



Advertising Options

Below you will find information on a new newsletter targeted specifically to innkeepers of B&Bs, Country Inn, Boutique Hotels and Farm Vacations.

INNsight (Semi-Annual Newsletter)

- 4 color Advertising
- Distribution 160+ innkeepers
- Used as Sales Call piece for prospects
- Greater visibility, longer "shelf life"
- Offer Coupons in your Ad
- Distribution Dates: Early December and June

PRICING:

1/2 page 4 color Ad (7.5" x 4") \$75/ea
 1/4 page Ad (3.75" x 4") \$50/ea

20% Discount off of 4 Prepaid Ads
10% Discount off of 2-3 Prepaid Ads

← 7.5 inches →

1/2 page ad in INNsight

All artwork should be submitted camera ready in electronic format. We are able to accept the following program formats: .pdf; .eps; .tif; or .jpg (300 dpi resolution or higher).

All art should be emailed to Eric Adams at eadams@patourism.org 717-232-8880 ext 104

↑ 4 inches ↓

↑ 4 inches ↓

← 3.75 inches →

1/4 page ad in INNsight

See other side for insertion order





INSERTION ORDER FORM

Advertising

Company Name _____

Company Representative _____

Address _____

City _____ State _____ Zip _____

Telephone _____ FAX _____

E-mail _____

Signature _____ Date _____

Please indicate which issue(s) of **INN insight** you would like to have your ad appear (and what size ad) by checking the appropriate box(es) below:

1/4 Page in JUNE, 20____

1/4 Page in DECEMBER, 20____

1/2 Page in JUNE, 20____

1/2 Page in DECEMBER, 20____

METHOD OF PAYMENT:

- Check or Money Order *(made payable to PA Tourism & Lodging Association)*
- American Express VISA
- MasterCard NOVUS/Discover

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Credit Card Account Number

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Expiration Date

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Verification Code

Cardholder's Signature _____

Cardholder's Billing Address if different from above _____

TOTAL \$ _____

AMOUNT ENCLOSED \$ _____

BALANCE DUE \$ _____

**Payment for 50% must accompany insertion order. Balance due upon publication.*

SEE OTHER SIDE FOR PRICES, DIMENSIONS AND OTHER INFO



Return to:



PA Tourism & Lodging Association
 PO Box 12025
 Harrisburg, PA 17108-2025
 (717) 232-8880 • FAX (717) 232-8948