

## A Main Feature

**Hero Image:** 600px (w) x 325px (h) (JPG)

**Photo Headline:** 40 characters (including spaces)

**Main Headline:** 40 characters (including spaces)

**Main Body:** 225 characters (including spaces)

**URL:**

## B Featured Partners

### PARTNER #1

**Headline:** 30 characters (including spaces)

**Body:** 160 characters (including spaces)

**URL:** URL is NOT included in the character count

**Photo:** 180px (w) x 130px (h) (JPG)

### PARTNER #2

**Headline:** 30 characters (including spaces)

**Body:** 160 characters (including spaces)

**URL:** URL is NOT included in the character count

**Photo:** 180px (w) x 130px (h) (JPG)

### PARTNER #3

**Headline:** 30 characters (including spaces)

**Body:** 160 characters (including spaces)

**URL:** URL is NOT included in the character count

**Photo:** 180px (w) x 130px (h) (JPG)

### PARTNER #4

**Headline:** 30 characters (including spaces)

**Body:** 160 characters (including spaces)

**URL:** URL is NOT included in the character count

**Photo:** 180px (w) x 130px (h) (JPG)

### PARTNER #5

**Headline:** 30 characters (including spaces)

**Body:** 160 characters (including spaces)

**URL:** URL is NOT included in the character count

**Photo:** 180px (w) x 130px (h) (JPG)

**Features**

- A Main Feature**
- B Featured Partners**

**Creative Tips**

- **Hero image:** Choose your most powerful, eye-catching image.
- **Headline:** Should attract attention and deepen your story.
- **Body:** Tell the reader who you are and why they can't miss visiting you; then tell a deeper story about the experience they will have so they can picture themselves there. Make your Call-to-Action very compelling.

**Deadline**

Materials are due three weeks prior to the deployment date.

**Supplying Electronic Materials**

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

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

This Happy Thoughter #PESavesTheDay

EXPERIENCE HOLIDAY MAGIC



**Celebrate the Season in Lehigh Valley, Pa.**  
Lehigh Valley shines during the holiday season. From world-class shopping markets to spectacular light displays, you'll find something to delight members of the whole family. Stroll along Main Street in Bethlehem, the "Christmas City," where you'll hear carolers spreading cheer with yuletide tunes and see horse-drawn carriage rides clip-clopping their way through the city's historic district.

READ MORE



**Winter Light Spectacular**  
The Lehigh Valley Zoo and presenting sponsor Christmas Decor kick off the third Winter Light Spectacular, Wed. - Sun, evenings through Dec. 31. Stroll through and under over one million lights, plus appearances from Disney princesses, Olaf, Minions, and more. Enjoy hot cocoa, s'mores, and winter food favorites!  
[Learn More](#)



**A Shopping Getaway**  
Make your way to Lehigh Valley where you can take advantage of Pennsylvania's tax-free shopping on clothing and more. Local hotels such as the Historic Hotel Bethlehem and Hyatt Place offer great holiday packages, allowing you to spend the weekend browsing the Lehigh Valley Mall, outlets, and small businesses, as well as holiday festivals.  
[Learn More](#)



**Christmas in Bethlehem Package**  
Make a night of it! Enjoy all the Christmas City has to offer! Package includes a one-night stay for two at the Sands® Hotel, 2 tickets to Christkindlmarkt, 2 tickets to Trees of Historic Bethlehem, and more! Offered various dates, December 3 - December 22. Click for details and call 877.726.3777 to book.  
[Learn More](#)



**Catch a Show**  
From nationally-touring venues like the State Theatre and Miller Symphony Hall to hometown dinner theaters like Hunterdon Hills and Pines Dinner Theatre, Lehigh Valley's arts scene is bustling. Create a new family tradition by catching a show at one of these Lehigh Valley performance venues this holiday season.  
[Learn More](#)



**Lights in the Parkway**  
This spectacular drive-thru light display transforms more than a mile of Allentown's Lehigh Parkway into a winter wonderland! Featuring dazzling displays with hundreds of thousands of brilliant lights, this attraction will brighten your holiday season. Purchase tickets online in advance.  
[Learn More](#)



**Festivals & Events**  
There's no shortage of holiday events in Lehigh Valley! From seasonal shopping markets like the Christmas City Village, light displays at Kozak's Christmas Village, and PREPSFEST®, a unique New Year's Eve celebration, you'll want to mark your calendar for these local events.  
[Learn More](#)

This Happy Thought is brought to you by Discover Lehigh Valley. #LIVYourSpiritsDLY

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