

# VISITPHILLY.COM MONTHLY EMAIL

## THE PROGRAM

Our Monthly Email reaches 200,000+ opt-in subscribers with compelling things to do and reasons to visit Philadelphia each month.

## 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.

## AD TYPE 1: FEATURED CONTENT

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

### CREATIVE TIPS

- Use a powerful image, catchy headline, short and clear copy.
- 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) Image (479 pixel x 311 pixel)

## AD TYPE 2: FEATURED PARTNER

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

### CREATIVE TIPS

- Use your headline to attract attention and your copy to sell further.
  - Include a call-to-action
- 1) Headline Text (Up to 32 characters including spaces):  
*Compelling and descriptive*
  - 2) Subhead Text (Up to 35 characters including spaces):
  - 3) Body Text (Up to 100 characters including spaces):
    - Body text should include one hyperlink
    - Body text should be clear on what the deal is (recommended to include value statement or incentive)
  - 4) URL for Link (URL is NOT included in the character count):
  - 5) Image (130 pixel x 146 pixel)

## AD TYPE 3: FEATURED DEAL

Drive conversion with our Featured Deal program. Broadcast your packages or offers with our Featured Deal unit.

### CREATIVE TIPS

- Body text should be clear on what the deal is - inclusion of values statement or incentive is recommended.
- 1) Headline Text (Up to 26 characters including spaces):
  - 2) Body Text (Up to 176 characters including spaces):
  - 3) URL for Link (URL is NOT included in the character count):

## 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

