



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

*WITH LOVE,  
PHILADELPHIA   
XOXO *

**VISITPHILLY.COM**

Advertising Opportunities

Pricing As Of September 1, 2016

**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 2015, visitphilly.com welcomed 12.5 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,

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

**41** million domestic visitors to Greater Philadelphia in 2015—a new record

**\$10.7** billion in economic impact for the year, or \$29.4 million every day

**93,300** jobs supported by visitor spending



Love Park



Benjamin Franklin Parkway

# ADVERTISING

Our call-to-action, [visitphilly.com](http://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

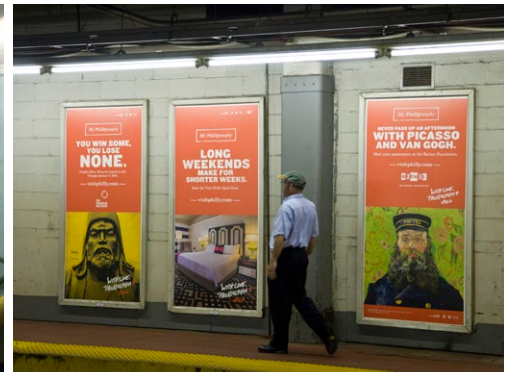
## MEDIA SELECTIONS

- 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](http://visitphilly.com), and some inspire people to find the site as they research Philadelphia on their own.

## 2015 EARNED MEDIA

# 8,400

EARNED MEDIA PLACEMENTS

# 660 MILLION

IMPRESSIONS

# \$19 MILLION

IN PUBLICITY VALUE



#1 on "Best in the U.S." list of places to visit in 2016

**THE HUFFINGTON POST**  
Philadelphia one of "12 Destination That Should Be On Your Radar in 2016"

## Forbes

"Philadelphia is an art mad city"



"Philly is the perfect place to visit"

## Fodor's Travel

"A great weekend getaway for history lovers, foodies, and families"

## theguardian

"Philadelphia seems to be having a moment"

## bon appétit

"Philadelphia is quickly becoming one of America's greatest eating cities"

## BLACK ENTERPRISE

"Philadelphia's foodie scene is thriving with a new crop of restaurants"

## NEW YORK

Philadelphia "has a booming restaurant scene"



Philadelphia has "jaw-dropping eats and world-class art"

## TRAVEL+ LEISURE

"Philly has a bit of everything—rich American heritage, a buzzy restaurant scene, architectural charm"

## SMARTERTRAVEL

"...Philadelphia is the One U.S. City You Need to Visit in 2016"

## TORONTO STAR

"Why Philadelphia is the new hot spot"



"Philadelphia is bursting with the shiny and new."

## USA TODAY

"The City of Brotherly Love also has a world-renowned food scene"

# 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 Fans  
and Followers

**1 MILLION**  
(and always growing)



## 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)

**4.7 MILLION VISITS**

to visitphilly.com and uwishunu.com  
came from social media in 2015.

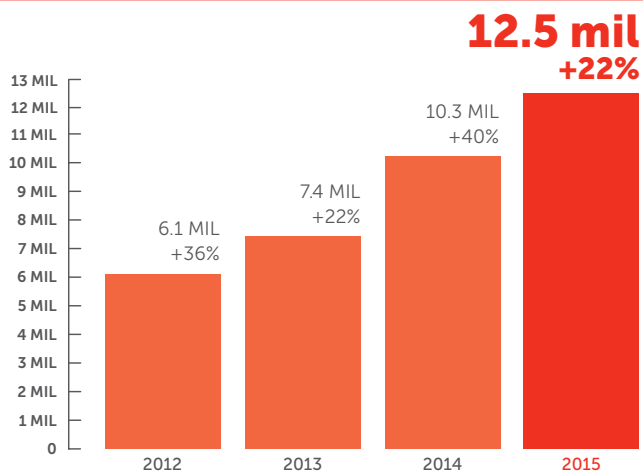
(Source: Google Analytics)

# 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 BOASTS A FULLY RESPONSIVE MOBILE WEBSITE DESIGN



In 2015, mobile traffic to visitphilly.com increased by 2 million visits over 2014. The website's responsive mobile design delivered more impressions for advertisers, driving more mobile clicks.

## VISITPHILLY.COM SUBSCRIBERS

### 4 VISITPHILLY.COM'S EMAIL DATABASE CONTAINS 175,000+ ENGAGED SUBSCRIBERS

**175,000+**



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
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1	<b>Philadelphia</b>
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2	New York
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3	Washington, DC
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4	Harrisburg-Lancaster-Lebanon-York
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5	Boston
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6	Baltimore
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7	Chicago
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8	Cleveland
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9	Wilkes Barre-Scranton
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10	Los Angeles
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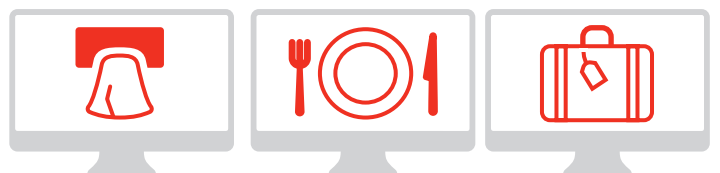
## DRIVING REFERRALS

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

visitphilly.com sent

# 3 MILLION CLICKS

to partner websites in 2015



# 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

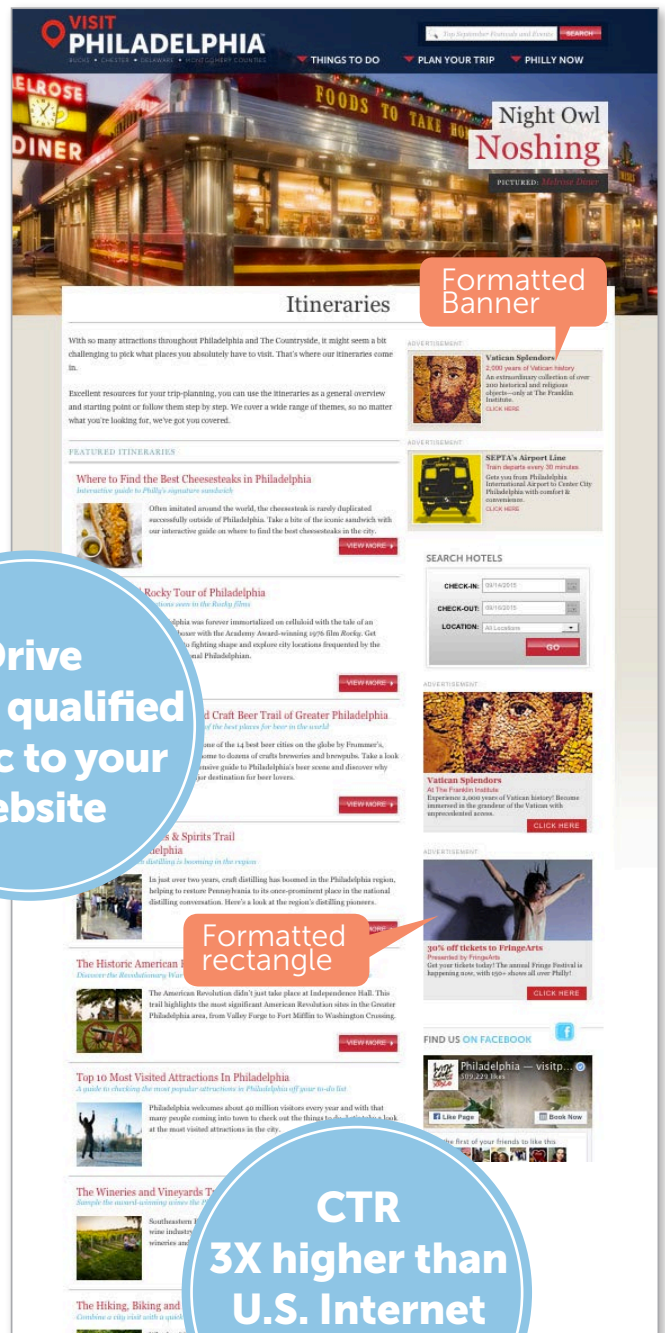
Ask about geo-targeting either inside or outside of Philadelphia DMA.

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

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

PACKAGE RATES: SAVE \$5 ON OUR Á LA CARTE CPM				
TOTAL IMPRESSIONS	FORMATTED BANNER IMPRESSIONS	LARGE RECTANGLE BANNER IMPRESSIONS	PACKAGE RATE	POTENTIAL REWARDS IMPRESSIONS**
50,000	35,000	15,000	<b>\$555.00</b>	50,000
150,000	105,000	45,000	<b>\$1,515</b>	150,000
300,000	210,000	90,000	<b>\$2,730</b>	300,000
500,000	350,000	150,000	<b>\$4,050</b>	500,000
1,000,000	700,000	300,000	<b>\$8,100</b>	1,000,000
2,000,000	1,400,000	600,000	<b>\$16,200</b>	2,000,000
3,000,000	2,100,000	900,000	<b>\$24,300</b>	3,000,000

\*REQUIRES MINIMUM 125,000-IMPRESSION CAMPAIGN \*\*UP TO, NOT GUARANTEED.





# 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 visitphilly.com website interface. At the top, there's a navigation bar with 'VISITPHILLY', 'UWISHUNU BLOG', 'WITH ART PHILADELPHIA', and 'PHILLY 360'. Below that, a search bar for 'PHS Philadelphia Flower Show' is visible. The main content area features a large banner for 'Living History' with a picture of a woman in a historical costume. Below the banner, there's a 'Museums & Attractions' section with a sidebar menu listing categories like 'Casinos', 'Philadelphia Museums', 'Parks & Gardens', etc. The main content area shows a featured listing for the 'National Constitution Center' with a large image of the interior and a 'Don't miss these hot spots' sidebar. At the bottom, there's a search bar for hotels and a 'Museums & Attractions A-Z' section with listings for the 'Academy of Natural Sciences of Drexel University', 'Adventure Aquarium', 'Aero Memorial', and 'AIA Bookstore & Design Center'.

Reach our most targeted audience

PRODUCT	RATE (ANNUAL)
Sponsored Listing	\$1,500

# VISITPHILLY.COM CUSTOM EMAIL PROGRAM

Receive 100% share-of-voice with a dedicated email message to our organic email database of 175,000+ subscribers. We will work with you to customize a compelling message that will maximize your return and drive clicks to your website. Inventory currently 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
- 175,000+ strong organic subscriber list that visitphilly.com built over many years

Multiple call-to-action buttons to drive clicks

“ 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	<b>\$7,500</b>

**ONLY FIVE MORE DAYS**

## Celebrate National Parks At The 2016 Flower Show

Don't miss the chance to see the [best of America in one place](#) at this year's Flower Show. Experience impressive large-scale gardens, landscapes and floral creations inspired by the wonder of National Parks like Acadia, Cape Cod, Shenandoah, Yellowstone and Yosemite. "Explore America" right here in Philadelphia at this once-in-a-lifetime experience, which runs through March 13.

**GET YOUR TICKETS ONLINE AND SAVE \$4**

### Fun For Family

Families can enjoy special activities geared toward little ones on March 13. The Railway Garden, powered by Amtrak with Bachman Trains, gets a special visitor when Thomas the Tank Engine stops by. Plus, [reserve your spot for the Teddy Bear Tea](#) — a special treat for kids and their plush sidekicks.

**PLAN YOUR ADVENTURE**

### Fun For Foodies

Fuel up for adventure at every turn! Make a pit stop and create your own snack mix at the Trail Mix Bar; stop by the Smokey Mountain Café for a free-range bison sloppy joe; grab a bite at the [PHS Pop Up Beer Garden](#) at Base Camp in the Grand Hall and munch on all-American fare; and sip on free tastings daily at the Fine Wine & Good Spirits shop.

**START EXPLORING HERE**

### Fun For Fido

Leash up your four-legged sidekick for Fido Friday on March 11! The hounds will descend starting at 6 p.m. with a [Yaggy Hour in Base Camp](#) before hitting the Flower Show trail system until 9 p.m. Prior to the pooch parade through the Grand Hall, shake paws with Bark Ranger "Ken" Franklin at the Find Your Park Pavilion.

**CHECK IT OUT**

### Special Offer: Buy Tickets Online And Save \$4!

**Online Cost Savings:**  
**Adults:** Box Office: \$34; Online: \$30  
**Children:** Box Office: \$17; Online: \$15  
**Students:** Box Office: \$22; Online: \$20

**BUY NOW!**

**100% share-of-voice!**

# 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:** 175,000+

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

Featured partner

Featured content and bi-monthly email

Featured deals

PRODUCT	RATE (PER MONTH)
Featured Content	<b>\$1,950 per unit</b>
Featured Partner	<b>\$600 per unit</b>
Featured Deals	<b>\$300 per unit</b>

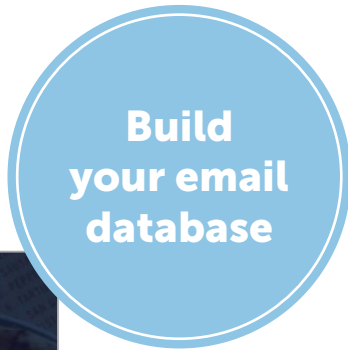
## NEW! Visitphilly.com Mid-Month Email

Fans of Philadelphia now receive an additional email each month with shorter content focused on events. This new opportunity is limited to just 3 Featured Content unit advertisers each month and deploys between visitphilly.com monthly emails.

PRODUCT	RATE (PER MONTH)
Mid-Monthly Email	<b>\$2,500 per unit</b>

# 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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**PERCY STREET BARBECUE**  
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**FRANKFORD HALL**  
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**XFINITY LIVE! PHILADELPHIA**  
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**THE SHERATON SOCIETY HILL**  
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**CROWNE PLAZA**  
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**NORTH BOWL**  
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PRODUCT	RATE
Up to 2,500 leads	<b>\$5 per lead</b>
2,500+ leads	<b>\$3 per lead</b>

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

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