

VISIT PHILLY.COM

Advertising Opportunities

WITH
LOVE
PHILADELPHIA
XOXO



Philadelphia Skyline



Barnes Foundation



Chanticleer



Johnny Brenda's



Independence Visitor Center



Mercer Museum

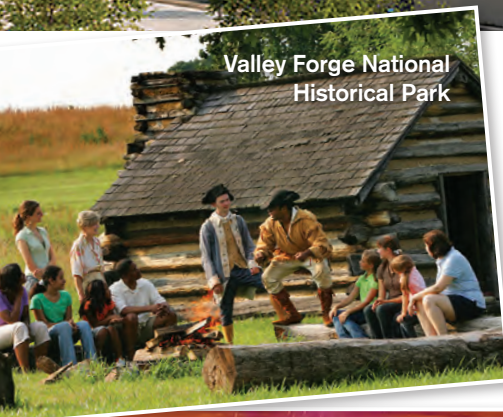
Greater Philadelphia Tourism
Marketing Corporation

miles
marketing destinations

gp
tmc



Barnes Foundation



Valley Forge National Historical Park

XOXO GPTMC Mission

The Greater Philadelphia Tourism Marketing Corporation (GPTMC) builds the region's economy and image through destination marketing that increases the number of visitors, the number of nights they stay and the number of things they do in the five-county area. These marketing efforts also enhance the quality of life and sense of hometown pride for Greater Philadelphia residents.

TOURISM BY THE NUMBERS:

- ♥ GPTMC's marketing targets leisure travelers, which make up more than 80% of Philadelphia's domestic visitors.
- ♥ Philadelphia welcomed 38 million domestic visitors in 2011—a new record.

ECONOMIC IMPACT:

- ♥ Greater Philadelphia tourism generated \$9.34 billion in economic impact in 2011 (a 7.5% increase over 2010).
- ♥ The \$26 million per day in economic impact supports more than 86,000 jobs.

FUN FACT TO LOVE:

- ♥ 2012 downtown occupancy was 73.4%, returning to the pre-recession peak.



Morimoto



SugarHouse Casino

Everything
GPTMC does
drives to
visitphilly.com

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VisitPhilly.com's Audience Profile:

35%
increase in
visitors over
2011!

Top Reasons to Advertise Your Business on VisitPhilly.com

Audience:

Visitphilly.com's audience is young, affluent and well-educated.

DEMOGRAPHICS:*

56% AGE 18-44

26% \$100K+ INCOME

64% HIGHER EDUCATION

Audience Growth:

The engaged audience of the visitphilly.com website is constantly growing.

2012 TRAFFIC FACTS:

VISITS

6.1 Million

PAGE VIEWS

21 Million

MOBILE VISITS

1.5 Million



Spending:

Visitors who book a hotel room through visitphilly.com spend nearly \$1,000 per visit to Philadelphia.

Conversion:

80% of online survey respondents say that visitphilly.com increased their interest in visiting Philadelphia.

For more information, contact:

Abby Siegel-Greenberg

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*Quantcast

XOXO VisitPhilly.com Banner Advertising

Drive highly-qualified traffic to your website

As the call-to-action for GPTMC's \$2 million annual marketing campaign and with an audience of more than 6 million people annually, visitphilly.com is the premier online travel-planning resource for Philadelphia leisure travelers.

Leverage this engaged audience with targeted and guaranteed exposure. Banner ads allow you to expand your reach, showcase your business in a robust way and target your message by audience and timeframe.

- ♥ Sold on an impression-over-timeframe basis, allowing you guaranteed, flexible and controlled exposure
- ♥ Free monthly reporting, creative testing and optimization
- ♥ **Advertising Channels:** Target your campaign to any mix of the following channels:
 - Home Page*
 - Dining and Nightlife
 - Articles and Itineraries
 - Things to Do

Trying to reach specific DMAs? Ask about geo-targeting.

Formatted à la carte

Impressions	Rate
20,000	\$600
50,000	\$1,400
125,000	\$3,250
250,000	\$6,000

Large Rectangle à la carte

Impressions	Rate
20,000	\$500
50,000	\$1,150
125,000	\$2,625
250,000	\$4,750

Package Rates: Save \$5 on our à la carte CPM

Total Impressions	Package Rate	Formatted Banner Impressions	Large Rectangle Impressions
20,000	\$485	17,000	3,000
50,000	\$1,112.50	42,500	7,500
125,000	\$2,531.25	106,250	18,750
250,000	\$4,562.50	212,500	37,500



HOME PAGE

Rates: Impression volumes available between discount tiers

* requires minimum 125,000-impression campaign

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VisitPhilly.com Featured Listings and Lead Generation Programs



Featured Listings: Increase visitation to your business page on visitphilly.com by positioning yourself as a leader to the most qualified audience on the site. Our Featured Listing program allows you rotation in the premium listing tier on relevant category pages, driving more visitors to your door.

Annual Rate: \$1,000



Reach our most targeted audience



Build your email database

Leads Program: Gain exposure in front of our most qualified audience and grow your opt-in database with our Lead Generation program. When visitors sign up for our Love Letter email, they can request to receive information about your business. You will obtain leads in a weekly email.

Rate: \$5 cost-per-lead

For more information, contact:

Abby Siegel-Greenberg

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VisitPhilly's Monthly Email Program

Reach
125,000
loyal fans

Here's your chance to capture an already engaged audience. True fans of Philadelphia receive a Love Letter email each month detailing hot happenings and customizable subjects, such as dining and nightlife or family-friendly activities.

Database: 125,000*

- Love Letter Email:** Take advantage of integrated advertising opportunities designed to fit your specific goals and your budget.
- Custom Email:** Receive 100% share of voice with our custom email program. Submit photos, copy and a call-to-action, and we'll blast your message out to our opt-in database, driving all inquiries to your site.

SAMPLE
CUSTOM
EMAIL

Rates Per Month

Product	Rate	Product	Rate
Sponsor	\$1,250	Featured Deals	\$300
Featured Content	\$900	Custom Email	\$4,000
Small Rectangle	\$600		

MONTHLY LOVE LETTER

*as of January 2013

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VisitPhilly.com Custom Content Creation



Engage visitors and drive qualified traffic to your site with a custom article on visitphilly.com.

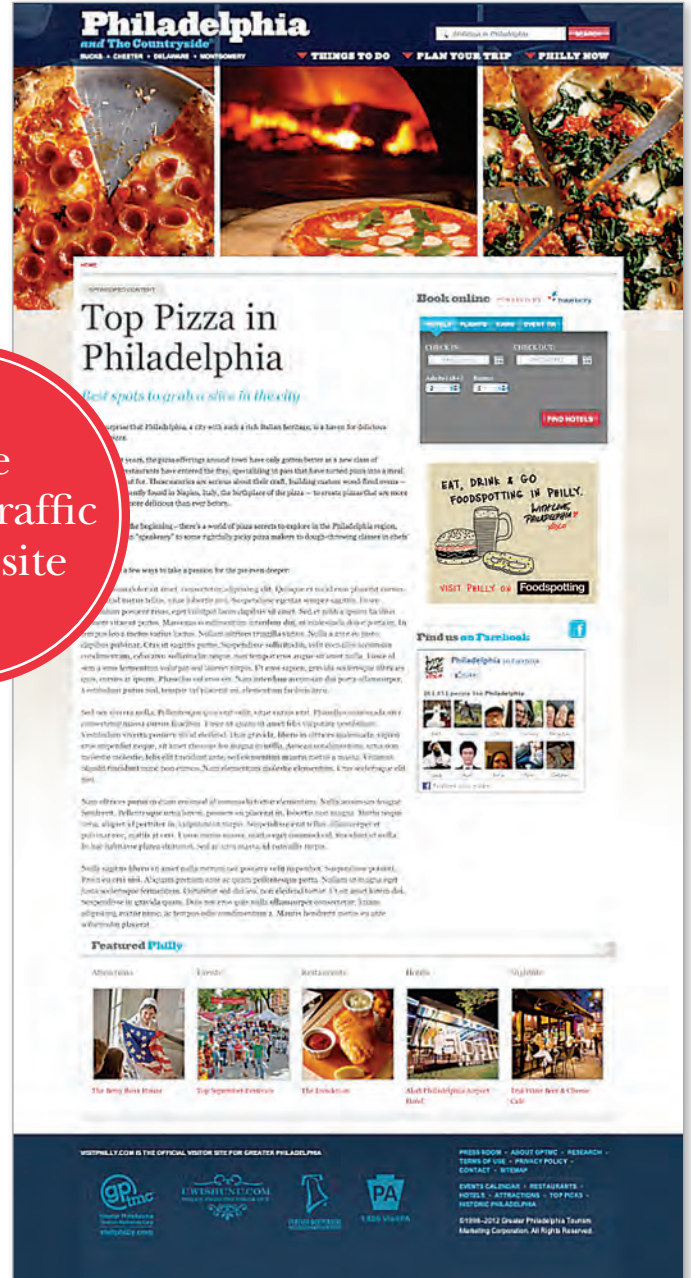
Leverage the expertise of our editorial team, and increase content for distribution on your site to boot.

Our editors will craft a custom article about your business, and it will remain live for one year on a dedicated page on visitphilly.com.

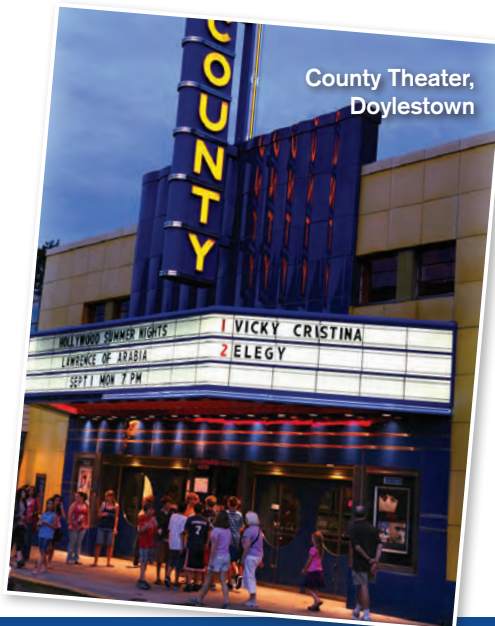
Rates:

Annual:	\$5,000
Renewal:	\$3,000

Drive organic traffic to your site



Citizens Bank Park



County Theater, Doylestown

For more information, contact:

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Photos by M. Kennedy, R. Kennedy, B. Krist, J. Ruth and G. Widman for GPTMC

WITH
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Rodin Museum



Longwood Gardens



Logan Circle



Valley Forge
National Historical Park



Philadelphia Zoo

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