

**ADVERTISING RATES**  
**PRINT & ONLINE PROGRAM**



**AD SIZE**

FULL PAGE	\$1300
2/3 PAGE	\$1000
1/2 PAGE	\$755
1/3 PAGE	\$655
1/4 PAGE	\$555
1/6 PAGE	\$455
1/12 PAGE	\$345

**PREMIUM PLACEMENT**

OUTSIDE BACK COVER	\$3900
INSIDE FRONT COVER	\$3400
FRONT ADJACENT PAGE	\$3100
INSIDE BACK COVER	\$2500
BACK ADJACENT PAGE	\$2000

**One time ad design charge** (if we design your ad).  
 Full page: up to \$125  
 2/3 & 1/2: up to \$95  
 1/3, 1/4, 1/6 & 1/12 Block: Up to \$80

\* Payment terms available.

For more information or to reserve your spot,  
 visit [NelsonMarketingandPublishing.com](http://NelsonMarketingandPublishing.com) or scan:



**FULL PAGE**  
 7.975" X 10.345"  
 (WITH BLEED 8.825' X 11.125")

**1/4 PAGE 7.125" X 2.3"**

<b>1/12 BLOCK</b> 2.2" X 2.3"	<b>1/6 PAGE</b> 4.67" X 2.3"
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**1/2 PAGE**  
 7.125" X 4.87"

**1/6 PAGE**  
 2.2" X 4.875"

**1/3 PAGE**  
 4.667" X 4.87"

**2/3 PAGE**  
 4.667" X 10.345"

**Reserve your Spot Today!**

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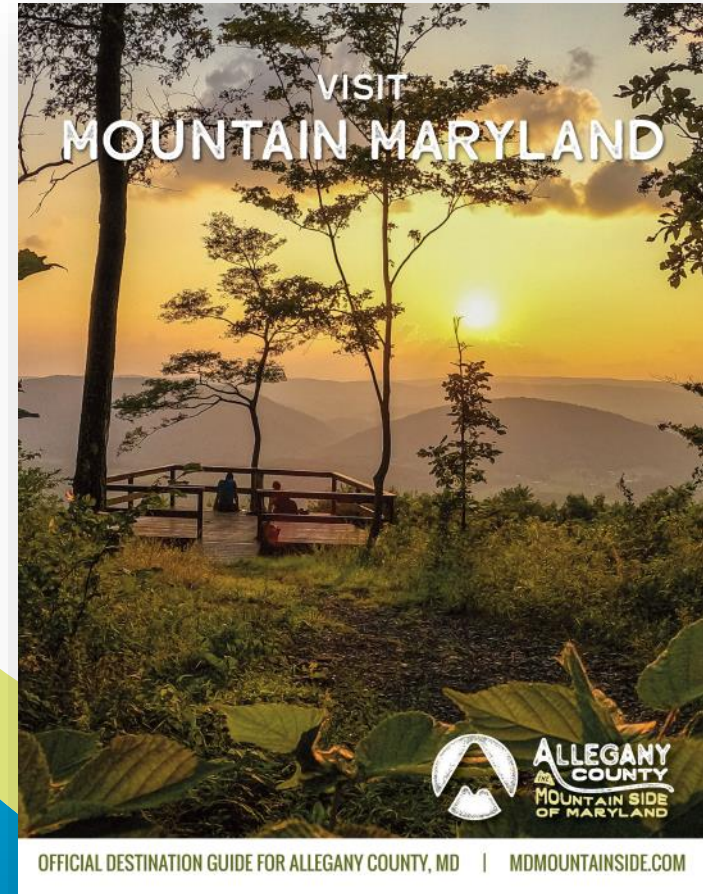
Published by **Allegheny County Office of Tourism**  
 and **Nelson Marketing Solutions.**

13015 Mallard St. Cumberland, MD 21502



**Be A Part of...**

**THE OFFICAL ALLEGANY COUNTY  
 DESTINATION GUIDE**

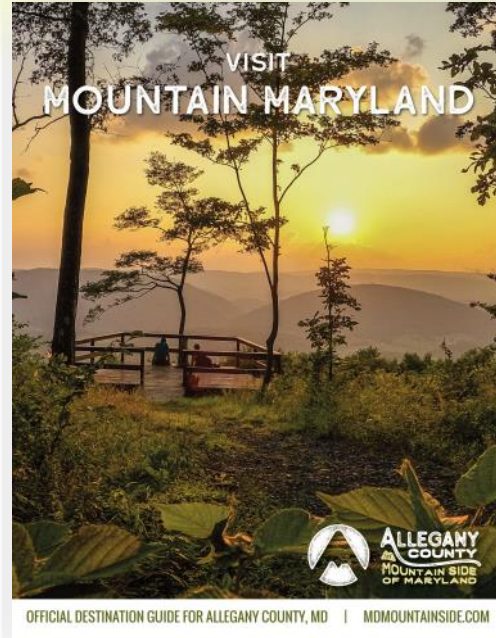


**Connect with Visitors to Western Maryland!**

**In Print** *And* **Online!**

# Allegheny County Tourism Visit Mountain Maryland Destination Guide...

...a great way to reach visitors and your local audience



**The Allegheny County Destination Guide** is a magazine-style publication showcasing our world-class attractions, arts, dining, recreation, and more!

## Effective Advertising

Your ad reaches people who are actively looking for things to do in Western Maryland - overnight visitors as well as regional day-trippers and the local community.

## Affordable Advertising

Your ad not only appears in our print publication, of which 70,000 will be printed this year, but in our online version as well. All for one low price!

## For details visit:

[www.NelsonMarketingandPublishing.com](http://www.NelsonMarketingandPublishing.com)

## Print Distribution

Due to success and demand, 70,000 of the guides will be distributed in major markets, including Washington, DC; Baltimore, MD; Pittsburgh, PA; hotels, state-wide welcome centers; convention and tourist centers; cultural centers; colleges; and more.

## Larger "Magazine" Size

The larger size allows us to better represent and showcase our area and affords us the opportunity to include more content, articles, and photos!

## Digital Distribution

In addition to our very popular print version of the Allegheny County Destination Guide, a mobile-friendly digital version is also available, which increases the exposure, reach, and overall usage of the guide. All print advertisers are included in the digital guide - with a link to your website or social media page.

## Multiple Impressions

Consider all who refer to the print guide and the digital version throughout the year, and you will agree, the Allegheny County Destination Guide is a great place to promote your business!



## Tap into Visitor Trends

**315,000**

Overnight visitors visit Allegheny County every year.

**54%**

Print usage is the highest it has been in 7 years, with more than 54% of travelers utilizing print guides in travel planning!

\*2017 State of the American traveler report

**\$160 MILLION**

Tourism in Allegheny County generated \$160 million in visitor spending and 47 Million in tax revenues!

\*Tourism Economics

**70,000**

70,000 copies of the Destination Guide will be printed in 2023 to meet the increased demand.

**All of this means** more people, spending more time and money in Allegheny County. Make sure your business is represented in the Visit Mountain Maryland Destination Guide!