

**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.

**Creative Best Practices**

- 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 your monthly email, where they'll be kept in the loop on current events and specials.
  - Check the box to receive your visitors guide and monthly email.
- Do NOT include your website here, the call to action is to get them to check your box.
- All images must be a JPG or PNG
- All colors used must be RGB or Index (web safe recommended)
- All images must be bright and clear, with no logos, filters or added text

**CONFIRMATION PAGE**










After a user selects to receive the Visitor's Guide or sign up for the monthly eNewsletter, they are taken to a confirmation page where your formatted ad will be displayed.

**Headline:** Up to 50 characters (including spaces)

**Advertiser name:** Up to 20 characters (including spaces)

**Body copy:** Up to 350 characters (including spaces)

**Photo:** 640px (w) x 480px (h), JPG or PNG

		
<p><b>Explore the outdoors: waterfall, geocaching &amp; more</b></p> <p><b>Indiana County (Visit)</b></p> <p>Hike or bike 64 miles of trails-to-trails in Indiana County! Visit the impressive 45-ft Buttermilk Falls, complete with walkway to underneath the falls. Choose from a variety of outdoor educational programs available at county parks and Yellow Creek State Park. Complete a passport of the Geotrail, featuring 20 geocaches, for a special "geocooin".</p> <p><input type="checkbox"/> Send Me More Information</p>	<p><b>Family Getaways in Lancaster County</b></p> <p><b>Discover Lancaster</b></p> <p>Create priceless memories in the oldest Amish communities in the country. From the farmlands and family style feasts to city life, exquisite cuisine and contemporary art. Lancaster offers exclusive coupons &amp; discounts to book your overnight getaway on a budget. Book your getaway today!</p> <p><input type="checkbox"/> Send Me More Information</p>	<p><b>Meet Pittsburgh. Yours to discover again and again</b></p> <p><b>VisitPITTSBURGH</b></p> <p>Where 446 bridges lead you to 90 neighborhoods that offer their own flavor (and their own way to eat fries), where thousands of acres of riverside parks and Appalachian paths are waiting to be explored, where you'll find for every rule, this city holds the exception.</p> <p><input type="checkbox"/> Send Me More Information</p>
		
<p><b>Experience Bradford County Pennsylvania</b></p> <p><b>Bradford County</b></p> <p>Nestled in the heart of the Endless Mountains Region of northeastern Pennsylvania. The perfect place for a great family vacation, outdoor adventure or just a relaxing weekend getaway in the country. Experience Bradford County - for a complete list of Things to Do, Upcoming Events, Places to Dine, Play or Stay Visit - www.visitbradfordcounty.com</p> <p><input type="checkbox"/> Send Me More Information</p>	<p><b>See how Lehigh Valley does festivals.</b></p> <p><b>Discover Lehigh Valley</b></p> <p>Lehigh Valley is a true festival destination, for visitors of all types. From exciting live music festivals to a bevy of culinary events fit for foodies, the region is home to dozens of major annual events, like Musikfest, Pennsylvania Shakespeare Festival, PA Bacon Fest, Christkindlmarkt, and more. Sign up for our email to stay in the loop.</p> <p><input type="checkbox"/> Send Me More Information</p>	<p><b>The American Spirit Lives Here</b></p> <p><b>Washington County</b></p> <p>You'll find the American Spirit around every corner in Washington County. It began 19,000 years ago at Meadowcroft Rockshelter &amp; Historic Village and continues today at The Pavilion at Star Lake, Hollywood Casino at The Meadows, PA Trolley Museum, Tanger Outlets, Wild Things Park and beyond. Check the box below to receive our monthly event e-mail!</p> <p><input type="checkbox"/> Send Me More Information</p>
		
<p><b>Visit Lawrence County</b></p> <p><b>Lawrence County</b></p> <p>It's all about the trails; wine, craft beer, hiking, river, biking, Amish, coffee and burger. Each adventure is tailored as a "build your own" from exploring our local blue and greenways to one-of-a-kind shopping to local homemade ethnic foods. Discover the perfect one of a kind experience for a memorable trip at VisitLawrenceCounty.com!</p> <p><input type="checkbox"/> Send Me More Information</p>	<p><b>Happy Valley, PA is your midweek destination</b></p> <p><b>Happy Valley Adventure Bureau</b></p> <p>Spring is springing. Flowers are flourishing. Wildlife is awakening. Temperatures are rising. Happy Valley, PA is your weekday destination for delicious food, unique libations, and rich culture and entertainment. Better rates, less wait times, and less traffic.</p> <p><input type="checkbox"/> Send Me More Information</p>	<p><b>Camping in PA-Discover Your Outdoor Moments</b></p> <p><b>Pennsylvania Campground Owners Association</b></p> <p>Camping and RVing in Pennsylvania is the perfect outdoor activity for the whole family. An affordable camping adventure that will be lots of fun for everyone. Check the box to receive a free 68 page directory of over 220 campgrounds with RV sites, tent sites and cabins. Come visit and Discover Your Outdoor Moments.</p> <p><input type="checkbox"/> Send Me More Information</p>

**THANK YOU EMAIL**

As soon as the user checks your box and 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 at your destination.

**Thank You Email:** Up to 400 characters (including spaces)

**URL for Link:** URL is NOT included in character count

**Contact Information**

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

**Name (Required):**

**Email (Required):**

**Phone (Required):**

**Creative Best 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.

**Supplying Electronic Materials**

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

Email content to

[Jairo.Flores@MilesPartnership.com](mailto:Jairo.Flores@MilesPartnership.com)



**Thank you for requesting information about these great businesses!**

Look for information directly from them in the coming days.



**AmishView Inn & Suites**

Thank you for your interest in AmishView Inn & Suites, Tripadvisor's #1 Lancaster Hotel, Readers Digest's #1 Pennsylvania Hotel, and Trivago's #1 National (3-star) Hotel. AmishView is located on a AAA Scenic ByWay and features many complimentary amenities, including Lancaster's Best Breakfast Buffet. Find complete information about our hotel and its Family-Friendly and Adults-Only Buildings at [www.AmishViewInn.com](http://www.AmishViewInn.com). When you book your room at [www.AmishViewInn.com](http://www.AmishViewInn.com) or at 1-866-735-1600, be sure to take advantage of our Getaway Enhancement that includes dinner for two at Miller's Smorgasbord, in-room bottle of wine, DVD and more, a \$95 value for only \$45 (plus cost of room). AmishView Inn & Suites • 3125 Old Philadelphia Pike, Bird-in-Hand PA 17505 • [www.AmishViewInn.com](http://www.AmishViewInn.com) • 1-866-735-1600



**Inn at Deer Creek Winery**

Romantic getaway at The Inn at Deer Creek Winery • In room hot tubs • FREE Wine tasting • Delicious dinner and breakfast options including room service • Live entertainment Thursday night – Sunday • Enjoy outside fires after dark with romantic lighting • Internet available • FREE bottle of wine and 2 souvenir glasses to take home • Celebratory packages available too. Stay 2 nights in 2020 and save \$50 by using Promo code: VisitPA



**Visit Crawford**

Thank you so much for checking us out. We all look for affordable vacations, events and attractions to visit. Our website is loaded with upcoming events. Such as, Ghost Lake, 13 Levels of Fear and the Trees of Christmas in a Creek Revival Mansion. Ride the Barbara J Sternwheeler for a fall leaf or Christmas light tour on Conneaut Lake.



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