

# VISIT PHILLY.COM

## Advertising Opportunities

WITH  
LOVE  
PHILADELPHIA  
XOXO



Philadelphia Skyline



Barnes Foundation



Chanticleer



Johnny Brenda's



Independence Visitor Center



Mercer Museum

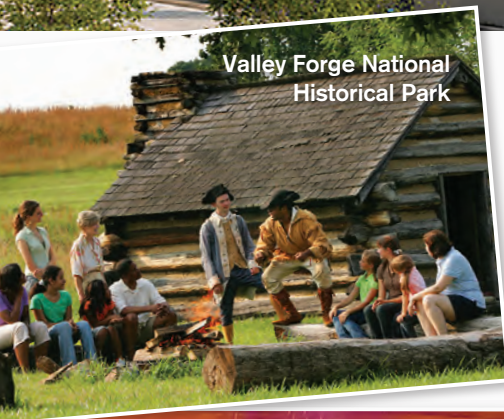
**miles**  
marketing destinations

**VISIT**  
**PHILADELPHIA**





Barnes Foundation



Valley Forge National  
Historical Park

## XOXO Visit Philadelphia™ Mission

Visit Philadelphia,™ formerly known as the Greater Philadelphia Tourism Marketing Corporation (GPTMC) 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:

- ♥ Visit Philadelphia's marketing targets leisure travelers, which make up more than 80% of Philadelphia's domestic visitors.
- ♥ Philadelphia welcomed 38 million domestic visitors in 2011—a new record.

### ECONOMIC IMPACT:

- ♥ Visit Philadelphia tourism generated \$9.34 billion in economic impact in 2011 (a 7.5% increase over 2010).
- ♥ The \$26 million per day in economic impact supports more than 86,000 jobs.

### FUN FACT TO LOVE:

- ♥ 2012 downtown occupancy was 73.4%, returning to the pre-recession peak.



Morimoto



SugarHouse Casino

Everything  
Visit Philadelphia  
does drives to  
Visitphilly.com

XOXO

# Visitphilly.com's Audience Profile:

## Top Reasons to Advertise Your Business on Visitphilly.com

35% increase in visitors over 2011!

### Audience:

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

DEMOGRAPHICS:\*

56% AGE 18-44

26% \$100K+ INCOME

64% HIGHER EDUCATION

### Audience Growth:

The engaged audience of the Visitphilly.com website is constantly growing.

2012 TRAFFIC FACTS:

VISITS

6.1 Million

PAGE VIEWS

21 Million

MOBILE VISITS

1.5 Million



\*Quantcast

### Spending:

Visitors who book a hotel room through Visitphilly.com spend nearly \$1,000 per visit to Philadelphia.

### Conversion:

80% of online survey respondents say that Visitphilly.com increased their interest in visiting Philadelphia.

Unique Visitors  
May 2012 - April 2013  
4,720,798

For more information, contact:

Abby Siegel-Greenberg

Direct: (610) 291-3424

Email: Abby.Siegel-Greenberg@MilesPartnership.com

# XOXO Visitphilly.com Banner Advertising

Drive highly-qualified traffic to your website

As the call-to-action for Visit Philadelphia's \$2 million annual marketing campaign and with an audience of more than 6 million people annually, Visitphilly.com is the premier online travel-planning resource for Philadelphia leisure travelers.

Leverage 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
- ♥ Free monthly reporting, creative testing and optimization
- ♥ **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

### 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



HOME PAGE

Rates: Impression volumes available between discount tiers

\*requires minimum 125,000-impression campaign

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# Visitphilly.com Sponsored Listings and Lead Generation Programs

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**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 Featured Listing program allows you rotation in the premium listing tier on relevant category pages, driving more visitors to your door.

**Annual Rate:** \$1,000



Reach our most targeted audience

Build your email database

**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.

**Rate:** \$5 cost-per-lead

For more information, contact:

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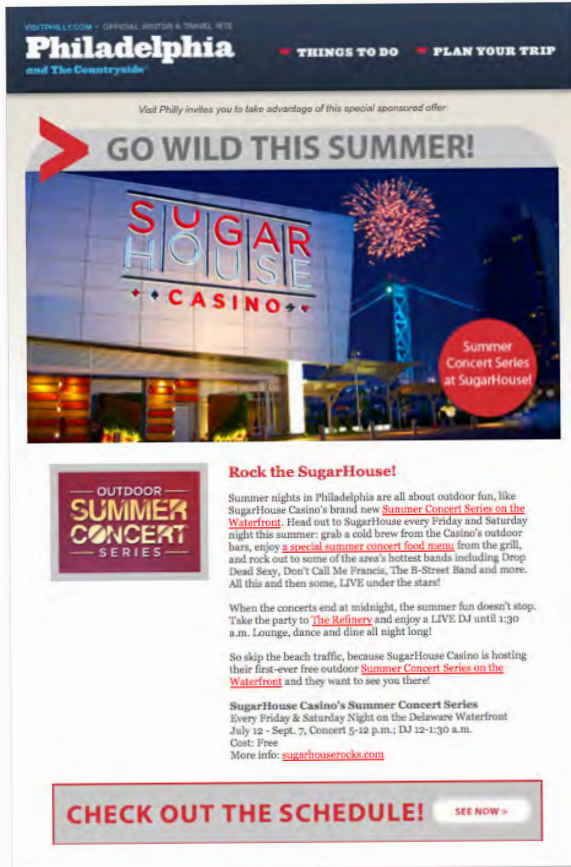
# Visitphilly.com's Monthly Email Program

Reach  
125,000  
loyal fans

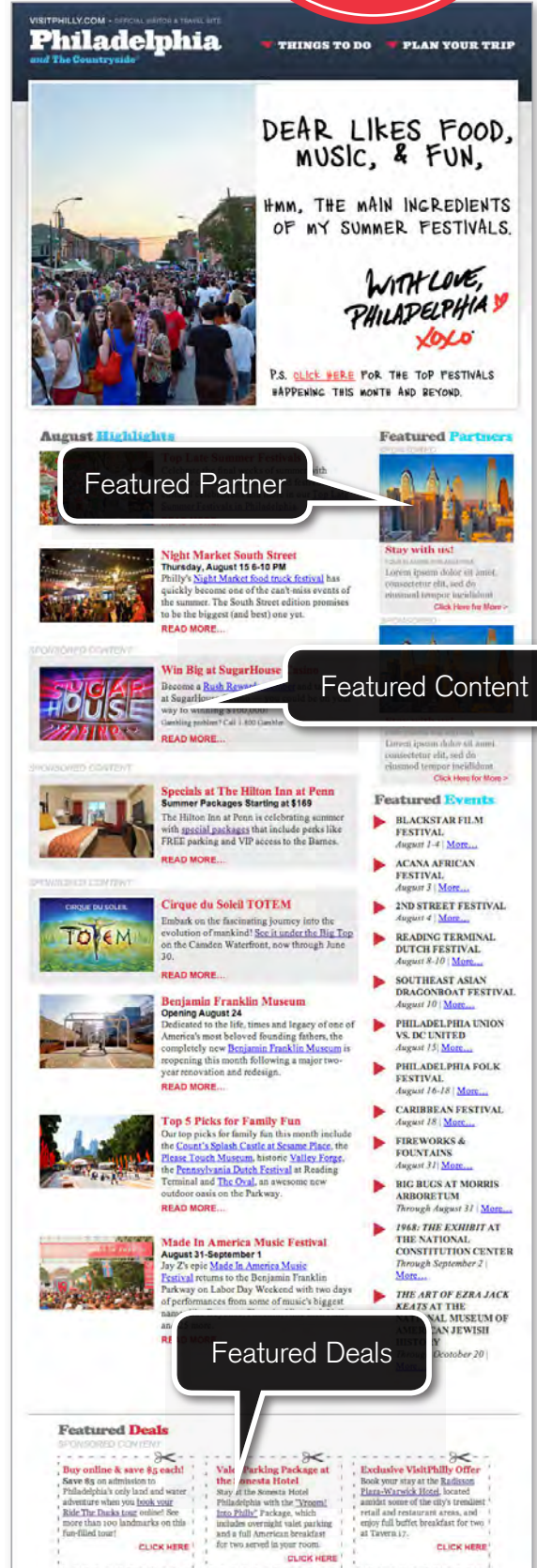
Here's your chance to capture an already engaged audience. True fans of Philadelphia receive a monthly email each month detailing hot happenings and customizable subjects, such as dining and nightlife or family-friendly activities.

**Database: 125,000\***

- Monthly Email:** Take advantage of integrated advertising opportunities designed to fit your specific goals and your budget.
- Custom Email:** Receive 100% share of voice with our custom email program. Submit photos, copy and a call-to-action, and we'll blast your message out to our opt-in database, driving all inquiries to your site.



SAMPLE  
CUSTOM  
EMAIL



## Rates Per Month

Product	Rate	Product	Rate
Featured Content	\$1,000	Featured Deals	\$300
Featured Partner	\$600	Custom Email	\$4,000

MONTHLY EMAIL

\*as of January 2013

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# Visitphilly.com Custom Content Creation



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

Leverage the expertise of our editorial team, and increase content for distribution on your site to boot.

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.

Your article will be in rotation on the site for one year. In addition, you will receive 50,000 Formatted Banner impressions that will promote and link to your article on Visitphilly.com.

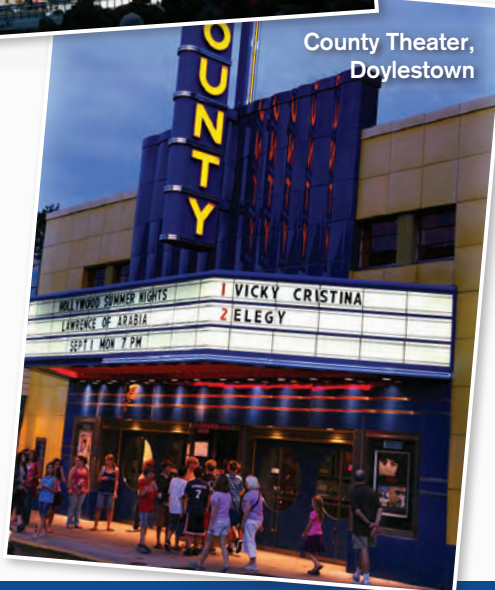
### Rates:

Annual:	\$5,000
Renewal:	\$3,000

Drive organic traffic to your site



Citizens Bank Park



County Theater, Doylestown

For more information, contact:

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Photos by M. Kennedy, R. Kennedy, B. Krist, J. Ruth and G. Widman for Visit Philadelphia

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Rodin Museum



Longwood Gardens



Logan Circle



Valley Forge  
National Historical Park



Philadelphia Zoo

[VISITPHILLY.COM](http://VISITPHILLY.COM)

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