

**A Featured Deal and Featured Event**

**1) Headline Text:** Up to 28 characters (including spaces)

**2) Body Text:** Up to 160 characters (including spaces)

**3) URL for Link :**  
(URL is NOT included in the character count):

**4) 128 pixel x 122 pixel image (JPG)**

**Featured Deals and Events Guidelines**

- Featured Deal offers must provide a “specific” value offer to qualify. Offer must clearly state value to consumer within text. For example: 10% off or Save \$50.
- Featured Deal offer must either link to offer section of Advertiser’s website OR must specifically explain within offer how consumer can obtain value.
- If offer contains an expiration date, it must be valid for at least 6 months from date of original deployment.
- Featured Event dates should not be within two weeks of deployment in order to provide visitors adequate time for planning and travel.

**Photo Guidelines**

- All images must be native, without text/graphic/logo
- 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
- Image: 128px (w) by 122px (h), JPG or PNG

**Supplying Electronic Materials**

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

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

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SUBARU CHERRY BLOSSOM FESTIVAL

**April Events & Festivals**

From catching cherry blossom blooms to Easter egg hunts and fun-filled wine weekends, April is sure to be a hoppin' good time in Pennsylvania.

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**A**



**Oil Region National Heritage Area**  
Experience a museum where you can hike, bike, float, and fish! It's also a prime spot to view the April 8, 2024 total solar eclipse. Start planning your trip!  
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**Free Fishing Guide**  
Fishermen and kayakers will love this free twenty-page brochure. It's your guide to fishing and paddling adventures in Pennsylvania's Great Outdoors region.  
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The Endless Mountains are calling! Plan your adventure in northeast PA's countryside with their annual guide and outdoor recreation booklet.  
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