



Newsletter Advertising Options

Below you will find information on two "publications" in which your business can advertise to reach the decision makers in the hospitality industry.

THE SOURCE (Quarterly Newsletter)

- 4 color Advertising
- Distribution 1600+ member contacts
- Used as Sales Call piece for prospects
- Greater visibility, longer "shelf life"
- Offer Coupons in your Ad
- Distribution Dates: Early January, April, July & October

PRICING:

1/2 page 4 color Ad (7.5" x 4") . . . \$125/ea
 1/4 page Ad (3.75" x 4") \$100/ea

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

← 7.5 inches ⇒

1/2 page ad in THE SOURCE

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 THE SOURCE

See other side for insertion order



InfoBlast (Semimonthly Email Blast)

- Exclusive Sponsorship per Email
- Immediate Name Recognition
- Emailed to 1600+ member contacts
- Highlighted text within email "this InfoBlast sponsored by..."
- Link to sponsor's website
- Banner Ad on each article within the email blast
- Email sent the 2nd & 4th Wednesday of each month

PRICING:

\$100 per Biweekly Sponsorship
 (Banner Size = 402 pixels by 42 pixels)

20% Discount off of 10 or more Prepaid Sponsorships
10% Discount off of 5-9 Prepaid Sponsorships

← 402 pixels ⇒

InfoBlast Banner

⇕ 42 pixels ⇕



Newsletter Advertising INSERTION ORDER FORM

Company Name _____

Company Representative _____

Address _____

City _____ State _____ Zip _____

Telephone _____ FAX _____

E-mail _____

Signature _____ Date _____

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

1/2 Page in JUL, 20____
 1/2 Page in OCT, 20____
 1/2 Page in JAN, 20____
 1/2 Page in APR, 20____
 1/4 Page in JUL, 20____
 1/4 Page in OCT, 20____
 1/4 Page in JAN, 20____
 1/4 Page in APR, 20____

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

2nd WED of JUL, 20____
 2nd WED of OCT, 20____
 2nd WED of JAN, 20____
 2nd WED of APR, 20____
 4th WED of JUL, 20____
 4th WED of OCT, 20____
 4th WED of JAN, 20____
 4th WED of APR, 20____
 2nd WED of AUG, 20____
 2nd WED of NOV, 20____
 2nd WED of FEB, 20____
 2nd WED of MAY, 20____
 4th WED of AUG, 20____
 4th WED of NOV, 20____
 4th WED of FEB, 20____
 4th WED of MAY, 20____
 2nd WED of SEP, 20____
 2nd WED of DEC, 20____
 2nd WED of MAR, 20____
 2nd WED of JUN, 20____
 4th WED of SEP, 20____
 4th WED of DEC, 20____
 4th WED of MAR, 20____
 4th WED of JUN, 20____

To what website or e-mail address would you like to have your ad(s) linked?

METHOD OF PAYMENT:

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

Credit Card Account Number

/

Expiration Date 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
 128 Walnut Street
 Harrisburg, PA 17101
 (717) 232-8880 • FAX (717) 232-8948

