

PA NNS.COM

SPECIAL NOTES

- This website is for PA Tourism & Lodging Association MEMBERS ONLY! Non members can be included by joining the PTLA at this time:
*Annual PTLA membership = \$170 + \$10 per room.
For example, a 5-room property would pay \$220.*
- If choosing a PHOTO LISTING, you will need to send photo or artwork of property. Photos/art can be sent along with this form (photos/art can not be returned without a self addressed stamped envelope). Electronic images can be sent via e-mail to info@patourism.org

75-word description can also be sent via e-mail to info@patourism.org, but ONLY 75 Words!
- Participation in the FEATURED ROTATION will be limited to 15 properties on the front page and 10 properties on each region page. Ads will be accepted on a first-come-first-served basis.

Once we've received your payment, you will be contacted by Eric Adams to discuss the creation of the ad. You will need to have photos or artwork that can be digitized (PTLA will NOT take photos for you).

Advertisers must remain a member in good standing to keep their ad posted!

**We encourage you to visit
PAINNS.COM
for sample listings and ads.**

CONTRACT, ARTWORK &
PAYMENT DUE BY
DECEMBER 2, 2011



128 Walnut Street
Harrisburg, PA 17101
Phone: (717) 232-8880
Fax: (717) 232-8948
E-mail: info@patourism.org
www.patourism.org



2012 RATE CARD AND CONTRACT





As a continuing member benefit, the PTLA will re-launch PAINNS.COM in January of 2012. All PTLA member "unique lodging" properties (B&Bs, Country Inns, Boutique Hotels, and Farm Vacations) automatically receive a FREE Basic Listing and an opportunity to upgrade to a Photo Listing at very inexpensive rates (details at right).

Each year we try to improve on the previous version of the site. PAINNS.COM is currently being re-vamped to make it even more visitor-friendly and "mobile friendly". We will be including Google Map technology to help visitors find their way to your inn. The site will also be modernized with new visuals and search engine optimization.

This year you may want to consider additional marketing exposure as part of our "Featured Rotation" on the home page of PAINNS.COM. As a part of the "Featured Rotation", your inn will be the first property seen on the site. Or you can choose to be a part of the "Featured Rotations" on any of seven region pages.

This professionally designed site will be marketed through various venues to provide the most traffic to all those involved. Advertising money will be put toward pushing traffic to PAINNS.COM, which will, in turn, push traffic to YOUR website.

PAINNS.COM is a "members only" website of the PA Tourism & Lodging Association. Non-members can join now and be included (See contract or call 717-232-8880 for more details on membership).

RATES

See separate forms (LISTING FORM and FEATURED ROTATION ADS) for additional information.

LISTINGS: TWO LEVELS

- 1) BASIC LISTING (FREE for PTLA members)**
Basic contact info (Inn Name, Address, Phone, Fax and Website Address with Hyperlink). Also includes online availability and indication of inspection.
- 2) PHOTO LISTING (\$75)**
Includes all info in Basic Listing (above) plus...
 - 2.5" x 2.5" color photo of property
 - searchable 75-word description
 - Weighted in search (will rise to top of listings)

ADDITIONAL ADVERTISING

FEATURED ROTATION

In addition to a listing, an inn may opt to be a part of the "Featured Rotation" on either the front page of PAINNS.COM or at the top of the inn's region page. Front page rotation will be limited to 15 inns; each region page rotation will be limited to 10 inns. (See separate sheet for more details).

FRONT PAGE ROTATION (\$150)

Limited to the first 15 responders

REGION PAGE ROTATION (\$100)

Limited to the first 10 responders for each region



All prices listed are for PTLA members. Non-members should add the price of membership (see CONTRACT or call 717-232-8880 for more information on membership in the PTLA.)

CONTRACT

The undersigned hereby gives authorization to reserve listing/advertising space on PAINNS.COM (for January through December 2012)

Inn Name: _____

Contact: _____

Address: _____

City/State/Zip: _____

Phone: _____

Email: _____

Signature: _____

Please check your desired listing level below (Complete the appropriate info on the LISTING SHEET)

BASIC LISTING (FREE) PHOTO LISTING (\$75)

I/we would also like to be in the FEATURED ROTATION:

on the front page (\$150 additional)

on our region page (\$100 additional)

Non-PTLA members remember to add membership dues (\$170+ \$10 per room) to total. If you need more information on membership call 717-232-8880 or visit www.patourism.org.

TOTAL enclosed: \$ _____

METHOD OF PAYMENT

Check/Money Order Please Invoice
Make checks payable to PA Tourism & Lodging Assn.

MasterCard American Express
 VISA Discover

Credit Card Number

Expiration Date

Verification Code

Cardholder's
Signature _____

Billing Address (if different from above) _____

CONTRACT, ARTWORK & PAYMENT DUE BY DECEMBER 2, 2011

**Return to: PA Tourism & Lodging Association
128 Walnut Street • Harrisburg, PA 17101**