

Great Allegheny Passage Conservancy

2021 Digital Media Kit

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



Get Your Business In Front of Trail Tourists!

About the Great Allegheny Passage

The Great Allegheny Passage is a spectacular 150-mile path between Cumberland, Maryland and Pittsburgh, and offers world-class bicycling and hiking adventures. With stupendous mountain views from 16 bridges and four tunnels, the GAP was the first path named to the National Rail-Trail Hall of Fame. Each year, travelers visit the GAP from all 50 states and 35 countries, and drive tens of millions of dollars in economic impact among trail town businesses. The Great Allegheny Passage receives national press attention, with stories in the *New York Times*, *Washington Post*, *USA Today*, *National Geographic*, and *Fodor's Travel*. With over a million visits annually, it's the country's premiere long-distance bicycle tourism adventure.

About the GAP Conservancy

The GAP Conservancy (formerly Allegheny Trail Alliance) is a 501(c)(3) nonprofit organization which coordinated the completion of the Great Allegheny Passage, and now stewards its ongoing care and enjoyment. We promote traveling the GAP 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.

How to Get Started

- 1 Choose your profile package and placement.
- 2 Call for availability.
- 3 Complete the agreement form and send it to Doug, along with your **200-word** profile, your **120-character** blurb, three landscape photos measuring at least 2500px wide at 72 dpi.
- 4 Send your check or call Doug to run a credit card (fee applies).

Reach New Customers

Trail town businesses and national brands promote their services and gear at gaptrail.org, targeting motivated, monied outdoor adventurers from all over the United States and Canada.

Reach customers looking for all these amenities:

- Hotels, B&B's, guesthouses, campgrounds, and hostels
- Restaurants, cafes, bakeries, coffee shops, grocers, breweries, wineries, and ice cream parlors
- Outfitters, bike shops, day- and multi-day bike rentals, canoe and kayak rentals
- Shuttle services, custom trip designers, guide-led excursions, and packaged tours
- Four-season resorts with overnight packages geared toward bicycle tourism
- Museums, gardens, heritage sites, galleries, and destination marketing organizations
- Camping gear, bicycles, panniers, hiking boots, and backpacks



GAP Conservancy
P.O. Box 228, Homestead, PA 15120

gaptrail.org

MEDIA CONTACT

Doug Riegner

Director of Community Relations

P: 724-309-4041 E: driegner@gaptrail.org

gaptrail.org | Overview

The gaptrail.org website is the authoritative reference for visitors, groups, and tour companies planning bucket-list adventures along the 150-mile Great Allegheny Passage and 184.5-mile C&O Canal Towpath. It offers custom trip-planning tools and showcases trail towns between Pittsburgh and Washington D.C. It highlights places for bicyclists and hikers to stop, refuel, and stay overnight. With great photography, a searchable map, and itinerary-builder, it's the perfect place to reach new and returning audiences.

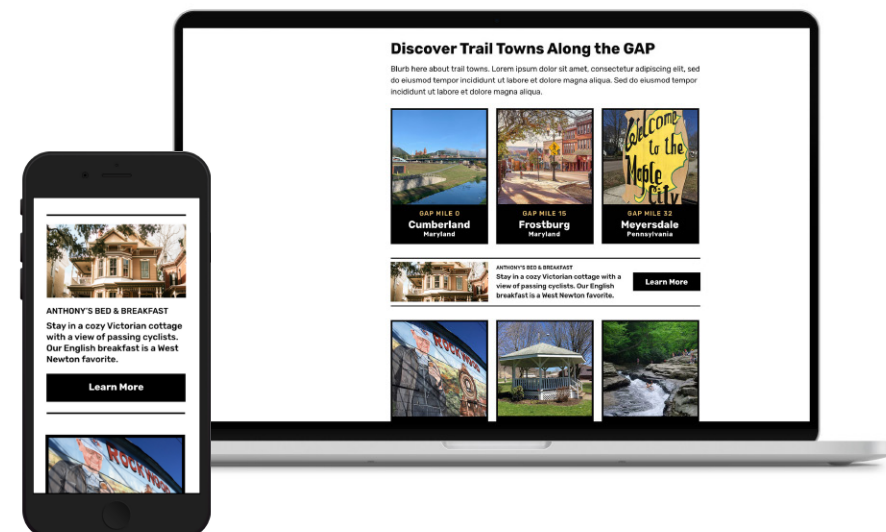
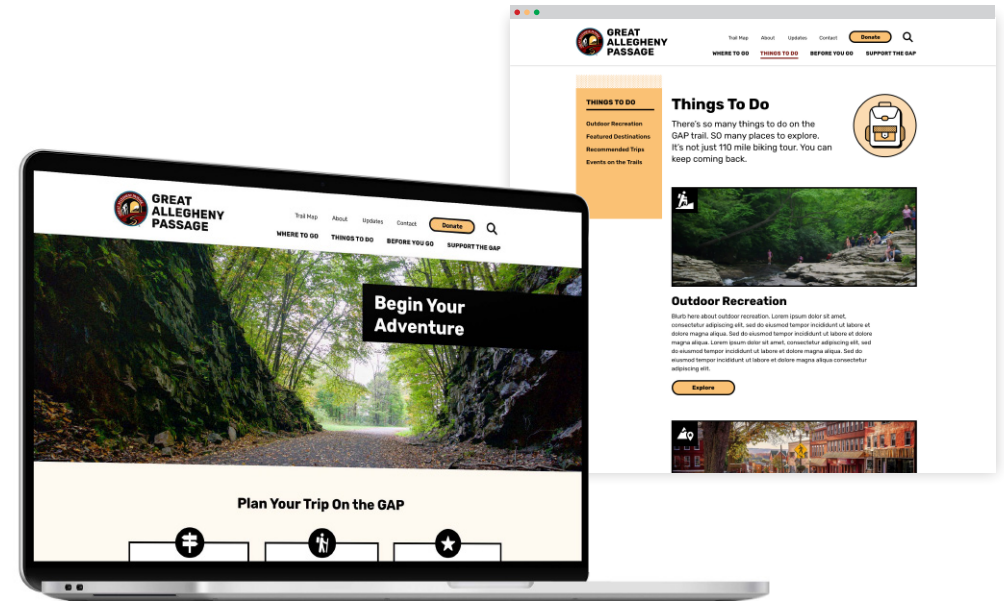
Analytics*

- **REACH:** Nearly 97 percent of our site visitors are from the U.S.; Pennsylvania, Maryland, Virginia, Ohio, and New York, and the District of Columbia are highly represented. Most have college degrees and are in middle- to upper-income brackets.
- **PAGEVIEWS:** Over 864,000 pageviews in 2020, over 80 percent of which came from new users.
- **REFERRALS:** Nearly 80 percent of our traffic arrives directly or by organic search. Some 780 websites refer the remaining 20 percent.
- **OUTBOUND CLICKS:** Last year, site visitors made over 114,000 outbound clicks from gaptrail.org to advertisers, news, or related links, up 31 percent year over year.

* Source: Google Analytics for gaptrail.org January 1, 2020 - December 31, 2020.

Plan Your Trip Map and Amenity Search

To help travelers navigate the towns along both trails, gaptrail.org features a searchable map. With the map, a traveler can search trail town businesses and points of interest, and save selected destinations in a trip itinerary.

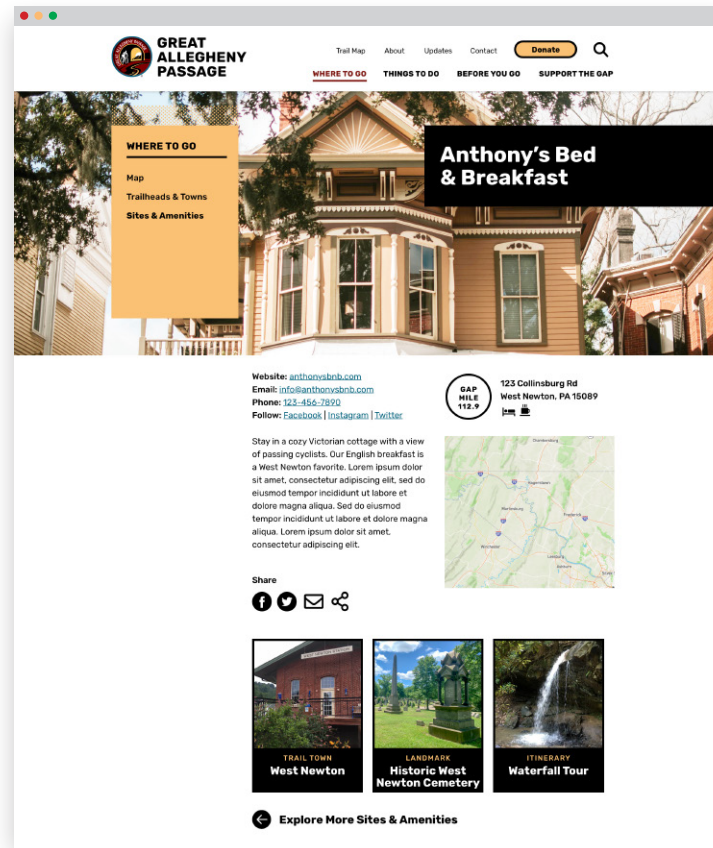


gaptrail.org | Profile Page: Your Starting Spot

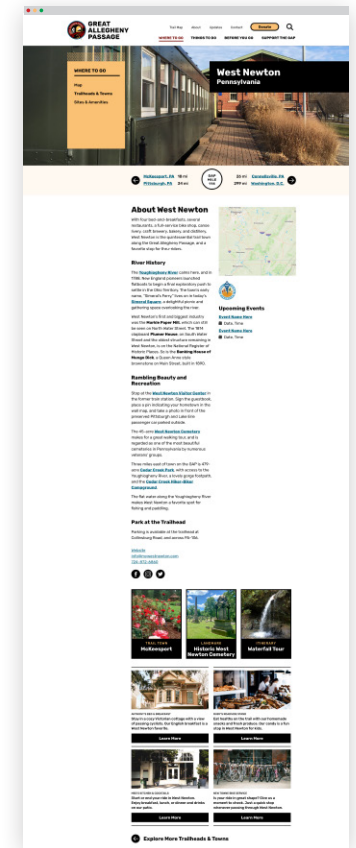
Get your business, brand, product, or service in front of more potential customers faster with your own profile page on gaptrail.org. For an annual cost of \$300, you'll reach qualified audiences who want to hire an outfitter, figure out what gear to purchase, set up overnight accommodations, make dinner reservations, or arrange shuttle services.

Showcase Your Business With the GAP Stamp of Approval

Your business's profile page draws appeal among potential travelers by describing what you have to offer as they plan an adventure. Up top, it links directly to your website and social media. For trail town businesses, under your profile are a rotating set of nearby trail destinations that remind travelers how central you are to their trip. Moreover, the profile page URL will include your business name and is indexable by search engines. More than an advertisement, your profile page retains the design cues of gaptrail.org, and to site visitors, your brand or service comes across as an integral part of the Great Allegheny Passage experience. The GAP Conservancy may lightly edit the submitted 200-word descriptions and 120-character blurbs to match the tone of the website, as well as add references to the nearest town and trail (GAP or C&O Canal Towpath) where appropriate.



Amenity profile page



Town page

Your Profile Page Includes:

- Photo of your business, brand, service, or product
- Email and phone number
- Direct links to your website and Facebook, Instagram, and Twitter accounts
- Appealing description of your business or service (200 words)
- Brief blurb or tagline (120 characters)
- For trail town businesses, your physical address and nearest trail mile marker

Get Found in Search Results:

- Your photo, business name, and brief blurb shows in our website directory, in up to three categories
- For trail town businesses, your photo, business name, and location shows on our searchable map and in our itinerary-planner, and along with your brief blurb, are highlighted on the nearest town page

Expand Your Visibility!

With an active profile page, your business is eligible to purchase additional placements elsewhere on gaptrail.org. See page 7 for more information. We'll use your profile photo and brief blurb for these additional placements, which drive site visitors to your profile page.

gaptrail.org | Profile Page: Your Starting Spot

Searchable Map

Itinerary Planner

Directories

gaptrail.org | Key Placements: Drive Customers to Your Profile Page

Get discovered throughout gaptrail.org with key placements of your business's name, blurb, and/or photo where visitors will see them. Each placement hyperlinks to your paid profile page. Some placement locations are exclusive and seen by everyone who lands on gaptrail.org. Others are strategically-positioned on main navigation pages or among popular destinations on gaptrail.org to reach particular audience segments. You can purchase a placement for six or 12 months.

Paid Placement Size and Contents

The size of a paid placement varies by the page on which it appears. The placements are responsive to common device sizes. The content of a placement pulls from the blurb from your profile which is also used in the trip planning map. The premium placement positions on certain page types also include your profile's featured image as a small thumbnail image. The guide below identifies positions and pages that include an image.

Select the Page Type and Position

Placements appear within the content of the web pages. Main menu and submenu pages receive more traffic, and higher on a page are more likely to be seen. Select page positions feature an image.

[Home Page](#)

www.gaptrail.org | 219,500 pageviews

[Main Navigation Pages](#)

Four pages featured in primary menu | 91,000 pageviews

[Core Instructional Pages](#)

Sub pages featuring trip planning information | 57,900 pageviews

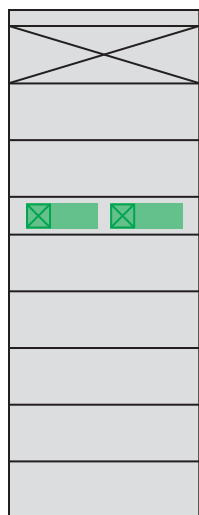
[Lists Pages](#)

Category pages listing towns, points of interest, amenities, and other destinations | 32,700 pageviews

[Destination Pages](#)

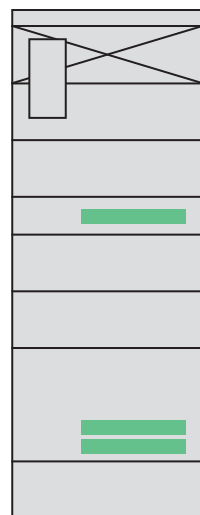
Pages detailing points of interest | 28,600 pageviews

GAPTRAIL.ORG ADDITIONAL PLACEMENT POSITIONS *(highlighted in green)*



Home Page Placements

Home Page



Middle Position

Bottom Positions

Main Navigation Pages

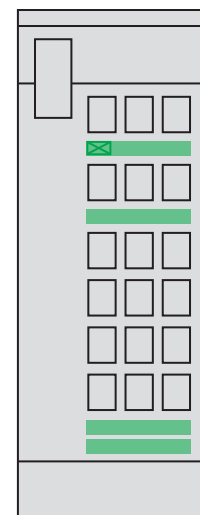


Top Position

Middle Position

Bottom Positions

Core Instructional Pages



Top Position

Middle Position

Bottom Positions

Lists Pages



Bottom Positions

Destination Pages

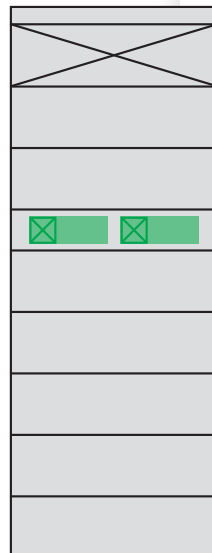
Establish Marquee Visibility for Your Brand

Get noticed right up front. Our Home Page is the landing spot for new and returning audiences. It's a great location for national brands and services that everyone needs before embarking on an adventure. There are only two spots available for this placement option.

Pageviews: 219,500

Home Page Placements

- Profile photo and profile blurb
- Side-by-side



Page continues

HOME PAGE PLACEMENTS
 6-Months: \$2,400
 12-Months: \$4,500

Page continues

gaptrail.org | Placements on the Main Navigation Pages

Broaden Your Reach Among New Audiences

Make sure you're broadly-known among those exploring everything they can do along the GAP and C&O Canal Towpath. Your placement on our four Main Navigation pages will capture the attention of a broad audience, from first-time visitors to the trail's biggest advocates. They include overarching categories that point users to the right resources:

- Where to Go
- Things to Do
- Before You Go
- Support the GAP

These pages are sold as a group. Your placement will appear on any of these four pages, randomly selected from others purchasing the same placement position in the group.

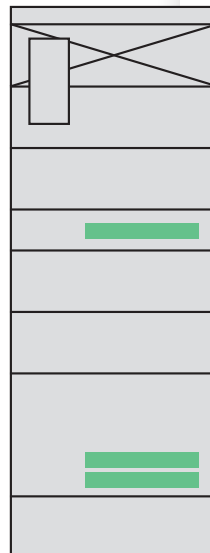
Pageviews: 91,000

Middle Position

- Profile blurb


Bottom Position

- Profile blurb
- Stacked



Page continues


ANTHONY'S BED & BREAKFAST
Stay in a cozy Victorian cottage with a view of passing cyclists. Our English breakfast is a West Newton favorite. [Learn More](#)



Recommended Trips

Blurb here about recommended trips. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua consectetur adipiscing elit.

[Explore](#)



Events On the Trail

Blurb here about events on the trail. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua consectetur adipiscing elit.

[Explore](#)

RUBB'S ROADSIDE STAND
Eat healthy on the trail with our homemade snacks and fresh produce. Our candy is a fun stop in West Newton for kids. [Learn More](#)

MED'S KITCHEN & COCKTAILS
Start or end your ride in West Newton. Enjoy breakfast, lunch, or dinner and drinks on our patio. [Learn More](#)

MIDDLE POSITION

6-Months: \$1,680
12-Months: \$3,150

BOTTOM POSITION

6-Months: \$960
12-Months: \$1,800

Page continues

gaptrail.org | Placements on the Core Instructional Pages

Be Visible to Those Taking Trip-Planning Seriously

Capture the attention of those considering overnight accommodations, dinner reservations, shuttle services, and bike rentals on our Core Instructional Pages. These practical pages cover key details and attract motivated travelers who value planning ahead. They include:

- Getting to the GAP
- Types of Lodging
- Recommended Trips
- How to Prepare
- Camping
- Outdoor Recreation
- Events

These pages are sold as a group. Your placement will appear on any of these pages, randomly selected from all those purchasing the same placement position in the group.

Pageviews: 57,900

Top Position

- Profile photo and profile blurb

Middle Position

- Profile blurb


Bottom Position

- Profile blurb
- Stacked



Page continues

you want to start and end your trip in different places, there are shuttle services available. And if you need a way to get to the trail, this page details your travel options.



ANTHONY'S BED & BREAKFAST
Stay in a cozy Victorian cottage with a view of passing cyclists. Our English breakfast is a West Newton favorite. [Learn More](#)

Short Term Parking for Day Trips
Along the GAP and the C&O Canal Towpath you can find parking at any trail head. Trail towns and parks also have free parking. The Plan Your Trip map lets you find parking by location or town. For a full list, see the parking directory page.

Overnight and Long Term Parking
When planning an overnight trip, it's important to identify a safe and acceptable location to park your vehicle. Many businesses, such as lodging and equipment rental, have parking available to customers. Here is a list of the most popular long term parking options.
Safety Tip: If you are planning to park overnight, or plan to arrive back at your vehicle after dark, please contact the local police station, or Visitor Center and provide them with a descriptive information on their car. This will alleviate the police from starting a search and rescue operation or avoid the car being towed.

Catch a Ride for You and Your Bike
A number of private shuttle services are available no matter where you want to start or end your visit. Shuttles are not only convenient, but provide an extra bit of certainty and security for your plans and your gear. Some guided trail tours also offer a shuttle package. For a full list of verified shuttle services, see the shuttle directory page.

NEW TOWNE BIKE SERVICE
Is your ride in great shape? Give us a moment to check. Just a quick stop whenever passing through Ohioyle. [Learn More](#)

Get to the GAP by Amtrak
Amtrak is offering "Bring Your Bike Onboard the Train" service (aka Walk-On Bicycle Service) for select stops on the Capitol Limited. For an extra \$20 on top of your ticket price, you can secure your bicycle in a specially equipped bike rack then ride in comfort to the start or end of your bicycle tour. Because there are only 8 racks per train, make your plans and reservations early. Some trail visitors report this service fills up weeks in advance. Plan ahead, book early!
Go to Amtrak reservation to make your reservations or contact an agent at Amtrak customer service 800-872-7245.

Flying to the GAP
The Great Allegheny Passage and C&O Canal Towpath are popular to adventurers from all over the world. If you need to catch a flight to your from your trail visit, you can get your bike to the trail from Pittsburgh International Airport and Reagan National Airport.

FUEY'S ROADSIDE STAND
Eat healthy on the trail with our homemade snacks and fresh produce. Our candy is a fun stop in West Newton for kids. [Learn More](#)

NEE'S KITCHEN & COCKTAILS
Start or end your ride in West Newton. Enjoy breakfast, lunch, or dinner and drinks on our patio. [Learn More](#)

TOP POSITION

6-Months: \$1,440
12-Months: \$2,700

MIDDLE POSITION

6-Months: \$1,200
12-Months: \$2,250

BOTTOM POSITION

6-Months: \$720
12-Months: \$1,350

Page continues

Get Noticed Fast Among Motivated Site Visitors

List Pages are mini-directories within gaptrail.org. These include lists of trail towns, railroad structures, popular side trips, historical and cultural stops, or destinations for particular activities. Placements are not included as list items, but among the listed entries as shown in the example to the right.

These pages are sold as a group. Your placement will appear on any of these pages, randomly selected from others purchasing the same placement position in the group.

Pageviews: 32,700

Top Position

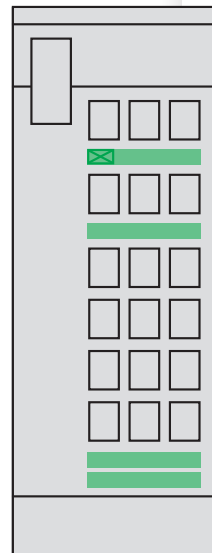
- Profile photo and profile blurb

Middle Position

- Profile blurb

Bottom Position

- Profile blurb
- Stacked



Page continues

TOP POSITION

6-Months: \$1,200
12-Months: \$2,250

MIDDLE POSITION

6-Months: \$720
12-Months: \$1,350

BOTTOM POSITION

6-Months: \$480
12-Months: \$900

Explore More Featured Destinations

Page continues

gaptrail.org | Placements on the Destination Pages

Show Up Among Iconic Places and Photo Ops

Have your business or service show up when site visitors are eyeballing unique points of interest like the Big Savage Tunnel, Cucumber Falls, Hot Metal Bridge, Salisbury Viaduct, Cumberland Bone Cave, and Connellsville Coke Ovens. There are over 75 Destination Pages on gaptrail.org, each one profiling – with a description and photo – all-time favorite places to visit while out for an adventure on the GAP. Share in their popularity and get your business noticed.

These pages are sold as a group. Your placement will appear on any of these pages, randomly selected from all those purchasing the same placement position in the group.

Pageviews: 28,600

Bottom Position

- Profile photo and profile blurb
- Stacked



Page continues

The screenshot shows a destination page for Cucumber Falls. At the top, there's a large photo of the waterfall with a black overlay containing the title "Cucumber Falls". To the left of the photo is an orange sidebar with the heading "WHERE TO GO" and links for "Map", "Trailheads & Towns", and "Sites & Amenities". Below the photo is a navigation bar with a "GAP MILE 71" badge and distance markers: "Connellsville, PA 17 mi", "Pittsburgh, PA 77 mi", "9 mi", "256 mi", "Confluence, PA", and "Washington, D.C.". The main content area features a blurb of placeholder text, a map, and social sharing options. Below this are three featured items: "TRAIL TOWN Ohioyle", "TRAIL TOWN Confluence", and "ITINERARY Waterfall Tour". At the bottom, there are two promotional cards for "ANTHONY'S BED & BREAKFAST" and "HEG'S KITCHEN & COCKTAILS", each with a "Learn More" button.

BOTTOM POSITION

6-Months: \$480
12-Months: \$900

Page continues

GAP Conservancy E-Newsletter | Overview

Advertise in GAP Conservancy's Monthly E-Newsletter

Place your business or brand in front of audiences motivated to learn all they can about upcoming events in trail towns and the timing of added trail amenities. In 2021, we will tell subscribers compelling stories of trail-facing business owners and highlight places to stop along the way. We'll communicate travel tips and "best of the GAP" to encourage return and overnight visits. Currently, it has 3,600+ subscribers, up over 50 percent in the last year.

Analytics

- **SUBSCRIBERS:** 3,600+
- **OPEN RATE:** 60-70%
- **CLICK THROUGH RATE:** 6-7%
- We often share our newsletters on social media, offering additional visibility among audiences beyond our e-newsletter subscriber list.

The screenshot shows the top of the newsletter with the logo and location (CUMBERLAND PITTSBURGH). Below is a header "150 MILES OF SPECTACULAR" and a section "November News Along the GAP". A map of the trail system is shown, with a red box highlighting a section near Boston. Below the map are three articles: "Lengthy Construction to Close 10-Mile Section near Boston", "Borden Tunnel Now Lighted", and "GAP Named in Top 16 Trails". Each article has a corresponding image. At the bottom, there is a "New Repair Station Installed" article with an image of a repair station. The footer includes the logo and the hashtag #GreatAlleganyPassage.

TOP POSITION
\$350

MIDDLE POSITION
\$250

BOTTOM POSITION
\$250

Digital Placement Agreement Form

Full Business Name

Contact Name (First & Last)

Address, City, State, ZIP

Phone

Email Address

Email or mail a signed digital placement agreement to driegner@gaptrail.org.

QUESTIONS:

Contact Doug Riegner

Director of Community Relations

P: 724-309-4041

E: driegner@gaptrail.org

GAP Conservancy

P.O. Box 228

Homestead, PA 15120

IMPORTANT: If you are interested in purchasing an **E-Newsletter Ad** or **Website Placement**, please contact the GAP Conservancy for reservation deadlines and availability.

GAP CONSERVANCY E-NEWSLETTER

GAPTRAIL.ORG WEBSITE

Top Position - \$350

600px x 160px, 72 dpi, RGB

Middle Position - \$250

600px x 160px, 72 dpi, RGB

Bottom Position - \$250

600px x 160px, 72 dpi, RGB

PROFILE PAGES

12-MONTH

Profile Page - \$300

All profiles must provide:

- **200-word** profile*
- **120-character** blurb*
- Three landscape photos measuring at least 2500px wide, 72 dpi

PLACEMENTS

A Profile Page must be purchased before purchasing a Placement.

HOME PAGE

6-MONTH

Home Page - \$2,400

12-MONTH

Home Page - \$4,500

MAIN NAVIGATION PAGES

6-MONTH

Middle Position - \$1,680

Bottom Position - \$960

12-MONTH

Middle Position - \$3,150

Bottom Position - \$1,800

DESTINATION PAGES

6-MONTH

Bottom Position - \$480

12-MONTH

Bottom Position - \$900

CORE INSTRUCTIONAL PAGES

6-MONTH

Top Position - \$1,440

Middle Position - \$1,200

Bottom Position - \$720

12-MONTH

Top Position - \$2,700

Middle Position - \$2,250

Bottom Position - \$1,350

LISTS PAGES

6-MONTH

Top Position - \$1,200

Middle Position - \$720

Bottom Position - \$480

12-MONTH

Top Position - \$2,250

Middle Position - \$1,350

Bottom Position - \$900

PAYMENT DUE DATE AGREEMENT

All digital placements will run after payment is completed in full.

Please make all checks payable to GAP Conservancy

Mail: GAP Conservancy, P.O. Box 228, Homestead, PA 15120

Call Doug to run a credit card (fee applies).

Authorization Signature

Date

*The GAP Conservancy may lightly edit the submitted 200-word descriptions and 120-character blurbs to match the tone of the website, as well as add references to the nearest town and trail (GAP or C&O Canal Towpath) where appropriate.