

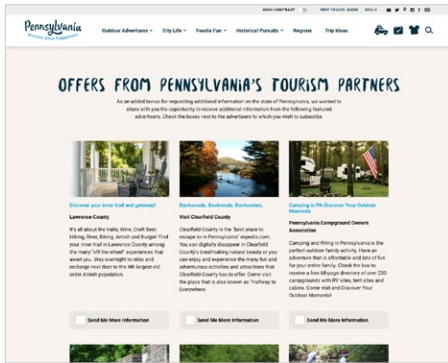
**The Program**

Gain exposure in front of our most qualified audience and grow your opt-in database with our lead-generation program. When site visitors sign up to receive the Pennsylvania State Vacation Guide or the monthly visitor email, they can request to receive information about your destination or business. Users receive an immediate, auto-generated email from you upon requesting information and you are emailed leads weekly to follow up on.

**Benefits**

- Allows you to place a message in front of our most qualified audience.
- Grows your opt-in database for email and direct fulfillment of print materials or allows you to provide a special offer to those visitors who request to receive them.
- Sold on a cost-per-lead basis, guaranteeing your return.

Example of Leads listings



**Features and Specs**

**FORMATTED AD ON THE CONFIRMATION PAGE**

After a user selects to receive info, they are taken to the leads listing page. Your formatted ad will display there, including a photo, headline, advertiser name and copy.

**Creative Tips:**

- Make sure to sell the user on your value proposition.
- Tell the user what they will get by checking your box:
  - Check the box to receive an immediate special offer.
  - Check the box to sign up for our monthly email, where you'll be kept in the loop on current events and specials.
  - Check the box to receive our visitors guide and monthly email.
- Do NOT include your website here, the call to action is to get them to check your box.

**FORMATTED AD SPECS:**

- 1) Headline:** 50 characters (including spaces)
- 2) Advertiser name:** 20 characters (including spaces)
- 3) Body copy:** 350 characters (including spaces)
- 4) Photo:** 640px (w) x 480px (h) (JPG)
- 5) Thank You Email:** 400 characters (including spaces)
 

As soon as the user submits to receive information from you, they will receive an email that you have pre-written. This email can drive traffic to your site, may include an offer and should include more information about the experience that the user will have.

**Creative Tips:**

  - This is your opportunity to move users down the funnel to really sell them on incorporating your business into their Pennsylvania itinerary.
  - Drive them to your website or include a special offer.

**URL** (not include in character count)

**6) Contact Info**

Please provide contact information for the person who will receive the weekly leads email update.

**Name (Required):**

**Email (Required):**

**Phone (Required):**

### Mechanical Requirements

- All images must be a JPG
- All colors used must be RGB or Index (web safe recommended)

### Deadline

Materials are due three weeks prior to the start date.

### Supplying Electronic Materials

***Save your file upon completion of all text boxes.***

Email content to [Diana.DeJonge@MilesPartnership.com](mailto:Diana.DeJonge@MilesPartnership.com)

Please also send a copy of your materials to your sales rep: [Julie.Armstrong@MilesPartnership.com](mailto:Julie.Armstrong@MilesPartnership.com)

Need inspiration? Check out some examples here: <https://visitpa.com/submission-confirmation>