



A RESULTS-DRIVEN APPROACH TO TOURISM

Reach millions
of visitors
planning their
Pennsylvania
vacations

2025-2026

PARTNER MARKETING OPPORTUNITIES

PENNSYLVANIA
THE GREAT AMERICAN GETAWAY

72 MILLION PEOPLE LIVE WITHIN A 4-HOUR DRIVE OF PENNSYLVANIA



ANNUAL VISITATION
196.6 MILLION



\$80.8 BILLION
IN TOTAL ECONOMIC IMPACT



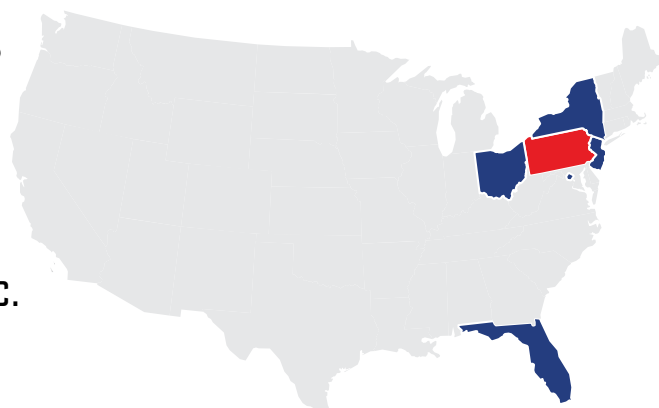
ANNUAL
VISITOR SPENDING
\$47.9 BILLION



69.5 MILLION
OVERNIGHT TRIPS

TOP 5 U.S. MARKETS

1. NEW YORK
2. NEW JERSEY
3. OHIO
4. FLORIDA
5. WASHINGTON, D.C.



PENNSYLVANIA MARKET		U.S. MARKET NORMS
3.8	NIGHTS STAYED	3.9
2.9	PARTY SIZE	2.9
46.9	AVERAGE AGE	44.8

PENNSYLVANIA MARKET	IMMEDIATE TRAVEL PARTY	U.S. MARKET NORMS
63%	SPOUSE/PARTNER	62%
36%	CHILD(REN)	38%
25%	SOLO	24%
16%	FRIENDS	17%

PENNSYLVANIA MARKET	TOP ACTIVITIES	U.S. MARKET NORMS
41%	OUTDOOR ACTIVITIES	48%
28%	CULTURAL ACTIVITIES	29%
20%	SIGHTSEEING	20%
18%	SPORTING ACTIVITIES	21%
15%	LANDMARKS/HISTORIC SITES	13%

Source: Tourism Economics: The Economic Impact of Travel in Pennsylvania (2022, 2023)

SALES CONTACT: ABBY SIEGEL-GREENBERG, Director, Destination Partner Development | 610-291-3424 | Abby.Siegel@MilesPartnership.com

REACH OVER 4.6 MILLION QUALIFIED LEISURE VISITORS ACROSS THESE LEISURE CHANNELS



STATE TRAVEL GUIDE
Print & Digital



3.74M+
VISITORS

VISITPA.COM



**MONTHLY
EMAIL**

SOCIAL MEDIA
+472K*



229K



51.6K



177K



3.81K



6.9K



4,489

launched May 2024

**Current Social Subscribers*

PENNSYLVANIA \$19M MARKETING BUDGET

The Pennsylvania Tourism Office drives visitation to the Commonwealth through paid and earned media campaigns along with marketing communications that highlight the diversity of leisure destinations and experiences in PA.

The Tourism Office is committed to promoting Pennsylvania as a friendly destination with everything from foodie fun and craft beverages to outdoor adventures and historical attractions.

STATE TRAVEL GUIDE

The State Travel Guide offers advertisers prime exposure to a diverse audience of travelers. This presents advertisers with a unique opportunity to showcase their offerings to an engaged and receptive audience actively seeking travel experiences throughout Pennsylvania.

Distribution channels include:

- Direct request from travel intenders
- Placement along road trip routes
- Collaboration with State DMOs
- Targeted out-of-market placements

Print Circulation: 300,000

Readership: 2.4 readers per issue

Digital Guide: 384K+ Pageviews

Advertisers receive:

- Inclusion in both print & digital versions
- Reader Response leads
- Links to your website in digital eGuide

In-market: Dec. 2025

• Space Closing: September 25, 2025*

• Materials Due: October 10, 2025

**pending inventory availability*

RATES

DISPLAY ADVERTISING

AD SIZE	NET RATE
2-page Spread	\$19,450.00
Full Page	\$10,100.00
Half Page	\$6,150.00
Quarter Page	\$3,150.00

DISPLAY PREMIUM PLACEMENTS

AD SIZE	NET RATE
Back Cover	\$13,450.00 Sold Out
Inside Front Cover	\$12,075.00 Sold Out
Inside Back Cover	\$12,075.00
Page 1	\$12,075.00 Sold Out
Back of Map	\$11,000.00

*Co-op options are available

FORMATTED ADVERTORIAL

CO-OP AD SIZE	NET RATE
Formatted Full Page	\$11,600.00
Formatted Half Page	\$5,800.00
Formatted Quarter Page	\$2,900.00
Formatted Eighth Page	\$1,450.00

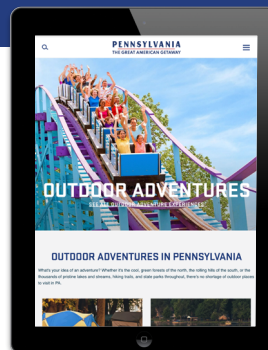


Reach a qualified, targeted audience 365 days a year on every electronic device.

Visitors don't have to wait for the print guide to arrive before they plan their vacation. The State Travel Guide digital guide is just a click away on visitPA.com.

VISITPA.COM NATIVE ADVERTISING

REACH
MORE THAN
3.74M+
ANNUAL
VISITORS



AVERAGE
CTR
.37%

*Exposure on Desktop,
Tablet, and Mobile*

Over 3.74 million visitors in 2024 resulted in more than 6.2 million page views and provided advertisers with over 6.9 million display advertising impressions in total, and 25,500+ direct click-throughs to our advertisers' websites.



VISITPA.COM NATIVE ADS

Annual Visitors: 3.74+ million per year

Page Views: 6.2 million per year

Featured Partners: Native ads have the look and feel of editorial and run throughout the site.

Sold out for 2025. Inventory available starting 2026.

FEATURED PARTNER RATES			
IMPRESSIONS	CPM	NET RATE	TIER
50,000	\$19.50	\$975	1
100,000	\$18.75	\$1,875	2
200,000	\$18.00	\$3,600	3

*50,000 impression minimum buy
We build the ads for you with your image and copy*

WINERIES

Happy, breezy weekends. Come visit Pennsylvania – where our grapes are happy, our rolling vineyards are cozy, and our wineries are more than just a beautiful view. As the fourth-largest in grape production and fourth-largest in wine production and fourth-largest in number of wineries, Pennsylvania delivers on variety and volume. We produce more than 2 million gallons of wine each year and are home to more than 300 wineries – many of them smaller, family-owned establishments – and 14 diverse, well-guarded trails. Please designate a driver and enjoy Pennsylvania wine responsibly.

[EXPLORE WINERIES NOW](#)

GET TRIP IDEAS

FEATURED PARTNER
Spice Up Your "Tasting of the Valley"
Hold on the Saturday of Memorial Day weekend, Lackawanna County's most unique festival only takes place in 2 places in the world. The iconic Cider of Jericho, PA, & Dutchess, Italy.

[LEARN MORE](#)

FOODIE FUN
A Gateway Guide for America's 100th Anniversary
Get ready to party! The 200th anniversary of the "Constitutional" of the founding of this great nation will soon be here and just as Pennsylvania played a critical role back in 1776, Pennsylvania...

[READ MORE](#)

FEATURED PARTNER
Discover What's New at the National Constitution Center
Visit the only museum dedicated to the U.S. Constitution, located two blocks from Independence Hall. Explore the Center's newest gallery celebrating the First Amendment.

[LEARN MORE](#)

FEATURED PARTNER
Discovering in Clearfield County
Clearfield County offers 5 trails for your growing adventure. Use our Central Pennsylvania's Coldest Cider and rediscover it for a collectible season.

[LEARN MORE](#)

[View All Articles](#)

GREAT EATS ON PA SPRING DAYS

Craft Beer
Good times are brewing here.

Farmers Markets
All the freshest produce is here.

Beer Trails
The only thing better than a PA brewery is multiple PA breweries.

Distilleries
These PA distilleries are worth a shot.

[View all Experiences](#)

Millvale

The **Abeille Voyante Tea Co.** serves up the finest teas sourced from around the world. Try the Yinzer line which celebrates the beloved 'burgh with some inspired by Pittsburghese slang to the city's iconic landmarks teas include the Jagoff, Nebby Chai, and Fort Pitt Bridge blends.

Perk: Tailor your tea drinking to the special moons that occur throughout the year with their **Full Moon Series** of specialty teas and tea blends- December's Long Cold Moon features a spicy chai meant to warm you up with memories of the holiday season.

FEATURED PARTNER
Kalahari Resorts & Conventions
Ready for a celebration of flavor? Get your tickets to the Kalahari Food & (Not Just) Wine Festival today!

[Learn More](#)

9. THE ARTISTS HAND GALLERY & ESPRESSO BAR

Indiana

The **Artists Hand Gallery & Espresso Bar** is a one-of-a-kind coffee shop where you can savor a cup of locally roasted coffee while you enjoy artwork created by local artists. The gallery

VIDEO SPOTLIGHT

DRIVE MORE TRAFFIC AND ENGAGEMENT WITH VIDEO

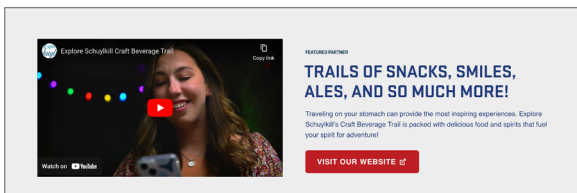
In today's digital landscape, video content has become a crucial tool for capturing attention and driving traffic. It's not just about showcasing your destination, attraction, or accommodation – it's about creating an engaging experience that resonates with viewers and motivates them to explore more.

Video Spotlight is available these VisitPA Pillar pages:

- Outdoor Adventures
- Historical Pursuits
- Foodie Fun
- City Life

The numbers speak: 45% of travel planners use videos for leisure trip planning, highlighting its role in the decision-making process.

Source: Destination Analysts: State of the American Traveler 2024



VIDEO SPOTLIGHT NET RATE

\$2,250 per quarter/per pillar

All pillar pages, except Foodie Fun, sold out for 2025. Now selling into 2026.

Limited availability: first come, first serve.

DEALS & PACKAGES

HARNESS THE POWER OF OFFERS TO ATTRACT VISITORS

Special offers are a powerful tool to draw in new visitors and encourage them to book their trips. With more than 3.74 million visitors to visitPA.com, there's no better way to provide an irresistible reason for travelers to choose your destination.

WHY SPECIAL OFFERS WORK:

Increased Attraction: Travelers are always on the lookout for good deals. Special offers create a sense of urgency and provide compelling reasons to book immediately.

Enhanced Visibility: Featuring deals prominently on visitPA.com ensures that your offers are seen by a large audience, maximizing your reach and potential bookings.

Targeted Appeal: By grouping offers by interests, you can effectively target specific demographics, making your promotions more relevant and appealing.

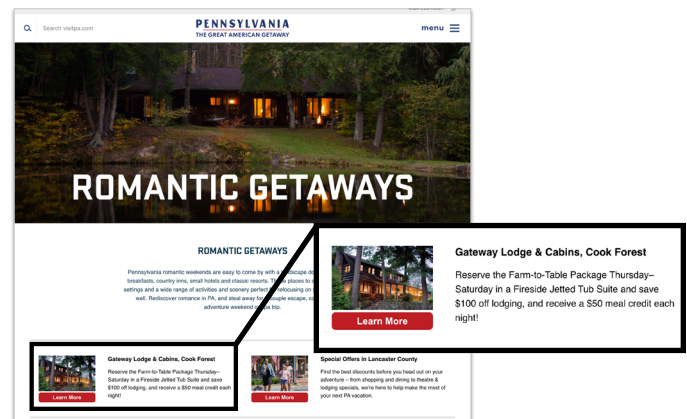
The Deals section on every page of visitPA.com presents visitors with special offers tailored to various interests, including:

- Romance
- Family
- Seasonal

QUARTERLY NET RATE

\$2,000/quarter

Includes Deals in all 3 categories.



CUSTOM CONTENT

Promote your destination, attraction, accommodation, or event to more than 3.74 million qualified visitors annually on visitPA.com and drive additional organic traffic to your site with our Trip Ideas Custom Content program. Our editors will craft a custom article (at about 400-500 words), including photos promoting a vacation or destination experience.



100% SOV
ON YOUR
CUSTOM
CONTENT PAGE

From the humdrum everyday by living outdoors for a close-to-home adventure in Bradford County rural havens. These days, camping can be tent-primitive or comfortable, with scenery, fresh air, hiking trails, and birdsong as a bonus.

At Little Lake, 220 Shoemaker Road, Rome, guests may rent cottages, each with a kitchen, heat, and air conditioning, or more primitive cabins offering sleeping but no inside bathroom or kitchens. Campsites include spaces for RVs, tents, and tents. Water and electric are available, even in the wooded areas. There's a pool, bath houses, outdoor charcoal grill set-ups, and fishing spots. Special weekend events are offered through the season. The campground is pet-friendly for up to two pets per family for an extra fee; pet owners need to provide proof of vaccinations. For rates and more information, visit the [Dine Cradle Lake Family Campground website](#) or call them at (570) 247-2424.

At Rolling River Campground, 1200 Leisure Drive, Towanda, there are fifteen RV sites and six cabins, some with full kitchens as well as bathrooms. You can choose your degree of vacation getaway here – all cabins have wi-fi, and there's internet access throughout the campground, says co-owner Tiffany Smith. Every campsite comes with electric, sewer, and water. The river is the Susquehanna. "And we've had bald eagle sightings here. Some people come just to look for the eagles!" Or to compete with the eagles for fish. Open year round, Tiffany says the campground can usually accommodate guests with a few weeks' advance notice. For more information, call them at (607) 426-2666.

Article Page example

ONLINE LEADS PROGRAM

GENERATE HIGHLY QUALIFIED LEADS FROM VISITPA.COM

The most valuable and most likely converted leads are travelers who are actively planning a trip to a destination. The visitPA.com website creates tens of thousands of immediate, highly qualified leads through direct requests on the site.

LEAD GENERATION

Visitors to the visitPA.com site who request a free copy of the State Travel Guide or sign up for the monthly newsletter are automatically directed to a "Thank You" page, where they elect to receive information about participating businesses.

Advertisers receive these qualified leads from Pennsylvania on a weekly basis, in a format that is easy to incorporate into existing marketing initiatives.

LEADS NET RATE

\$2,250/quarter

PROMOTION OF CUSTOM CONTENT

- Live on visitPA.com for one year under the Trip Ideas page
- Promoted on VisitPA.com via added-value native ads*
- Full rights to repurpose the content for your own and partner sites
- Includes one organic post on PA Tourism Office Facebook page (@VisitPA)

CUSTOM CONTENT
ANNUAL NET RATE

\$2,995

CONTENT RENEWAL
ANNUAL NET RATE

\$1,995

CUSTOM CONTENT FAQs

What kind of subjects/visuals will be covered? Our content experts will create content based upon your goals – and that performs best on the site.

Will it link to my website from visitPA.com? Yes! Our goal is to bring your destination or experience to life and drive qualified referrals to your site.

What are the next steps after I sign a contract? We'll work with you to outline goals, article, and production timeline.

GROW
YOUR OPT-IN
DATABASE



The American Spirit Lives Here

Washington County

You'll find the American Spirit around every corner in Washington County. It began 19,000 years ago at Meadowcroft Rockshelter & Historic Village and continues today at The Pavilion at Star Line, Hollywood Casino at The Meadows, PA Trolley Museum, Tanger Outlets, Wild Things Park and beyond. Check the box below to receive our monthly event e-mail!

☐ Send Me More Information



Visit Lawrence County

Lawrence County

It's all about the trails; wine, craft beer, hiking, river, biking, Amish, coffee and burger. Each adventure is tailored as a "build your own" from exploring our local blue and greenways to one-of-a-kind shopping to local homemade ethnic foods. Discover the perfect one of a kind experience for a memorable trip at VisitLawrenceCounty.com!

☐ Send Me More Information



Create unique adventures in York County, PA

Explore York

Looking for a quick getaway? York County offers convenience, value, and small-town charm. Whether you're interested in art or history, outdoor activities, or family fun, we have it all! Walk, run, or bike the York County Heritage Rail Trail. This 30-mile trail is the perfect spot to explore York. Plan your next vacation and have memories made here.

☐ Send Me More Information

*Based on available inventory.
No minimum impression guarantee.

MONTHLY PA TOURISM OFFICE EMAIL

SEND A MESSAGE TO TRAVELERS WHO ARE READY TO CLICK & GO

Every month, more than 128,000+ opt-in subscribers receive the official travel newsletter of Pennsylvania with timely travel ideas, itineraries, and events crafted to motivate travel to Pennsylvania.

You can target your own message by month and season.

FEATURED EVENT OR DEAL

- Spotlight special offer or event
- New added-value: email advertisers receive coverage via Pennsylvania Tourism Office's social media channels

EMAIL FEATURED EVENT/
DEAL NET RATE

\$895/Month



Enjoy Makers Spirit Event

June 20-22: Celebrate makers of York County with behind-the-scenes tours, educational demos, tasting events, and more! Earn points for prizes using the digital passport.

[Learn More](#)

Event Example

CREATIVE BEST PRACTICES

Use your most compelling image, create a tagline that attracts attention, and bring the user into the experience through your copy.

128K+
SUBSCRIBERS



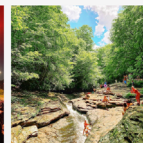
A Summer Filled With #PAScoops

Our 7th Annual Scooped: An Ice Cream Trail is back for another sweet summer in PA! Download the digital passport, check in at local creameries across the state, and earn cool prizes along the way.

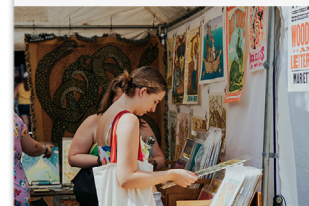
[Read More](#)



Art & Music Festivals to
Attend This Summer



Natural Water Experiences



June Events & Festivals

Pennsylvania events are heating up in June! Fly your Pride flag, spend quality time with four-legged friends, soar in a hot air balloon, dine on local favorites, and experience all that Pennsylvania, The Great American Getaway, has to offer.

[Read More](#)



Enjoy Makers Spirit Event

June 20-22: Celebrate makers of York County with behind-the-scenes tours, educational demos, tasting events, and more! Earn points for prizes using the digital passport.

[Learn More](#)



Rockin' on the Mon RiverFest

The summer's hottest music festival is coming to the Monongahela Aquatorium, June 21-22. Visit Washington County for two days of music by the river, great views, food, and fun!

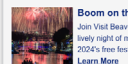
[Learn More](#)



Explore The Kinzua Skywalk

Adventures await in the Allegheny National Forest region. Explore the Kinzua Bridge State Park, #1 PA State Park in 2024 by TripAdvisor, and the Skywalk, "One of the Top 10 Most Scenic Skywalks in the World."

[Learn More](#)



Boom on the Bridge | June 29

Join Visit Beaver County for an unforgettable day of fun and a lively night of music, community, and celebration. Headlining 2024's free festival is country music star Chris Lane.

[Learn More](#)



Summer Car Shows and Cruises

Prep those cars, trucks, motorcycles, and tractors! You are invited to celebrate summer at any of Greene County's numerous car cruises, shows, and drag racing.

[Learn More](#)



Choose Your Own Philly Adventure

Score up to \$222 in perks, including hotel parking, when you book the Visit Philly Overnight Package.

[Learn More](#)



Pittsburgh is KidsBURGH

Download the FREE KidsBURGH Passport for access to family-friendly attractions, exclusive offers, and prizes!

[Learn More](#)

CUSTOM & CO-OP EMAILS

THE CUSTOM EMAIL IS SENT OUT TO VISITPA.COM'S DATABASE IN A BRANDED TEMPLATE.

Users respond incredibly well to this single message-focused email, and our diversified options allow you to tailor your approach.

100% SHARE OF VOICE (SOV)

It's all about you. The 100% SOV Custom Email focuses solely on your business, destination, or event, driving all clicks to your website.

Simply submit a photo, headline, body copy, and your desired call to action, and we'll build your personalized email and blast it out to the entire Pennsylvania Tourism Office's database of 128,000+ opt-in subscribers.


CO-OP

Perfect for destinations, statewide interest, or event-driven offers, a Co-op Email allows you the opportunity to tell more of your story with the main hero image and up to five additional break-out content areas to align your message around your city, region, interest, or events in a more in-depth way.

CUSTOM/CO-OP EMAIL NET RATE

\$5,500

PENNSYLVANIA
THE GREAT AMERICAN GETAWAY




128K+
OPT-IN
SUBSCRIBERS

Cheers! Sip for Swag in York County!

Get the Good Libations Trails free passport to beer, wine, and craft spirits. Savor at unique locations with passionate makers dedicated to creating the finest. Earn points for prizes with each drink.


[Read More](#)

Aviator Brew Hub
Aviation-themed, veteran-owned brewery and restaurant with outdoor beer garden, self-serve menu, and events.
[Learn More](#)



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Commonwealth Keystone Building, 4th Floor, 400 North Street, Harrisburg, PA 17120

PENNSYLVANIA
THE GREAT AMERICAN GETAWAY





Philly's Biggest Summer Events & Fests

Nowhere celebrates summer quite like Philadelphia. The warm weather brings with it some of the hottest events of the year, including massive street fests, can't-miss concerts and a 16-day celebration for the Fourth of July.


[Read More](#)

Top Rooftop Bars & Restaurants
Summer is the perfect time to elevate your happy hour game. Enjoy a drink (or two) with a view at Philly's hottest rooftop bars and restaurants.
[Learn More](#)

Off-The-Beaten-Path Adventures
Think you've seen everything there is to see in Philly? Think again. Discover something new at these under-the-radar museums and attractions.
[Learn More](#)



[Events in PA](#) [Discover Your Getaway](#)



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Commonwealth Keystone Building, 4th Floor, 400 North Street, Harrisburg, PA 17120

37.62%
AVERAGE
OPEN
RATE

8.28%
AVERAGE
CLICK-
THROUGH
RATE

PROGRAMMATIC MEDIA PROGRAM

Participate in the PA Tourism Office's Programmatic Media Program and receive premium space in digital advertisements targeted to highly qualified audiences of travelers at an affordable cost.

Using first-party data, we're able to target audiences based on their demographics and behaviors, engaging users who have previously visited visitPA.com and retargeting them with meaningful messaging encouraging them to visit.

PARTNER OPPORTUNITIES

\$2,500 Package

Tactic	Format	Timing	CPM	Impressions	Total Cost	Notes
Native & Display	IAB Approved Banner Sizes & Native Banners	30 days	\$8.50	294,118	\$2,500	This package would provide exclusive access to visitPA.com first-party audience, through site retargeting and look-alike modeling for a full funnel approach.
Totals			\$8.50	294,118	\$2,500	

\$6,000 Package

Tactic	Format	Timing	CPM	Impressions	Total Cost	Notes
Native & Display	IAB Approved Banner Sizes & Native Banners	30 days	\$8.00	750,000	\$6,000	This package would also provide exclusive access to visitPA.com first-party audience, through site retargeting and look-alike modeling for a full funnel approach PLUS Prospecting, Contextual, Demo, Behavioral targeting.
Totals			\$8.00	750,000	\$6,000	

\$11,000 Package

Tactic	Format	Timing	CPM	Impressions	Total Cost	Notes
Native & Display	IAB Approved Banner Sizes & Native Banners	90 days	\$8.00	750,000	\$6,000	This package would also provide exclusive access to visitPA.com first-party audience, through site retargeting and look-alike modeling for a full funnel approach PLUS include pre-roll video for high-impact advertising.
Pre-Roll* Video	:15 or :30 Video	90 days	\$17.00	294,118	\$5,000	
Totals			\$25.00	1,004,118	\$11,000	

\$15,000 Package

Tactic	Format	Timing	CPM	Impressions	Total Cost	Notes
Native & Display	IAB Approved Banner Sizes & Native Banners	90 days	\$8.00	1,875,000	\$15,000	This package would also provide exclusive access to visitPA.com first-party audience, through site retargeting and look-alike modeling for a full funnel approach PLUS Prospecting, Contextual, Demo, Behavioral targeting.
Totals			\$8.00	1,875,000	\$15,000	

*Contingent on overall participation levels. Priority will be on display advertising. Ask your rep for updated reach calculation.

**All costs are net.

AVAILABILITY

4-6 week production time ahead of campaign start.
Availability based on inventory.

REPORTING

At the end of the campaign, you will receive detailed performance metrics.

PENNSYLVANIA

THE GREAT AMERICAN GETAWAY

**TO PARTICIPATE IN THE
2025-2026 PROGRAM CONTACT:**

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