

VISITPHILLY.COM



LEADS

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 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.

Features

- Formatted ad on the confirmation page (after a user selects to receive info from VisitPhilly.com), including a photo, headline, advertiser name and copy.
- Immediate, auto-generated confirmation email is deployed to the users who request information from you.
- Leads are sent to advertisers weekly.

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.
- Sold on a cost-per-lead basis, guaranteeing your return.

Formatted Ad

Specs

1) Headline Text (Up to 21 characters including spaces):
Compelling and descriptive

2) Body Text (Up to 248 characters including spaces):

3) Image (640 pixel x 480 pixel)

- All images must be either a JPG or GIF.
- All images, graphics, and logos must be 72 dpi.

Creative Tips:

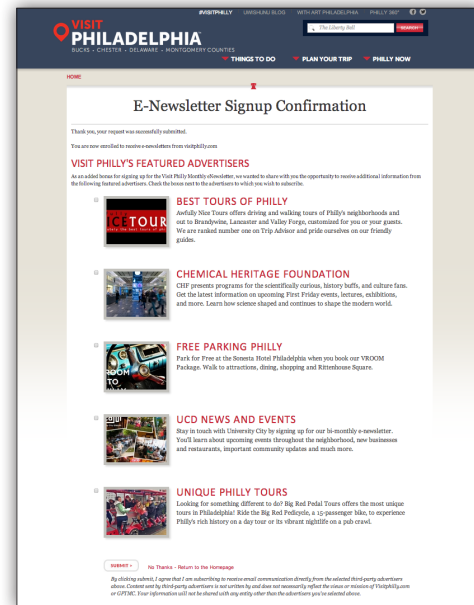
- Make sure to sell the user on your value proposition.
- Tell the user what they will get by checking your box.
 - Check the box to receive an immediate special offer.
 - Check the box to sign up for our monthly email where you'll be kept in the loop on current events and specials.
 - Check the box to receive our visitors guide and our monthly email.
- Do NOT include your website here, the call-to-action is to get them to check your box.

Thank You Email

As soon as the user submits to receive information from you, they will receive an email that you have pre-written. This email can drive traffic to your site, can include an offer and should include more information about the experience that the user will have.

Creative Tips:

- This is your opportunity to move users down the funnel to really sell them on incorporating your business into their Philadelphia itinerary.
- Drive them to your website or include a special offer.



Deadline

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

Supplying Electronic Materials

- Any supplied electronic file is subject to return if it does not meet Miles' requirements. New materials will need to be provided.



Submit Materials To:

Vicky Shoemaker
Advertising and Data Manager
Vicky.Shoemaker@milespartnership.com
303-867-8240