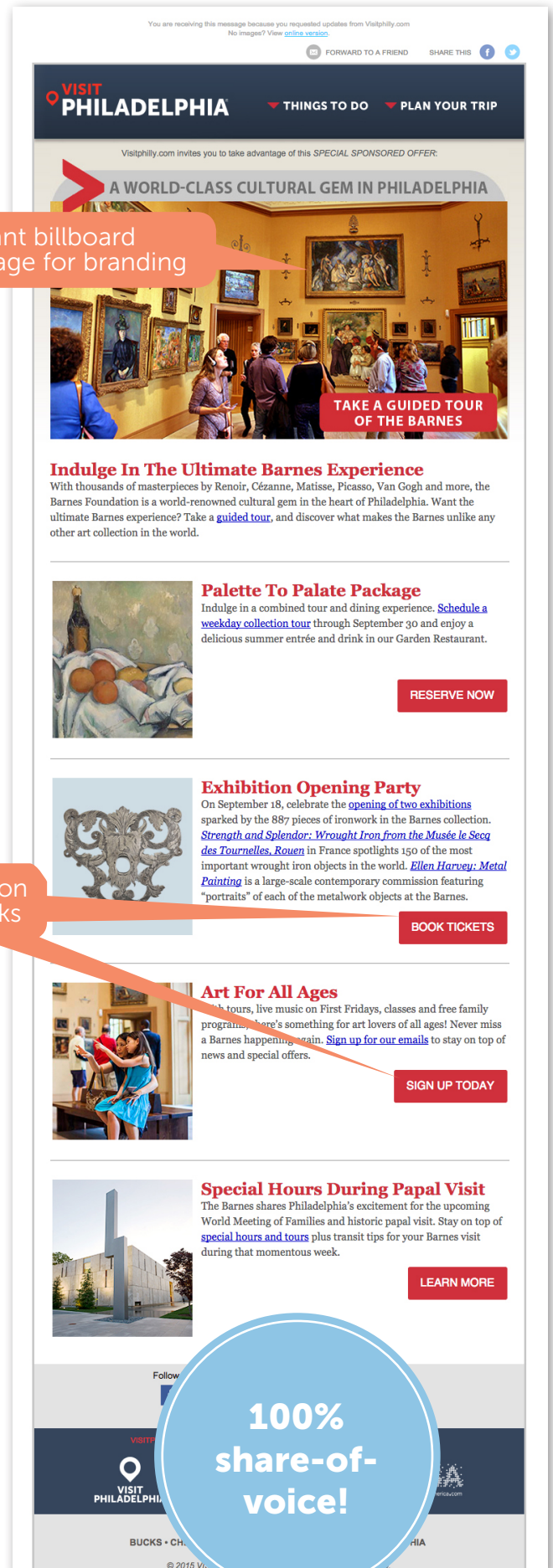
Receive 100% share-of-voice with a dedicated email message to our organic email database of 115,000 subscribers. We will work with you to customize a compelling message that will maximize your return and drive clicks to your website. Inventory is limited to only three custom emails per month.

- Dedicated email about your business to our audience
- 100% share-of-voice
- Compelling customized message that will maximize your return
- Limited inventory
- 115,000-strong organic subscriber list that visitphilly.com built over many years

“ Our Visit Philly ad package—a combination of e-blasts and web ads—directly resulted in over \$280,000 of ticket sales for the 2015 PHS Philadelphia Flower Show. These ads and e-blasts provided an impressive ROI and targeted the right demo for this annual event. ”

Jennifer Ginsberg
Marketing Manager
Pennsylvania Horticultural Society

| PRODUCT | RATE (PER EMAIL) |
|--------------|------------------|
| Custom Email | \$4,950 |



VISITPHILLY.COM MONTHLY EMAIL

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: 115,000+

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

Featured partner

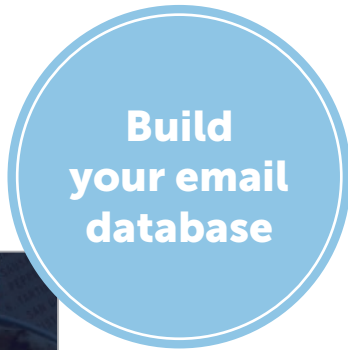
Featured content

Featured deals

| PRODUCT | RATE (PER MONTH) |
|------------------|------------------|
| Featured Content | \$1,250 per unit |
| Featured Partner | \$600 per unit |
| Featured Deals | \$300 per unit |

VISITPHILLY.COM LEAD GENERATION 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.



#VISITPHILLY | UWISHUNU BLOG | WITH ART PHILADELPHIA | PHILLY 360°

PHS Philadelphia Flower Show SEARCH

BUCKS · CHESTER · DELAWARE · MONTGOMERY COUNTIES

THINGS TO DO | PLAN YOUR TRIP | PHILLY NOW

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XFINITY LIVE! PHILADELPHIA
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THE SHERATON SOCIETY HILL
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NORTH BOWL
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| PRODUCT | RATE |
|-------------------|---------------------|
| Up to 2,500 leads | \$5 per lead |
| 2,500+ leads | \$3 per lead |

Site and template design subject to change; screenshots above are for demonstration purposes only.

Photos by B. Krist and J. Fusco for VISIT PHILADELPHIA®