Allegheny Trail Alliance

2020 Media Kit

Promote Your Business to Travelers on the
C&O Canal Towpath and Great Allegheny Passage

Photograph by paul g Wiegman

Get Your Business In Front of Trail Tourists!

About the Allegheny Trail Alliance
The Allegheny Trail Alliance is a 501(c)(3) nonprofit organization which has coordinated the construction and now stewards the ongoing care and enjoyment of the Great Allegheny Passage, a 150-mile non-motorized path from Cumberland, Maryland, through Pennsylvania’s Laurel Highlands, to Pittsburgh. We promote traveling the Great Allegheny Passage and its sister trail, the C&O Canal Towpath, and seek the flourishing of trail towns and the joy of travelers along the entire Pittsburgh to Washington, D.C. journey, the country’s premiere long-distance bicycle tourism adventure.

Who Advertises?
Reach thru-riders, overnight tourists, hikers, campers, and day-trip travelers as they plan and navigate their visit to the Great Allegheny Passage or C&O Canal Towpath. Visitors to the trails may be looking for services similar to the following:

- Restaurants, cafés, bakeries, grocers, and breweries
- Outdoor gear sales, rentals, and repairs
- Overnight accommodations, campgrounds, and resorts
- Trip planners, shuttle services, and packaged tours
- Historical/heritage sites, parks, and cultural destinations

Who Benefits?
Proceeds from the production of TrailGuide as well as our Two Scenic Trails brochure are earmarked for trail enhancements and emergency trail maintenance, in conjunction with local volunteer groups and owners along both the Great Allegheny Passage and C&O Canal Towpath.

MEDIA CONTACT
Doug Riegner
Director of Community Relations
P: 724-309-4041
E: driegner@gaptrail.org

Allegheny Trail Alliance
P.O. Box 228, Homestead, PA 15120
www.gaptrail.org
### TRAILGUIDE SPONSORSHIP RATES

<table>
<thead>
<tr>
<th>Rate</th>
<th>Placement Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>$438</td>
<td>Quarter Page, Town Section</td>
</tr>
<tr>
<td>$838</td>
<td>Half Page, Town or Guide Sections</td>
</tr>
<tr>
<td>$1,508</td>
<td>Full Page, Town or Guide Sections, or Title-Facing*</td>
</tr>
<tr>
<td>$5,400</td>
<td>Inside Cover, Front* or Back*</td>
</tr>
<tr>
<td>$7,250</td>
<td>Cover, Back*</td>
</tr>
</tbody>
</table>

*Limited availability

### AD PLACEMENT EXAMPLES

- Half pages & quarter pages
- Full page & quarter pages
- Half pages next to text
- Full page next to text
- Full page next to section opener

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Advertise in TrailGuide:
The Official Guide of the C&O Canal Towpath and Great Allegheny Passage

TrailGuide is the trusted, signature resource for anyone planning a visit to the Great Allegheny Passage or C&O Canal Towpath. It details attractions, provides trip-planning tools, charts, and packing checklists, as well as parking tips. Each book includes a fully-detailed two-sided, removable, weatherproof map with updated icons for town amenities, updated mileage and elevation charts, and locations of parking and intersecting trails, perfect for trip-planning. Travelers look first to TrailGuide to locate available accommodations and destinations. We distribute 8,000 copies of TrailGuide among over 200 retail locations, including REI, bike shops in six states, and trailside visitor centers. TrailGuide is also available at Amazon and at www.gaptrail.org.

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“Advertise in TrailGuide has given us a GREAT first year! We benefit from the directed, excellent caliber advertising that TrailGuide provides.”

—Karin Tome, Towpath Creamery, Brunswick, MD

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“Reach Even More Customers

Advertising in both TrailGuide and the Two Scenic Trails brochure can provide you a discounted rate. Consult with Doug Riegner for details and availability.
Benefits
Included for All Sponsorship Levels

TrailGuide Index
All sponsors are listed in the sponsors index of TrailGuide. Records direct to the TrailGuide pages on which a sponsor appears. Lists in the index allow sponsors to be found by trail mile marker, business type, and alphabetically.

Interactive Map
All TrailGuide sponsors are also listed on the www.gaptrail.org website, interactive map, and searchable index. Website listings include logo, contact information, a brief description, and a hyperlink.

**TRAILGUIDE AD DIMENSIONS**

<table>
<thead>
<tr>
<th>Section</th>
<th>Dimensions</th>
<th>DPI</th>
<th>Bleed</th>
<th>Color Profile</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quarter Page</td>
<td>Logo printed within 1.85” x 1.2”</td>
<td>300</td>
<td>No bleed</td>
<td>CMYK</td>
</tr>
<tr>
<td>Half Page</td>
<td>4.125” x 3.4”</td>
<td>300</td>
<td>No bleed</td>
<td>CMYK</td>
</tr>
<tr>
<td>Full Page</td>
<td>4.125” x 7”</td>
<td>300</td>
<td>No bleed</td>
<td>CMYK</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>5.125” x 8.5”</td>
<td>300</td>
<td>Plus .125”, bleed</td>
<td>CMYK</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>3.875” x 8.25”</td>
<td>300</td>
<td>Plus .125”, bleed</td>
<td>CMYK</td>
</tr>
<tr>
<td>Back Cover</td>
<td>5.25” x 8.375”</td>
<td>300</td>
<td>Plus .125”, bleed</td>
<td>CMYK</td>
</tr>
</tbody>
</table>

**TRAILGUIDE AD CREATIVE SPECS**

<table>
<thead>
<tr>
<th>Section</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quarter Page</td>
<td>Provide a description of your business with up to 150 characters (including spaces), your business logo, business name, address, phone number, and website address.</td>
</tr>
<tr>
<td>Half Page</td>
<td>Descriptive photo, bold headlines, clear copy about your business. We recommend no type smaller than 9 points.</td>
</tr>
<tr>
<td>Full Page</td>
<td>Descriptive photo, bold headlines, clear copy about your business. We recommend no type smaller than 9 points.</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>Descriptive photo, bold headlines, clear copy about your business. We recommend no type smaller than 9 points.</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>Descriptive photo, bold headlines, clear copy about your business. We recommend no type smaller than 9 points. Design is printed on pocket holding the trail map.</td>
</tr>
<tr>
<td>Back Cover</td>
<td>Descriptive photo, bold headlines, clear copy about your business. We recommend no type smaller than 9 points. Please leave space for barcode in lower left corner.</td>
</tr>
</tbody>
</table>
Advertise in ATA’s Free Two Scenic Trails Brochure

The Allegheny Trail Alliance’s free Two Scenic Trails brochure advertises the 334 miles of continuous non-motorized path experience stretching from Washington, D.C. to Pittsburgh. These inviting trails are full of history, vistas, and a vacation suitable for group outings and families.

Advertisers can reach cyclists, hikers, campers, and day-trip travelers as they consider a visit to the Great Allegheny Passage and/or C&O Canal Towpath. Bicycle tourism and long-distance hiking are growing in popularity, and people from all over the U.S. and from around the world choose the GAP and C&O Canal Towpath for a welcoming, easy-to-plan experience. The Great Allegheny Passage and C&O Canal Towpath end to end trip is the adventure of a lifetime. These beautiful paths transport visitors between two major metropolitan areas, river and mountain sports, historic sites, the Appalachian Trail, and several other intersecting routes.

Reach Tourists Looking for an Experience

The Allegheny Trail Alliance’s free Two Scenic Trails brochure is an opportunity to reach people looking for a vacation destination or a weekend getaway. We distribute the brochure for free so that cycling, hiking, and camping enthusiasts will consider the Great Allegheny Passage and C&O Canal Towpath for their next excursion. Families, groups, and individuals from across the nation and around the world travel to Pittsburgh and Washington, D.C. to visit these trails. A through trip from one city to another is often seen as a lifelong dream. Our free brochure is available to tour guides, at visitor centers, in welcome pavilions, at festivals and biking events all to get the word out broadly. We reach people with the time and money for a vacation—a perfect opportunity for you to tell them about your products and services.

BROCHURE AD RATES

| $1,095 | ½ Panel |
| $2,600 | Full Panel |
| $4,000 | Back Cover Panel* |

* Limited availability

Distribution

We distribute 50,000 copies among over 150 locations in Maryland, Pennsylvania, West Virginia, Virginia, and Ohio, including visitor centers, bicycle and outdoor recreation events, businesses, plus over 300 bike shops in major cities in Illinois, Michigan, New York, Virginia, Tennessee, Indiana, Delaware, Rhode Island, New Jersey, and Ontario.

Reach Even More Customers

Advertising in both Two Scenic Trails brochure and TrailGuide can provide you a discounted rate. Consult with Doug Riegner for details and availability.
### Brochure Ad Creative Specs

<table>
<thead>
<tr>
<th>Section</th>
<th>Specifications</th>
</tr>
</thead>
<tbody>
<tr>
<td>½ Panel</td>
<td>Descriptive photo, bold headlines, clear copy about your business. We recommend no type smaller than 9 points.</td>
</tr>
<tr>
<td>Full Panel</td>
<td>Descriptive photo, bold headlines, clear copy about your business. We recommend no type smaller than 9 points.</td>
</tr>
<tr>
<td>Back Cover Panel</td>
<td>Descriptive photo, bold headlines, clear copy about your business. We recommend no type smaller than 9 points.</td>
</tr>
</tbody>
</table>

### Map Contents

The Two Scenic Trails brochure maps include:

- **Connecting Cities**
- **Highways**
- **Waterways**
- **State & National Parks**
- **Similar Trails**
- **Points of Interest**

GAP WEBSITE

Advertise on www.gaptrail.org

- The Great Allegheny Passage website is designed to help people, groups, and tour companies plan visits on the Great Allegheny Passage and C&O Canal Towpath, and in local businesses
- The Great Allegheny Passage website receives more than 648,000 page views, 148,000 users, 64,000 click-through
- Trip planning tools, interactive and printable maps, resources across 334 miles – both trails
- Interactive Map with hyperlinks plus GAP Trail mobile app: 16,000 downloads, more than 44,000 impressions
- Over 80 percent of our audience are NEW customers/visitors averaging three minutes per session
- Over 28,000 people spent 3-10 minutes on www.gaptrail.org last year
- 3,000 direct website inquiries answered annually
- Web visitors from all 50 states, over 5,000 cities, and 130 countries in 2019

WEBSITE AD RATES

<table>
<thead>
<tr>
<th>Rate</th>
<th>Spots</th>
<th>Ad Package</th>
<th>Pageviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2,250</td>
<td>6</td>
<td>Home Page plus 12 sub-pages</td>
<td>227,000+</td>
</tr>
<tr>
<td>$1,750</td>
<td>5</td>
<td>Plan A Visit Pages Package (most visited section)</td>
<td>178,000+</td>
</tr>
<tr>
<td>$950</td>
<td>8</td>
<td>Interactive Map and on all zoom-in map views</td>
<td>80,000+</td>
</tr>
<tr>
<td>$450</td>
<td>5</td>
<td>Mileage &amp; Elevation Charts</td>
<td>37,000+</td>
</tr>
<tr>
<td>$450</td>
<td>5</td>
<td>Trail Info – About the Trail</td>
<td>32,000+</td>
</tr>
</tbody>
</table>

PLEASE NOTE: Fifty percent of GAP website ad payments are due December 31, 2019 and must be paid in full by February 28, 2020, or we will remove it and apply a $200 reinstatement charge. Ad file and URL December 31, 2019. There will be a charge of $130 for every change made to ad after it goes live.

WEBSITE AD DIMENSIONS

Website Ad Size
488px x 160px
72 dpi, RGB
Advertise in Allegheny Trail Alliance’s Monthly E-Newsletter

The Allegheny Trail Alliance is launching a monthly e-newsletter in 2020, to communicate the latest and best news along the Great Allegheny Passage. Subscribers will learn about events in trail towns and the timing of added amenities along the GAP. Our staff will profile trail travelers and business owners with compelling stories. We’ll communicate travel tips and “best of the GAP” to encourage return and overnight visits.

E-NEWSLETTER AD RATES

<table>
<thead>
<tr>
<th>Rate</th>
<th>Space</th>
</tr>
</thead>
<tbody>
<tr>
<td>$350</td>
<td>Top Space</td>
</tr>
<tr>
<td>$250</td>
<td>Middle Space</td>
</tr>
<tr>
<td>$250</td>
<td>Bottom Space</td>
</tr>
</tbody>
</table>

E-NEWSLETTER AD DIMENSIONS

600px x 160px
72 dpi
RGB
Advertise with us!

Promote your business to thousands of visitors to the Great Allegheny Passage and C&O Canal Towpath as a digital advertiser or TrailGuide sponsor. Reach prospective visitors around the United States by advertising in the ATA’s Two Scenic Trails brochure.

*Proceeds from advertising in TrailGuide and the Two Scenic Trails brochure are earmarked for emergency maintenance and enhancements along both trails.*

**MEDIA CONTACT**

Doug Riegner  
Director of Community Relations  
P: 724-309-4041   E: driegner@gaptrail.org

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**ATA Advertiser Deadlines**

<table>
<thead>
<tr>
<th>TRAILGUIDE</th>
<th>TWO SCENIC TRAILS BROCHURE</th>
<th>GAP WEBSITE</th>
<th>E-NEWSLETTER</th>
</tr>
</thead>
</table>
| **Reserve ad space by**  
February 14, 2020  
Submit ad materials for ad prepared by ATA by  
February 21, 2020  
Press-ready files due by  
March 6, 2020  
Final ad payment due by  
June 30, 2020 | **Reserve ad space by**  
February 14, 2020  
Submit ad materials for ad prepared by ATA by  
February 21, 2020  
Press-ready files due by  
March 6, 2020  
Final ad payment due by  
June 30, 2020 | **Submit ad file and URL by**  
December 31, 2019  
Fifty percent of ad payment due by  
December 31, 2019  
Final ad payment due by  
February 28, 2020 | **Contact ATA for reservation deadlines and availability.** |

Contact ATA for reservation deadlines and availability.
Advertiser Agreement Form

Please fill out the following information:

Full Business Name: ____________________________
Contact Name (First & Last): ____________________________
Phone: ____________________________
Email Address: ____________________________

Authorization Signature: ____________________________
Date: ____________________________

Email or mail a signed advertiser agreement by February 14, 2020 to driegner@gaptrail.org. For GAP website send by December 31, 2019.

TRAILGUIDE

- **Quarter Page – $438**
  - Logo printed within 1.85”x1.2”, 300 dpi
  - Reserve by February 14, 2020
  - Press-ready files due March 6, 2020

- **Half Page – $838**
  - 4.125”x3.4”, 300 dpi, no bleed
  - Reserve by February 14, 2020
  - Press-ready files due March 6, 2020

- **Full Page – $1,508**
  - 4.125”x7”, 300 dpi, no bleed
  - Reserve by February 14, 2020
  - Press-ready files due March 6, 2020

- **Inside Front Cover – $5,400**
  - 5.125”x8.5”, 300 dpi, plus .125” bleed
  - Reserve by February 14, 2020
  - Press-ready files due March 6, 2020

- **Inside Back Cover – $5,400**
  - 3.875”x8.25”, 300 dpi, plus .125” bleed
  - Reserve by February 14, 2020
  - Press-ready files due March 6, 2020

- **Back Cover – $7,250**
  - 5.25”x8.375”, 300 dpi, plus .125” bleed
  - Reserve by February 14, 2020
  - Press-ready files due March 6, 2020

TWO SCENIC TRAILS BROCHURE

- **½ Panel – $1,095**
  - 3.5” x 2.35”, 300 dpi, no bleed
  - Reserve by February 14, 2020
  - Press-ready files due March 6, 2020

- **Full Panel – $3,400**
  - 3.5” x 7.5”, 300 dpi, no bleed
  - Reserve by February 14, 2020
  - Press-ready files due March 6, 2020

- **Back Cover Panel – $4,000**
  - 4” x 8.125”, 300 dpi, plus .125” bleed
  - Reserve by February 14, 2020
  - Press-ready files due March 6, 2020

GAP WEBSITE

- **Home Page – $2,250**
- **Plan A Visit Pages Pkg – $1,750**
- **Interactive Map – $950**
- **Mileage & Elev. Charts – $450**
- **About the Trail Page – $450**
  - All ads 488px x 160px, 72 dpi
  - Ad file and URL due on December 31, 2019
  - There will be a charge of $130 for every change made to ad after it goes live.

E-NEWSLETTER

- **Top Space – $350**
  - 600px x 160px, 72 dpi
- **Middle Space – $250**
  - 600px x 160px, 72 dpi
- **Bottom Space – $250**
  - 600px x 160px, 72 dpi
  - Contact ATA for reservation deadlines and availability.

DESIGN SERVICES

- **Ad Design – $150**
  - For an additional $150, the ATA’s design team can produce your business’s advertisement.
  - All ad materials must be submitted to the ATA no later than February 21, 2020

PAYMENT DUE DATE AGREEMENT

All TrailGuide and Two Scenic Trails brochure ad payments are due by June 30, 2020. Fifty percent of GAP website ad payments are due December 31, 2019 and must be paid in full by February 28, 2020, or we will remove it and apply a $200 reinstatement charge.

Please make all checks payable to Allegheny Trail Alliance

Mail: Allegheny Trail Alliance, P.O. Box 228, Homestead, PA 15120

Authorization Signature

QUESTIONS:
Contact Doug Riegner
Director of Community Relations
P: 724-309-4041
E: driegner@gaptrail.org
Allegheny Trail Alliance
P.O. Box 228
Homestead, PA 15120