



**REACHING VISITORS BEFORE THEY
MAKE THEIR TRAVEL ADVENTURE PLANS**
CONTACT US RIGHT AWAY TO LOCK IN YOUR AD SPACE!



THE HAPPY VALLEY ADVENTURE BUREAU GUIDES 2023 DIGITAL GUIDEBOOKS

DIGITAL EDITION WITH PAID DISTRIBUTION

**Fans are making plans
to visit Happy Valley.**

**Our guides help make
their trip even better.**

**OUR GUIDES ARE DIGITAL IN 2023, AND THE
2024 INSPIRATION GUIDE WILL BE PRINTED.**

*Here's how the guides — and your ad — will
reach visitors making travel plans:*

*Viewership and engagement on happyvalley.com,
dispatch.happyvalley.com and social media platforms have
never been higher. The reach is up 150% and rising. So we
are telling your story to visitors where they are — online —
with the 2023 digital guidebooks.*

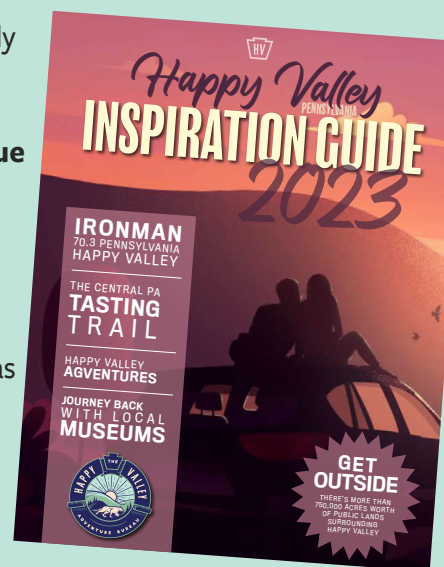
HERE'S HOW THE GUIDEBOOKS — AND YOUR AD — WILL REACH VISITORS MAKING TRAVEL PLANS:

The guidebooks will be published on our website,
HappyValley.com, which has over **134,000 unique
views per month**.

The publications will have paid promotion on
Facebook and Instagram, and featured on HVAB social
media pages, with a reach of **899,000 on Facebook
and 90,000 on Instagram**.

Each article will be individually
featured on the HVAB blog,
dispatch.happyvalley.com,
which has over **60,000 unique
views per month**.

Each guidebook will be
promoted in web ad
campaigns on major travel
websites, reaching travelers as
they make plans.





THE HAPPY VALLEY ADVENTURE BUREAU 2023 MEDIA KIT

HAPPY VALLEY OUTDOORS

Bicycling • Hiking • Vistas • Hunting •
Fishing • Waterways

DEADLINES:

Ads due: 4/14 | Published: 4/28

ARTS & ADVENTURE

Arts festivals • IRONMAN 70.3 HAPPY VALLEY PA
Upcoming Events • Venues • Local talent
Weekday Adventures • Fall concerts

DEADLINES:

Ads due: 6/2 | Published: 6/30

FALL & WINTER IN HAPPY VALLEY

Family fun • Homecoming
Fall festivals • Harvest dining •
Holiday events • Football weekends

DEADLINES:

Ads due: 8/11 | Published: 8/25



SPACE IS
LIMITED
FIRST COME,
FIRST SERVED

1

2

DESTINATION DINING: HAPPY VALLEY PA

Field-to-Fork • Ice cream tour • New in town
State College Foodies' top picks
Outdoor dining • Best burgers • Fan favorites

DEADLINES:

Ads due: 7/14 | Published: 7/28

3

4

PRINT PUBLICATION 2024 INSPIRATION GUIDE

Arts • Outdoors • Events
Food, wine and brews • Family fun
Explore our valleys • Penn State

DEADLINES:

Ads due: 11/17 | Published: January 2024

5



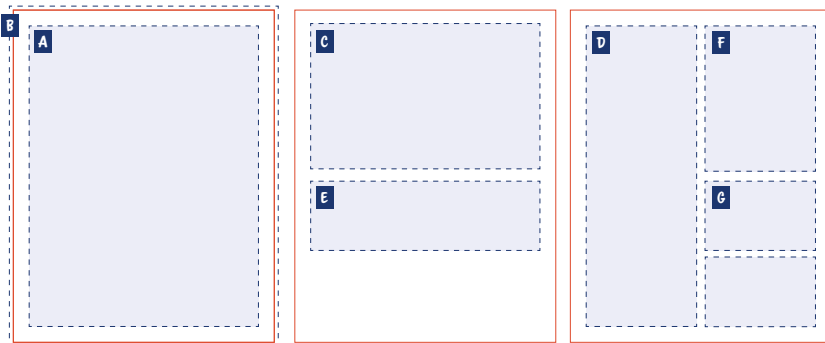
THE HAPPY VALLEY ADVENTURE BUREAU 2023 MEDIA KIT

2023 ADVERTISING SPECS



DISPLAY (PRINT)

| | width | highth |
|-----------------------------|---------|----------|
| a. FULL PAGE, non-bleed | 7.25" w | 9.5" h |
| b. FULL PAGE, bleed | 8.5" w | 10.75" h |
| c. HALF PAGE, horizontal | 7.25" w | 4.6" h |
| d. HALF PAGE, vertical | 3.5" w | 9.5" h |
| e. QUARTER PAGE, horizontal | 7.25" w | 2.2" h |
| f. QUARTER PAGE, vertical | 3.5" w | 4.6" h |
| g. EIGHTH PAGE | 3.5" w | 2.2" h |



MECHANICAL SPECIFICATIONS

TRIM SIZE: 8.25" W x 10.50" L

LIVE (TEXT SAFE) AREA: 7.25" W x 9.50" L

MATERIALS: Adobe PDF or JPG created with press-quality settings

COLOR: Convert color to CMYK

ARTWORK: All images and logos should be at least 300 dpi and CMYK.

When creating a camera-ready ad, all images that make up the ad must be 300 dpi before adding to the file.

AD RATES

\$2,000 package

- full page display ad or 500 word advertorial (includes 1 photo) or 400 word advertorial (includes 2-3 photo)
- blog article
- 6 social posts (within 6 months)
- landing page link on HappyValley.com
- literature display at HVAB trade show booths

\$1,500 package

- 1/2 page display ad or 250 word advertorial (includes 1 photo)
- blog article
- 2 social posts (within 6 months)
- landing page link on HappyValley.com
- literature display at HVAB trade show booths

\$1,000 package

- 1/4 page display ad or 110 word advertorial (includes 1 photo)
- 1 blog article
- 1 social post (within 6 months)

\$550 package

- 1/8 page display ad
- 1 blog article
- 1 social post (within 6 months)

- +\$300** for premium positions inside front and inside back
- +\$500** for ultra premium position back cover

**GUIDE
ADD-ON**



THE HAPPY VALLEY ADVENTURE BUREAU 2023 MEDIA KIT

Print + Web Advertising*

\$2,000 package

- full page display ad or advertorial

\$1,500 package

- 1/2 page display ad or advertorial

\$1,000 package

- 1/4 page display ad advertorial

\$550 package

- 1/8 page display ad

| | 1 | 2 | 3 | 4 | 5 |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| \$2,000 package | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| \$1,500 package | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| \$1,000 package | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| \$550 package | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| GUIDE ADD-ON +\$300 for premium positions inside front and inside back | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| +\$500 for ultra premium position back cover | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Subtotal \$ _____

5% discount on ads in 2 or more guides. \$ _____

10% discount on ads in all 5 guides. \$ _____

I hereby agree to pay the Final Amount Due \$ _____

*See ad pages for full package details

Contract Information:

Print Name: _____

Date: _____

Signature: _____

Business Name: _____

Phone Number: _____

Fax Number: _____

Payment Information:

Send Invoice to:

Contact Name: _____

Email: _____

Address: _____

ADVERTISING DEADLINES

1 Happy Valley Outdoors Guidebook

- Ads due: 4/14
- Published: 4/28

2 Arts & Adventure

- Ads due: 6/2
- Published: 6/30

3 Destination Dining: Happy Valley PA

- Ads due: 7/14
- Published: 7/28

4 Fall & Winter in Happy Valley

- Ads due: 8/11
- Published: 8/25

5 2024 Inspiration Guide

- Ads due: 11/17
- Published: January 2024

Please contact:

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Edward Stoddard
EdwardS@happyvalley.com

Notes:

If you would like to influence the timing and content of your social media posts, please email EdwardS@HappyValley.com. Otherwise, your social media posts will be based on your company's social media news posts and our editorial calendar.