

V CONVENTION CENTER VISITORS GUIDE



THE ATTENDEE'S GUIDE TO PHILADELPHIA DINING,
SHOPPING, ENTERTAINMENT & SIGHT-SEEING

Why advertise in the *Convention Center Visitors Guide*?

The Convention Center Visitors Guide is specifically designed to help Philadelphia visitors navigate their stay in Philadelphia. *The Guide* helps visitors find restaurants, events, tours, and shopping. We distribute 30,000 copies of our magazine quarterly to every major hotel throughout the city. Other distribution centers include the Pennsylvania Convention Center, AAA Travel Center, and the Philadelphia International Airport.

Advertising bonuses include:

- No extra charge for color or ad design.
- Free listing in the magazine.
- Inclusion in the map of area businesses.
- Free listing and hotlink on the *Guide's* website, www.phillyvisitor.com, which averages 400,000 hits per month.

**If you have any questions,
please don't hesitate to call us at 215-568-2210**

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Distribution Details

The Convention Center Visitors Guide is printed quarterly at 30,000 copies per quarter, and is distributed at the following travel locations:

- AAA Travel Center
- PA Convention Center
- Independence Visitor Center
- Reading Terminal Market
- Philadelphia International Airport

And at the following hotels:

CENTER CITY

- Best Western Center City
- Courtyard by Marriott – Center City
- Doubletree
- Embassy Suites
- Four Seasons
- Hilton Convention Center
- Holiday Inn Midtown
- Latham
- Loews
- Marriott Convention Center
- Radisson Warwick
- Sofitel
- Sheraton
- Westin

OLD CITY

- Comfort Inn Columbus Boulevard
- Holiday Inn – 4th Street
- Hyatt Columbus Boulevard
- Omni
- Sheraton Society Hill

UNIVERSITY CITY

- Inn at Penn
- Sheraton University City

CITY LINE

- Holiday Inn City Line
- Radisson City Line

AIRPORT

- Hampton Inn
- Embassy Suites
- Fairfield Inn
- Hilton Airport
- Homewood Suites
- Microtel
- Marriott Airport
- Courtyard by Marriott
- Extended Stay America

NEW JERSEY

- Crowne Plaza Cherry Hill
- Holiday Inn Cherry Hill
- Clarion Cherry Hill

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phillyvisitor.com

phillyvisitor.com is THE website for promoting Philadelphia tourism. This site features the latest information on Philadelphia dining, shopping, events, accommodations, tours, museums and more. With an ad in the *Convention Center Visitors Guide*, you also get a free listing and hotlink on this popular website that gets your business noticed.

- Phillyvisitor.com now averages more than 20,000 unique visitors *every month*.
- Each visitor clicks on an average of 20 links while on the website.
- This total traffic averages over 400,000 hits each month
- This means your ad dollars not only reach 30,000+ visitors in the print issue, but up to 60,000 additional visitors to Phillyvisitor.com *That's almost 100,000 potential customers!*

You can also get your news *right to the inbox of locals!* For an additional \$75, we can promote your special event with an e-blast to our over 8,000 e-newsletter subscribers. These are local people who sign up for this newsletter from our website because they want to know what is going on in Philadelphia – and this subscriber base is growing every day.

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ADVERTISING RATES*

AD SIZE	4X	2X	1X
Full-Page	\$2,390 . . .	\$2,555 . . .	\$2,720
1/2-Page	\$1,525 . . .	\$1,650 . . .	\$1,775
1/3-Page	\$1,255 . . .	\$1,350 . . .	\$1,485
1/4-Page	\$990	\$1,070 . . .	\$1,155
1/8 Page	\$625	\$690	\$755
Inside Front Cover	\$2,640 . . .	\$2,850 . . .	\$3,075
Back Cover	\$2,950 . . .	\$3,250	

*Cost is per insertion

MAGAZINE DESCRIPTION

With an average of 400,000 annual visitors to the convention center, this can translate into millions of dollars for area businesses.

The Convention Center Visitors Guide is specifically designed to help Philadelphia visitors navigate their stay in Philadelphia.

The Guide helps visitors find restaurants, events, and shopping for their clients, co-workers, and families.

Advertising bonuses include:

- No extra charge for color
- Free listing in the magazine
- Inclusion in the map of area business
- Free listing on the *Guide's* website, phillyvisitor.com

ADVERTISING DEADLINES

FALL First Friday of August
 WINTER First Friday of November
 SPRING First Friday of February
 SUMMER First Friday of May

ADVERTISING DIMENSIONS

Trim size is 5.375" x 8.375"

AD SIZE	WIDTH	X	HEIGHT
Full-Page	4.875" . . .	x . .	7.875"
1/2-Page Horizontal	4.375" . . .	x . .	3.545"
1/2-Page Vertical	2.125" . . .	x . .	7.231"
1/3-Page Horizontal	4.375" . . .	x . .	2.333"
1/4-Page Vertical	2.125" . . .	x . .	3.545"
1/8-Page Horizontal	2.125" . . .	x . .	1.708"

MECHANICAL REQUIREMENTS

Digital ad specifications:

- 300 dpi resolution at 100%
- .tif, .jpg, .eps, or .pdf formats; or QuarkXPress document with images & fonts collected
- Mac format (if possible)

Full-page ad specifications:

- May bleed 1/8" to measure 5.625" x 8.625"
- Trim size measures 5.375" x 8.375"
(keep live material within 1/2" if possible)

SEND MATERIALS TO:

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