

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. Our editors will craft a custom article about your destination, business or event that will be promoted sitewide for one year.

Process

- Our experienced travel editor will work with you on your goals for the article, must mentions, themes, timing, etc.
- You will work with the Production Contact to source photos to match the article.
- You will receive a draft of the story and have a chance to make edits.
- Once approved, the article will live on VisitPA.com for 12 months.

Custom Content Article Features

- 400-500-word custom article.
- Ownership of content for advertiser use.
- ROS Native Ad that promotes and drives traffic to the article for one year.

Photo Specifications

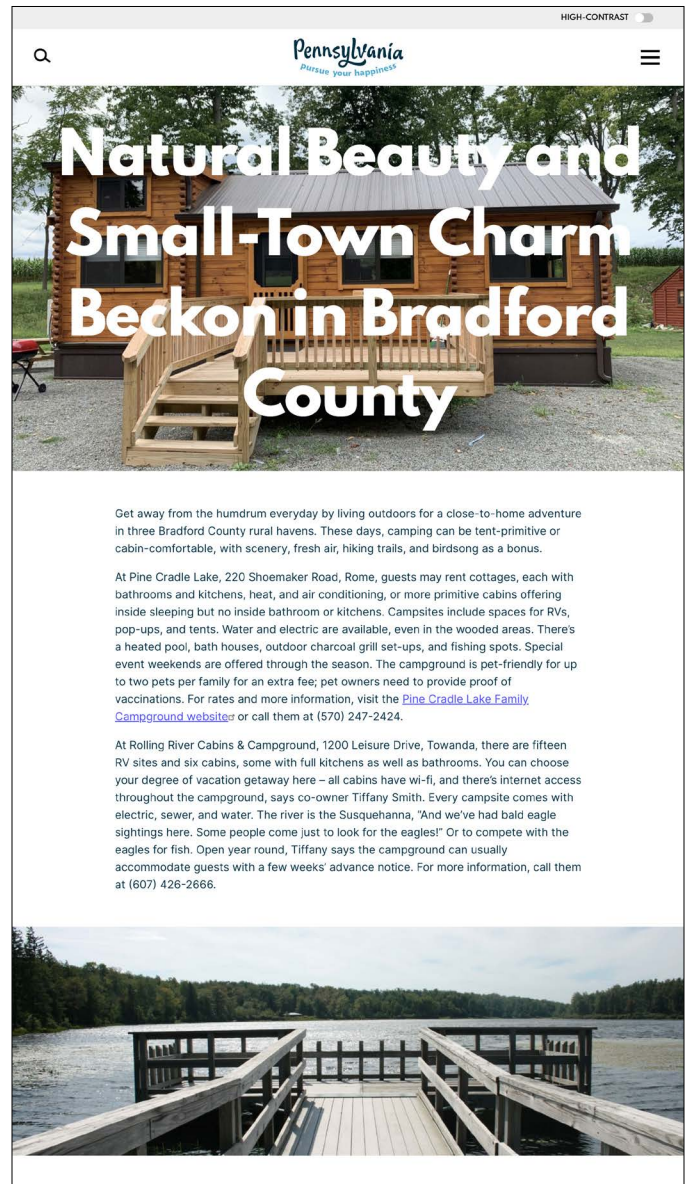
- Hero Image: 1400px (w) by 600px (h), JPG or PNG
- Secondary Image: 1400px (w) by 600px (h), JPG or PNG
- Please submit 2-4 secondary images for best selection
 - All colors used must be RGB or Index (web safe recommended)
 - All photos and graphics must be RGB or black and white
 - All images must be bright and clear, with no logos, filters or added text

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 Jairo.Flores@MilesPartnership.com