

Great Allegheny Passage Conservancy

2022 Digital Media Kit

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



Get Your Business In Front of Potential Customers!

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 over the United States and around the world, and drive an estimated \$121 million 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

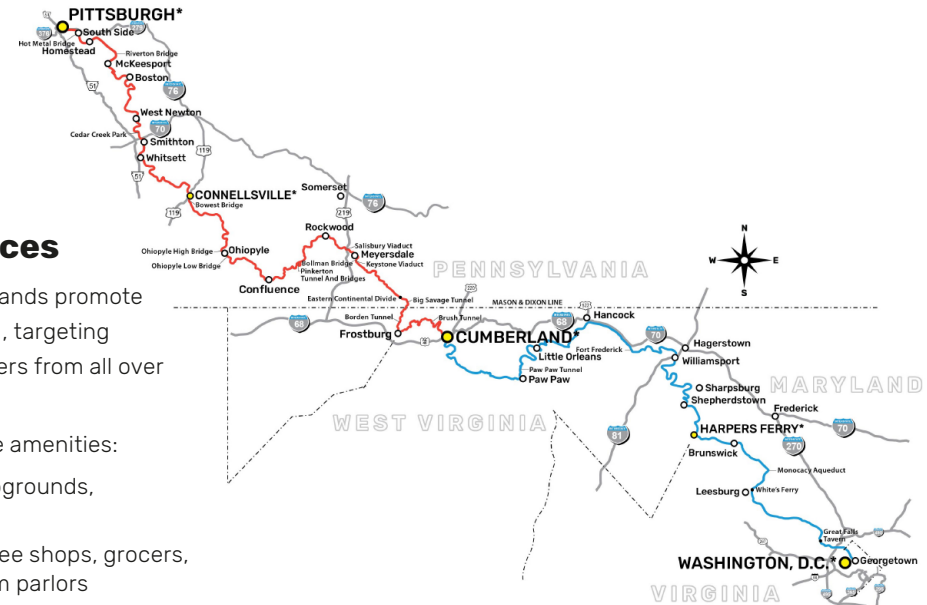
The Great Allegheny Passage Conservancy is a 501(c)(3) nonprofit organization which coordinated the completion of the Great Allegheny Passage, and now stewards its ongoing care and enjoyment. We promote traveling the GAP and its sister trail, the C&O Canal Towpath, and seek the flourishing of trail towns and the joy of travelers along the entire Pittsburgh to Washington, D.C. journey.

Reach Multiple Audiences

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



**GREAT
ALLEGHENY
PASSAGE
CONSERVANCY**

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

CONTACT

Doug Riegner

Director of Community Relations

P: 724-309-4041

E: driegner@gaptrail.org

How to Get Started

- ❶ Purchase a 12-month profile page to get your business on gaptrail.org.
- ❷ Select a placement package for maximum visibility; contact Doug Riegner at 724-309-4041 for availability.
- ❸ Complete and send the agreement form along with your **200-word profile**, your **120-character summary**, and **three landscape photos measuring at least 2500px wide at 72 dpi**.
- ❹ Mail your check or call Doug to run a credit card (fee applies).

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.

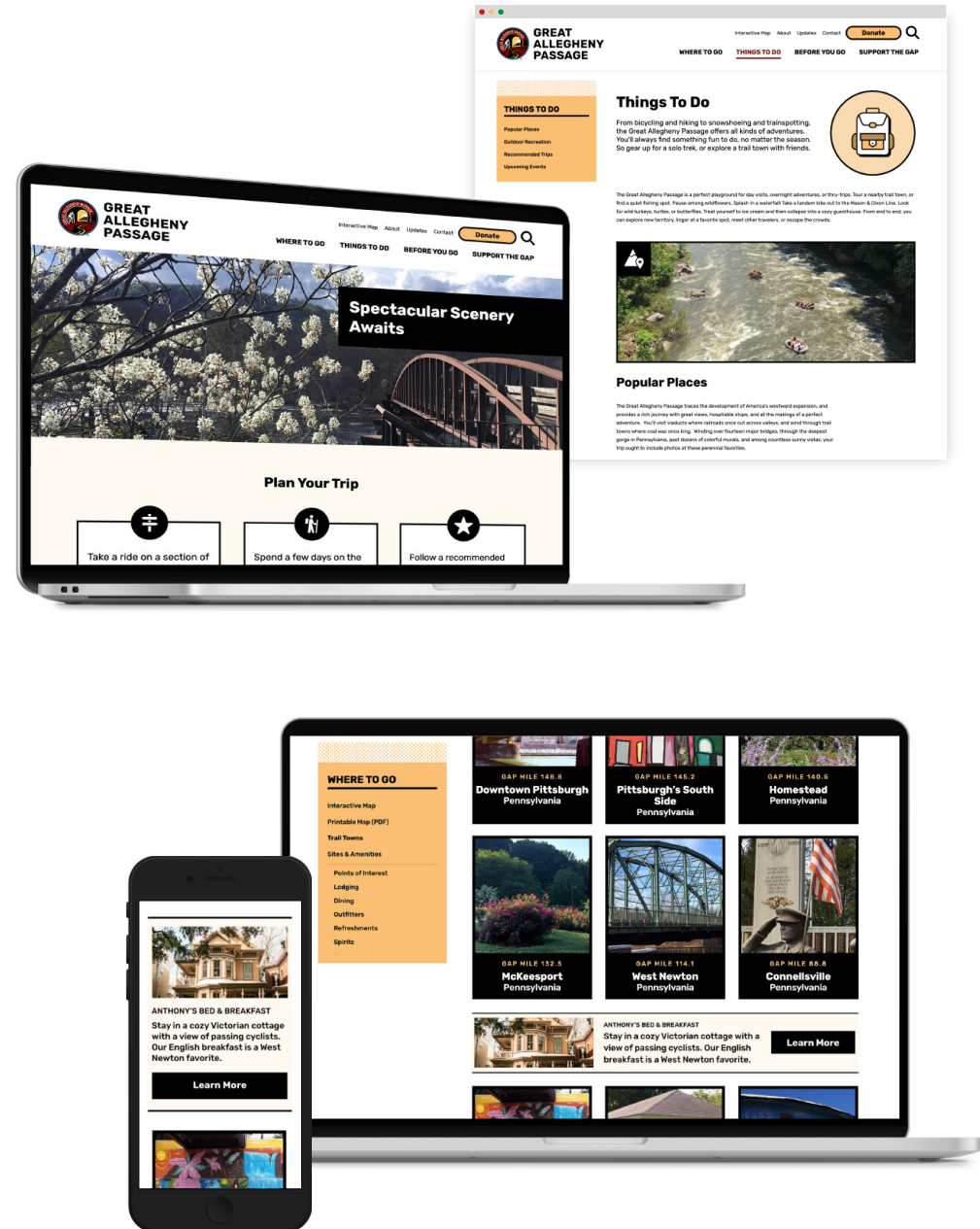
Analytics*

- **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 1 million pageviews per year, over 80 percent of which come from new users.
- **REFERRALS:** Nearly 86 percent of our traffic arrives directly or by organic search. Nearly 600 websites refer nine percent of traffic and almost eight percent of users are referred by social media.
- **OUTBOUND CLICKS:** In a 12-month period advertisers receive an average of 540 clicks from their profile to their website, email, social media, or other brand channel.

* Source: Google Analytics for gaptrail.org January 1, 2021 – December 31, 2021.

Interactive 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 find trail town businesses and points of interest, and save selected destinations in a trip itinerary.

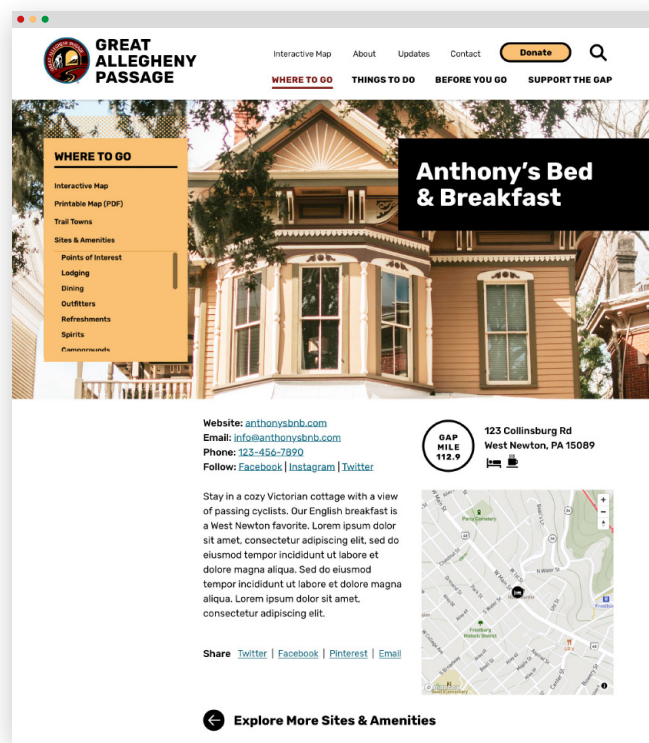


gaptrail.org | Profile Page: Your Starting Spot

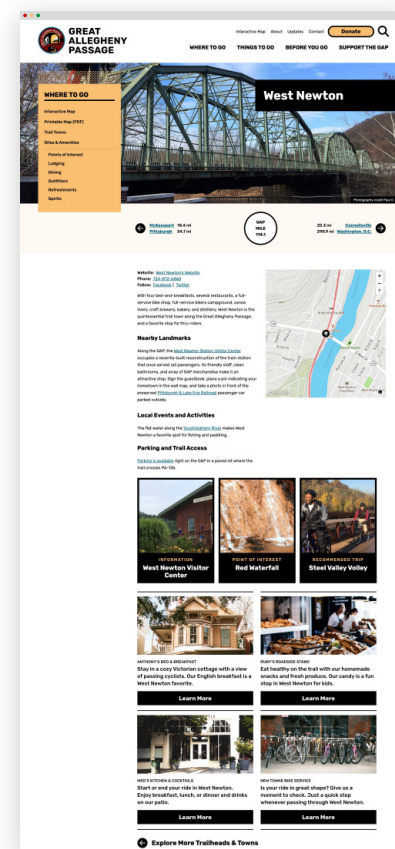
Get your business, brand, product, or service in front of more potential customers faster with your own profile page on gaptrail.org. For an annual cost of \$300, you'll reach qualified audiences who want to hire an outfitter, figure out what gear to purchase, set up overnight accommodations, make dinner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

Showcase Your Business!

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. 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 summaries 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.



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 summary 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 summary shows in our directories, 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 summary, 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 summary for these additional placements, which drive site visitors to your profile page.

gaptrail.org | Profile Page: Your Starting Spot

There are many ways that potential customers can get to your profile page on gaptrail.org. You'll stand out on our interactive map, on an itinerary planner, and among directories by business category.

Interactive Map

The screenshot shows the 'Plan Your Trip' section of the website. A map of the Great Allegheny Passage is displayed with a green box highlighting a business profile for 'Anthony's Bed & Breakfast'. A green callout box labeled 'MAP MARKER' points to this profile. On the left sidebar, there are filters for 'Where to Go', 'Things to Do', 'Before You Go', and 'Support the Gap'. Below these are search filters for 'Add Stops', 'Search By Name', 'Search By Type', and 'Filter By Town'. A green callout box labeled 'YOUR BUSINESS ON THE MAP' points to the business profile in the search results.

Itinerary Planner

The screenshot shows the 'Plan Your Trip' section of the website. A map of the Great Allegheny Passage is displayed with a green box highlighting a business profile for 'Anthony's Bed & Breakfast'. A green callout box labeled 'MAP MARKER' points to this profile. Below the map, there is a 'My Trip' section with a 'Start' dropdown set to 'McKeesport, PA' and a 'Finish' dropdown set to 'Cumberland, MD'. A green callout box labeled 'YOUR BUSINESS SHOWN ON ITINERARIES' points to the business profile in the 'Lodging' section of the itinerary.

Directories

The screenshot shows the 'Lodging' directory section of the website. A grid of business profiles is displayed, each with a photo and a brief description. A green callout box labeled 'YOUR BUSINESS BY CATEGORY' points to the business profile for 'Anthony's Bed & Breakfast'.

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

Get discovered throughout gaptrail.org with key placements of your business's name, summary, and/or photo where visitors will see them. Each placement hyperlinks to your paid profile page. Some placement locations are 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 summary from your profile which is also used in the interactive 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 and the landing spot for most website visitors

[Main Navigation Pages](#)

Four pages on the primary menu

[Core Instructional Pages](#)

Seven subpages featuring critical trip-planning information

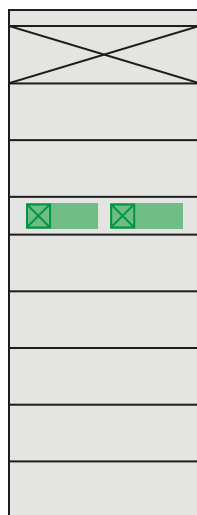
[Lists Pages](#)

Mini-directories listing businesses and services by category, rosters of popular sites and amenities, and lists of parking and trailheads.

[Destination Pages](#)

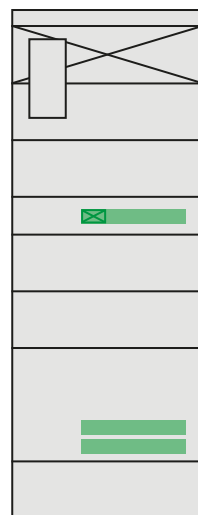
Over 100 unique pages, each detailing a key point of interest along the Pittsburgh to Washington, D.C. trip

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



Home Page Placements

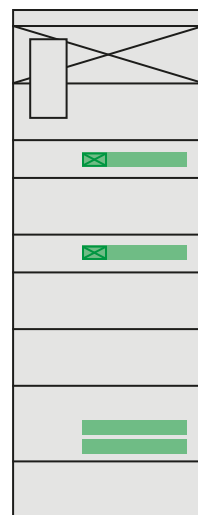
Home Page



Middle Position

Bottom Positions

Main Navigation Pages

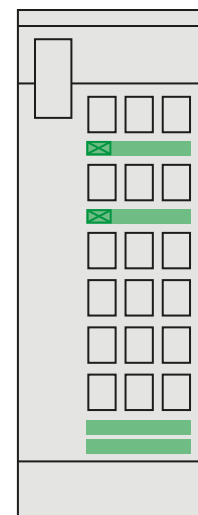


Top Position

Middle Position

Bottom Positions

Core Instructional Pages



Top Position

Middle Position

Bottom Positions

Lists Pages



Bottom Positions

Destination Pages

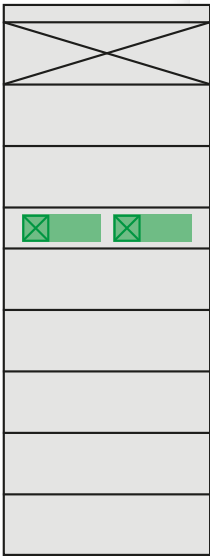
Establish Marquee
Visibility for Your Brand

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.

These pooled placements are dynamically rotated among four businesses, services, or brands.

Home Page Placements

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



Page continues

CULTURE
Allegany Museum

GETTING HERE
Amtrak's Capitol Limited

LANDMARK
Borden Tunnel

HISTORY
Pump House

VISTA
Bollman Bridge

RECREATION
Laurel Highlands Hiking Trail

CAMPGROUND
Cedar Creek

RECREATION
Mount Davis

View More

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

MEG'S KITCHEN & COCKTAILS
Start or end your ride in West Newton. Enjoy breakfast, lunch, or dinner and drinks on our patio.
Learn More

News Along the GAP

Big Savage Tunnel to Open April 1
Somerset County will open the Big Savage Tunnel for the season the afternoon of Friday, April 1. Take caution while biking or hiking near...

Profile: Eric Martin
"My parents dissuaded me from joining the family business. I went to school for architectural engineering. Two years into that I decided that it wasn't..."

GAP Named Best of the Blue Ridge
The Great Allegheny Passage was named one of the top three destinations for biking in the 2022 Best of The...

Tourism on GAP Drives \$121 Million in Annual Economic Impact, Estimates Fourth Economy
Tourism along the 150-mile Great Allegheny Passage drove over \$121 million in economic impact in 2019, according to a year-long analysis by Pittsburgh-based consulting firm Fourth Economy released on November 30, 2021.

Bicycling Magazine Designates GAP in 2022 "Best Travel" Awards
Editors at Bicycling named the Great Allegheny Passage to its 2022 list of "dream rides" around the world, encouraging you to "glide through Pennsylvania's sights and sounds without subjecting yourself to the state's harsh climate."

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 trails' 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

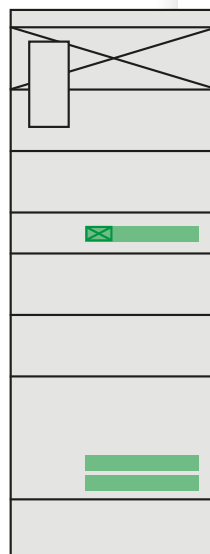
These pages are sold as a group. Your placement will appear throughout these four pages, randomly selected from others purchasing the same placement position in the group.

Middle Position

- Profile photo and profile summary

Bottom Position


- Profile summary
- Stacked



Page continues


THINGS TO DO

- Popular Places
- Outdoor Recreation
- Recommended Trips
- Upcoming Events



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

Maybe someday you will spend a week bicycling the Great Allegheny Passage and the adjoining C&O Canal Towpath. Or perhaps you just want to explore pieces of the GAP as day or weekend trips. We have put together some suggested itineraries that showcase some of the best features along both trails. Take a look!

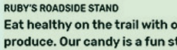
[Learn More](#)



Upcoming Events

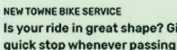
Invite your friends to join you for a 5K, half-marathon, or memorial ride on the GAP. Or plan your weekend visit to coincide with one of the many festivals and celebrations held in trail towns. From maple syrup to Appalachian music, and from art to outdoor gear, there's an event nearly every week, and we'll capture the details for you.

[Find an Event](#)



RUBY'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](#)



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](#)

Page continues

MIDDLE POSITION

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

BOTTOM POSITION

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

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:

- Rules and Safety
- Getting to the GAP
- How to Prepare
- Where to Stay
- Camping
- TrailGuide
- Outdoor Recreation

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

Top Position

- Profile photo and profile summary

Middle Position

- Profile photo and profile summary

Bottom Position

- Profile summary
- Stacked

The screenshot shows the gaptrail.org website with several instructional pages. On the left, a sidebar titled "BEFORE YOU GO" lists: Rules and Safety, Getting to the GAP, How To Prepare, Where to Stay, Camping, and TrailGuide. The main content area includes sections like "Transporting Your Gear", "Return Transportation", and "Arriving by Train". Three specific placement areas are highlighted with green boxes and "Learn More" buttons: 1. "ANTHONY'S BED & BREAKFAST" (a Victorian cottage), 2. "MEG'S KITCHEN & COCKTAILS" (a restaurant), and 3. "RUBY'S ROADSIDE STAND" (a snack stand). A fourth placement area, "NEW TOWNE BIKE SERVICE", is also highlighted. To the right of the screenshot, three green boxes indicate the pricing for these positions: Top Position (\$1,440 for 6 months, \$2,700 for 12 months), Middle Position (\$1,200 for 6 months, \$2,250 for 12 months), and Bottom Position (\$720 for 6 months, \$1,350 for 12 months).

Page continues

Page continues

gaptrail.org | Placements on the Lists Pages

Get Noticed Fast Among Motivated Site Visitors

List Pages are mini-directories within gaptrail.org. These include lists of trail towns, sites and amenities, points of interest, lodging, dining, outfitters, refreshments, spirits, campgrounds, tours, shuttles, culture, parking, trailheads, recreation, parks, groceries, shopping, and information.

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.

Top Position

- Profile photo and profile summary

Middle Position

- Profile photo and profile summary

Bottom Position

- Profile summary
- Stacked

Page continues

WHERE TO GO

- Interactive Map
- Printable Map (PDF)
- Trail Towns
- Sites & Amenities
- Points of Interest
- Lodging
- Dining
- Outfitters
- Refreshments
- Spirits

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

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, or Connellsville Coke Ovens. There are over 100 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 or C&O Canal Towpath. 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.

Bottom Position

- Profile photo and profile summary
- Stacked



Page continues

GREAT ALLEGHENY PASSAGE

Interactive Map About Updates Contact [Donate](#) [Q](#)

WHERE TO GO THINGS TO DO BEFORE YOU GO SUPPORT THE GAP

Cucumber Falls

WHERE TO GO

- Interactive Map
- Printable Map (PDF)
- Trail Towns
- Sites & Amenities
- Points of Interest
- Lodging
- Dining
- Outfitters
- Refreshments
- Spirits

Ohioyle 0 mi
Pittsburgh 76.9 mi

GAP MILE 71.9

10.3 mi Confluence
256.4 mi Washington, D.C.

Stunning 30-foot Falls

In [Ohioyle State Park](#), the steeply-descending waters of Cucumber Run spray in a veil over 30-foot Cucumber Falls just a short on-road ride from the Great Allegheny Passage. A short hiking trail among rhododendrons takes visitors to the sandstone ledge and crest of the falls, then down to its base, and finally, behind its cascading plumes. This may be one of the most popular spots in the park, and worth the detour off the GAP for a photo op – and on a hot day, for cooling off. Continue down the Meadow Run Trail to the [Youghiogheny River](#) to see rafters paddling by.

Visitor Information

There is a designated parking area just above the falls, off Ohioyle Road. Maps are available at the state park visitor center.

Share: [Twitter](#) | [Facebook](#) | [Pinterest](#) | [Email](#)

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](#)

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

[Explore More Sites & Amenities](#)

Page continues

BOTTOM POSITION

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

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. We tell over 4,500 subscribers compelling stories about trail-facing businesses and highlight places to stop along the way. We'll communicate travel tips and "best of the GAP" to encourage return and overnight visits.

Analytics

- **SUBSCRIBERS:** 4,500+
- **OPEN RATE:** 50-60%
- **CLICK THROUGH RATE:** 5-6%
- We often share our newsletters on social media, offering additional visibility among audiences beyond our e-newsletter subscriber list.

The screenshot shows the layout of the GAP Conservancy E-Newsletter. Three specific advertising positions are highlighted with green boxes and labels:

- TOP POSITION:** Located at the top of the newsletter content area, below the header. It is priced at **\$350**.
- MIDDLE POSITION:** Located in the middle of the newsletter content area. It is priced at **\$250**.
- BOTTOM POSITION:** Located at the bottom of the newsletter content area, just above the footer. It is priced at **\$250**.

The newsletter content includes sections like "March News and Alerts along the Great Allegheny Passage", "TrailGuide", "Run the 2023 GAP Relay", "Profile: Eric Martin", "Register for IceCyclist", and "Everybody Counts!". The footer contains the GAP Conservancy logo, social media links, and copyright information.

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 description*
- 120-character summary*
- 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 summaries 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.