

THE PROGRAM

Banners are sold on a guaranteed impression-over-timeframe basis which allows you to control your exposure. We determine the number of impressions based on your budget and spread them out over your desired timeframe. In terms of where your ad will show up, we have organized the pages of the site into relevant sections so that you can target by content.

Ads will display in two formatted shapes: the large rectangle and a formatted banner. See examples to the right.

FEATURES

The Benefits

Native ads allow you to target your message by site content, season or geography.

Reporting

You receive monthly reporting that will give you visibility into campaign performance.

Tracking

We create campaign tracking codes for you in order to ensure that your analytics show all of the traffic.

CREATIVE BEST PRACTICES

1) Attention Frame

Demand attention by using your best image and tag line that communicates why you are a not-to-be-missed experience.

2) Interest/Desire Frame

Create interest and desire by pulling the user into the experience by using experiential images and copy.

3) Call-to-Action Frame

Seal the deal by creating a strong call-to-action.

The screenshot shows the Visit Bucks County website interface. At the top, there's a navigation bar with 'VISIT BUCKS COUNTY Pennsylvania' and a search bar. Below that, a 'RESTAURANTS' section lists various dining options. The main content area features a search for 'LAHASKA / BUCKINGHAM', displaying a list of featured listings including 'BLACK BASS HOTEL & RESTAURANT', 'BUTTONWOOD GRILL', 'CALEB'S AMERICAN KITCHEN', and 'CHIVE CAFÉ & CATERING'. Two promotional banners are highlighted: 'A' is a large rectangle for 'EXPLORE THE BACK ROADS' and 'B' is a formatted banner for 'ATTRACTIONS AND TOURS'. The footer includes social media links, a newsletter sign-up, and contact information.

A Large Rectangle

B Formatted Banner

NATIVE ADVERTISING CONTENT

The native units are responsive to the two ad sizes, which means one set of materials will produce both ads. Please fill in the gray boxes based on the specifications listed, and supply imagery (image resizing assistance available).

FRAME ONE: Attract attention with compelling copy and imagery

Headline Text: 25 characters (including spaces)

Advertiser Name: 35 characters (including spaces, same for all 3)

Body Copy: 60 characters (including spaces)

Photo 1: 145px(w) x 143px(h) (.jpg)

Photo 2: 300px(w) x 128px(h) (.jpg)

FRAME TWO: Create Interest: Story-telling copy with focused image

Headline Text: 25 characters (including spaces)

Body Copy: 60 characters (including spaces)

Photo 1: 145px(w) x 143px(h) (.jpg)

Photo 2: 300px(w) x 128px(h) (.jpg)

FRAME THREE: Call to Action

Headline Text: 25 characters (including spaces)

Body Copy: 60 characters (including spaces)

Photo 1: 145px(w) x 143px(h) (.jpg)

Photo 2: 300px(w) x 128px(h) (.jpg)

URL TO LINK TO ADS:

NOTES ON 3-FRAME ADS

- Utilize these ads to drive traffic to unique aspects of your site (videos, insider info, direct access to your booking page, etc.)
- Headline text/body copy can be the same on all three frames, with different photos for each, or any combination there-of. Advertiser name will be the same on all three frames.
- We will be sending a proof of your ad before it goes live for any changes to be made.
- Visit Bucks County will approve all advertising prior to "Live" date.

DEADLINES

Materials due 10 business days prior to the campaign start date (date ad goes live).

- For all ads, please include a URL for the links.
- Accepted file types: JPG, PNG, GIF or animated GIF
- All colors used must be RGB or Index (Web safe recommended)
- All images, graphics, and logos must be 72 dpi.

SUBMITTING ASSETS

Submit all assets to:
Tyler.Moser@MilesPartnership.com