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.

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

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).

 MEDIA CONTACT

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

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

**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.
Searchable Map

Itinerary Planner

Directories
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

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

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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
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

Recommended Trips

Events on the Trail

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

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

6-Months: $480
12-Months: $900
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.
Digital Placement Agreement Form

Full Business Name

Contact Name (First & Last)

Address, City, State, ZIP

Phone

Email Address

GAPTRAIL.ORG WEBSITE

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

Authorization Signature

Date

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

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

GAP CONSERVANCY E-NEWSLETTER

<table>
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<th>PLACEMENTS</th>
<th>HOME PAGE</th>
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<td>Middle Position – $720</td>
<td>Middle Position – $480</td>
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<td>Bottom Position – $1,350</td>
<td>Bottom Position – $960</td>
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</tbody>
</table>

GAPTRAIL.ORG WEBSITE

6-MONTH

 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

12-MONTH

 Top Position – $2,700 600px x 160px, 72 dpi, RGB
 Middle Position – $2,250 600px x 160px, 72 dpi, RGB
 Bottom Position – $1,350 600px x 160px, 72 dpi, RGB

*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.

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).