

# VISITPHILLY.COM MID-MONTHLY EMAIL

## THE PROGRAM

Tell your story with a Featured Content unit. This unit is integrated into the editorial articles on the Mid-Monthly Email, positioning your offering as a not-to-be-missed experience.

## TIPS FOR GETTING THE MOST CLICKS

- 1) Include an exclusive offer for visitphilly.com email subscribers on tickets/dining/hotel stays/etc.  
*e.g. Save 25% on Tickets Using Code VISITPHILLY.*
- 2) Promote a visitor-friendly event, festival or exhibition.
- 3) Promote a conversion-oriented piece of content on your website that subscribers would want to click to read.

## CREATIVE TIPS

- Use a powerful image, catchy headline, short and clear copy.

## FEATURED CONTENT AD SPECS

- 1) Headline Text (Up to 45 characters including spaces):  
*Compelling and descriptive*
- 2) Subhead Text (Up to 55 characters including spaces):
- 3) URL for Link (URL is NOT included in the character count):
- 4) Optional GA tracking URL
- 5) Image (479 pixel x 311 pixel)

### Deadline

Supplied and third-party served ads are due **10 business days prior to the campaign start date** (date ad goes live).

Materials for an ad produced by Miles are due **15 business days prior to the campaign start date** (date ad goes live).

### Production Services

- **Ad design production is available.** Contact your Advertising and Data Manager.

### 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.
- All colors used must be RGB or Index (Web safe recommended).
- All images, graphics and logos must be 72 dpi.
- All images must be either a JPG, GIF.

Featured Content

The screenshot displays a mobile-optimized email layout for Visit Philly. At the top, there are social sharing icons and navigation links for 'THINGS TO DO' and 'HOTELS'. The main content area features several featured content units, each with a large image, a headline, and a 'READ MORE' button. The units include: 1) '28 Great Brunch Spots in Philadelphia' with an image of people dining. 2) 'A Complete Guide to Philly's New Rail Park' with an image of a rooftop walkway. 3) 'Top 10 Ways to Celebrate July 4th in Philly' with an image of fireworks. 4) 'Sunday Funday Lunch Cruises with Spirit of Philadelphia' with an image of a boat. 5) 'Rock 'n' Roll Philadelphia Half Marathon' with an image of runners. A 'SPONSORED' label is visible above the last two units. A callout bubble labeled 'Featured Content' points to the first unit.