

**The Program**

Engage qualified visitors on VisitPA.com and drive additional search-engine organic traffic directly to your site with our custom content creation program.

**PROCESS:**

- Our experienced travel editor will contact you to set up a meeting. This meeting will cover your goals for the article, must mentions, themes, timing, etc.
- You will receive a draft of the story and have a chance to make edits.
- You will work with the editor to source photos to match the article.
- Once approved, URL will be provided. Your article will live on visitPA.com for 12 months.

**Ad Unit, Features, Process and Specs**

**1) ARTICLE**

**Headline:**.....60 Characters including spaces  
**Body Text**.....450 words

- 1 update can be made throughout
- Factual changes can be made throughout
- Client (visitPA) brand voice will be used and this will be approved by visitPA
- Aim for evergreen content so that it can live on-site throughout the year

**2) PHOTOS FOR ARTICLE**

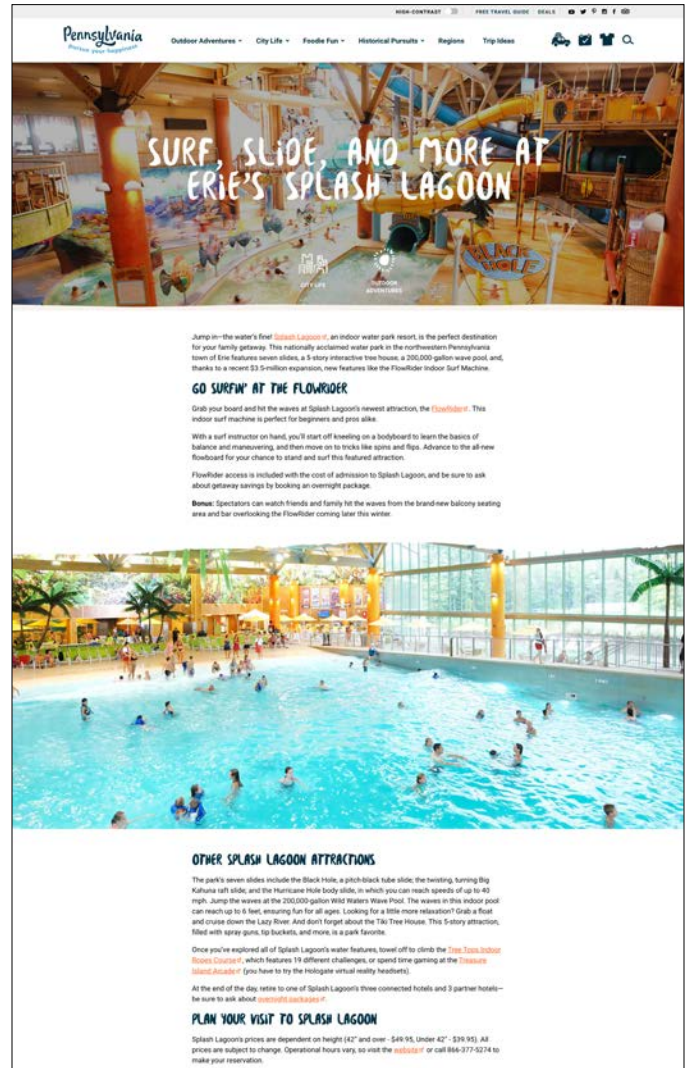
- **Primary Image (JPG)** .....1400px (w) x 600px (h)
- **Secondary Image (JPG)** .....1400px (w) x 600px (h)
- All colors used must be RGB or Index (Web safe recommended)
- All photos and graphics must be RGB or black & white
- All images, graphics and logos must be 300 DPI
- All images, graphics, and logos should be submitted with photo captions for inclusion on the site

**Native Ad & Social Media Mentions**

In an effort to promote the article both on-site and on social media, you will be provided promotion throughout the term of your custom content\* as well as a one-time mention on VisitPA social media channels.

Our experienced travel editor, in partnership with VisitPA, will craft the messaging for both the native ad and social media mentions to align with article theme and timing.

*\*Content is promoted via a value-add native ad campaign on visitpa.com for the duration of your article. Ads will be created using assets from the article.*



**Supplying Electronic Materials**

Email content to [Katie.Phillips@MilesPartnership.com](mailto:Katie.Phillips@MilesPartnership.com)  
Please also send a copy to your materials to your sales rep: [Abby.Siegel@MilesPartnership.com](mailto:Abby.Siegel@MilesPartnership.com)