

2022 VISIT LANCASTER CITY DESTINATION GUIDE & VISITOR MAP

ADVERTISING & LISTING OPPORTUNITIES



The City of Lancaster will produce two official marketing pieces: a **destination guide** to attract outside audiences to Lancaster City, and a **visitor map and guide** to aid visitors once they are here.

These are the only official maps and guides used to direct guests at the Lancaster City Welcome Center, which serves thousands of visitors and residents each year. **These guides will launch in April 2022 for use through March 2023.**

DESTINATION GUIDE

This brochure tells the Lancaster City story to outside audiences, enticing them to make their plans to visit.

Print Quantity: Approx. 100,000

Distribution Area: Philadelphia Metro, New Jersey

VISITOR MAP & GUIDE

This directory and printed map helps visitors and residents find out all there is to see and do in Lancaster City.

Print Quantity: Approx. 200,000

Distribution Area: Lanc. City/County, PA Turnpike, State Welcome Centers

ADVERTISING RATES

DESTINATION GUIDE / VISITOR MAP

HALF	FULL
HALF	

Half-Page Ad (Interior) — \$1,250

- Multiple Available
- 3.875 inches x 4.5 inches with 0.125 inch bleed
- High Resolution PDF or JPG

Full-Page Ad (Interior) — \$2,500

- Multiple Available
- 3.875 inches x 9 inches with 0.125 inch bleed
- High Resolution PDF or JPG

Full-Page Ad (Back Cover) — \$5,000

- One Available (Destination Guide or Visitor Map)
- 3.875 inches x 9 inches with 0.125 inch bleed
- High Resolution PDF or JPG

READY TO PURCHASE A LISTING?

Go to [VisitLancasterCity.com/business-resources](https://www.visitlanastercity.com/business-resources) to place your order. *Payment required to confirm order.*

HAVE QUESTIONS?

Email dramsay@cityoflanasterpa.com

GUIDE LISTING RATES

VISITOR MAP & GUIDE

Each listing includes a corresponding numbered location on fold-out map.

Basic Listing — \$240

Includes business name, address, phone number, and website.

BUSINESS NAME

123 W. King Street • (717) 555-1234

businessname.com

Enhanced Listing — \$290

Includes business name, address, phone number, website, and up to 15 words of copy.

BUSINESS NAME

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris luctus sem facilisis dignissim finibus.

123 W. King Street • (717) 555-1234

businessname.com

Premium Listing — \$340

Includes logo, business name, address, phone number, website, and up to 15 words of copy.

LOGO

BUSINESS NAME

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris luctus sem facilisis dignissim finibus.

123 W. King Street • (717) 555-1234

businessname.com