

**Great Allegheny Passage Conservancy**

# **2022 Print 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 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 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

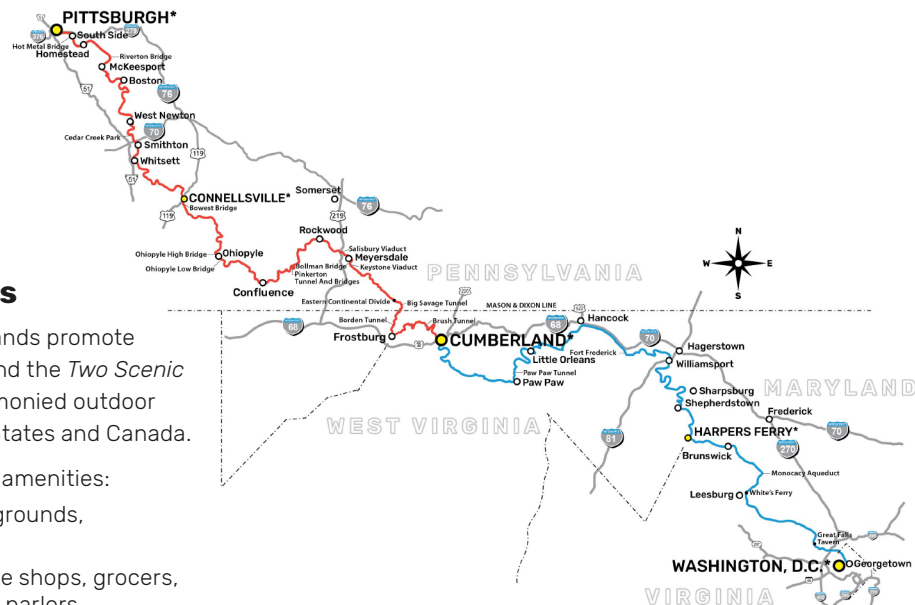
Trail town businesses and national brands promote their services and gear in *TrailGuide* and the *Two Scenic Trails* brochure, targeting motivated, monied outdoor adventurers from all over the United States and Canada.

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, heritage sites, galleries, and destination marketing organizations
- Trekking gear, bicycles, tents, panniers, hiking boots, and backpacks
- Manufacturers of bicycles and bicycle accessories, including lights, gear, footwear, panniers, helmets, hydration systems, and shipping services.

## 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.



**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](mailto:driegner@gaptrail.org)

# TrailGuide

## Advertise in *TrailGuide*:

### The Official Guide to Traveling 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.

### Reach a Motivated, Moneyed Audience

By advertising in *TrailGuide*, you're getting in front of an audience that's likely to plan a multiday adventure and pay for a high level of services:

- Bicyclists in the 45–64 year old **cohort make up more than half of all overnight trips** on the GAP, and they come from all 50 states from dozens of countries.
- In 2019, overnight travelers on the GAP **reported spending \$496 per person per trip**, primarily on lodging, restaurants, custom tours, bike rental, and shuttle services
- The GAP **received over 1.4 million visits** in 2021, up almost 50 percent since 2019

### Options for Every Business, Brand, or Service

With *TrailGuide*, no matter how you advertise, you're seen as a supportive, trail-facing business ready to welcome customers off both trails. We have an option to suit your goals:

- Prominent cover locations give your brand or business high visibility to everyone
- Half- and full-page ads include photography and give you **creative control** over how your business or destination is portrayed
- Clean, **easy-to-read** quarter page ads organized by town make your business stand out
- Multiple indexes **help travelers find you** by business type, trail mile marker, or alphabetically

**CUMBERLAND**  
ALLEGANY COUNTY, MARYLAND  
ELEVATION 620 FEET • C&O 184.5 and GAP 0.0

**TWO GREAT PLACES TO STAY IN CUMBERLAND, MD**  
A HISTORIC GUEST HOUSE & HOTEL  
The new location  
The new location  
PHONE: 301-722-4887  
MOBILE: 240-727-7039  
Providing bike tours and excellent service for 20 years on the GAP and C&O canal.  
YOU PEDAL, WE PAMPER!  
NIGHTMARE ONE TOUR  
Evening wine and cheese

**WHEELZUP ADVENTURES**  
Wheelzup Shuttles and Adventures  
Your one-stop location for all things GAP and C&O. We offer shuttles, rentals, repairs, gear and merchandise. For reservations, call: 301-697-6577 or book online at [wheelzupshuttles.com/shuttles-1](http://wheelzupshuttles.com/shuttles-1)

**Ristorante Ottaviani**  
Serving steaks, chops, seafood, pasta and more. We offer a full bar, outdoor dining. Hospitality is our specialty. Sempere famiglia. Open Tues–Sat, 5pm–close. Large groups welcome. Reservations recommended. 25 N Centre St, Cumberland, MD 21202-1002  
www.ottavianis.com

**Hampton Inn Cumberland**  
Newly opened! Free hot breakfast in the morning, complimentary WiFi, sheltered bike parking inside, towel/water hose for cleaning. Relax from the GAP with us. 100 Walton Dr, Cumberland, MD Only one mile from downtown 301-729-4028  
Ask about the GAP rates!

**Queen City Creamery & Deli**  
Try our famous, home-made frozen custard & sorbet along with sandwiches, soups and salads. Also breakfast & bakery items, lattes and specialty coffee drinks. 108 W. Harrison St., Cumberland Full menu online at [queencitycreamery.com](http://queencitycreamery.com) Visit us on Facebook

Half page & quarter page ads

### Targeted Distribution

Annually, **over 8,000 customers** from all over the country buy *TrailGuide* directly from us via [gaptrail.org](http://gaptrail.org). We distribute another 1,500 for sale among over 100 retail locations, including REI, bike shops, and trailside visitor centers.

### 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.

## TRAILGUIDE AD PLACEMENT EXAMPLES



Half pages & quarter pages



Full page & quarter pages



Half pages next to text



Full page next to text



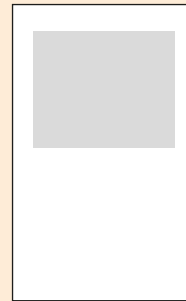
Full page next to section opener

## TRAILGUIDE AD DIMENSIONS



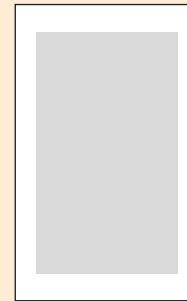
### Quarter Page

Logo printed  
within  
1.85" x 1.2"  
300 dpi  
CMYK



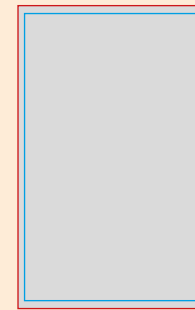
### Half Page

4.125" x 3.4"  
300 dpi  
No bleed  
CMYK



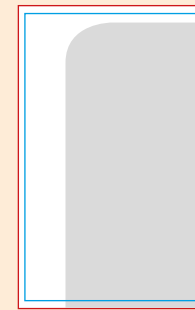
### Full Page

4.125" x 7"  
300 dpi  
No bleed  
CMYK



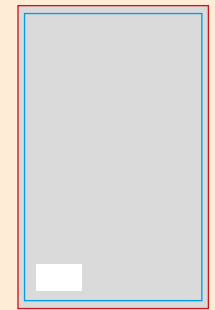
### Inside Front Cover

5.125" x 8.5"  
300 dpi  
Plus .125" bleed  
CMYK



### Inside Back Cover

3.875" x 8.25"  
300 dpi  
Plus .125" bleed  
CMYK



### Back

5.25" x 8.375"  
300 dpi  
Plus .125" bleed  
CMYK

## TRAILGUIDE AD CREATIVE SPECS AND RATES

<b>Quarter Page</b>	\$438	Town Section	Provide a description of your business with up to 150 characters (including spaces), your business logo, business name, address, phone number, and website address.
<b>Half Page</b>	\$838	Town or Guide Sections	Descriptive photo, bold headlines, clear copy about your business. We recommend no type smaller than 9 points.
<b>Full Page</b>	\$1,508	Town or Guide Sections, or Title-Facing*	Descriptive photo, bold headlines, clear copy about your business. We recommend no type smaller than 9 points.
<b>Inside Front Cover</b>	\$5,400	Inside Front Cover*	Descriptive photo, bold headlines, clear copy about your business. We recommend no type smaller than 9 points.
<b>Inside Back Cover</b>	\$5,400	Inside Back Cover*	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.
<b>Back Cover</b>	\$7,250	Back Cover*	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.

\* Limited availability



# Two Scenic Trails Brochure

## Advertise in Two Scenic Trails:

### Introducing New Audiences to the GAP and C&O Canal Towpath

The *Two Scenic Trails* brochure showcases 333 miles of spectacular scenery stretching from Washington, D.C. to Pittsburgh. The Great Allegheny Passage and C&O Canal Towpath connect historic landmarks and offer breathtaking vistas while tracing the path of America's westward expansion. It gives a bird's eye view of both trails in their larger geographic context, and includes connecting cities, highways, waterways, state and national parks, intersecting trails, and points of interest. More detailed trip-planning maps are available at [gaptrail.org](http://gaptrail.org) or in *TrailGuide*.

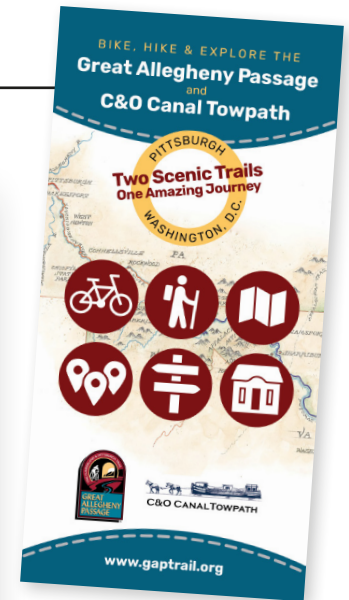
### Reach Tourists Looking for an Experience

By advertising in *Two Scenic Trails*, you're reaching 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.



The Great Allegheny Passage side of brochure, fully unfolded



### Broad Visibility

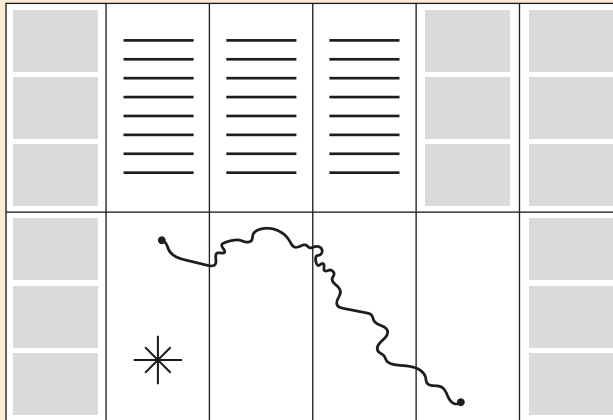
We distribute **36,000 copies** among **over 150 locations** in Maryland, Pennsylvania, West Virginia, Virginia, and Ohio, including visitor centers, bicycle and outdoor recreation events, businesses, **plus over 150 bike shops** in major cities in Illinois, Michigan, New York, Virginia, Tennessee, Indiana, Delaware, Rhode Island, New Jersey, and Ontario.

### Reach Even More Customers

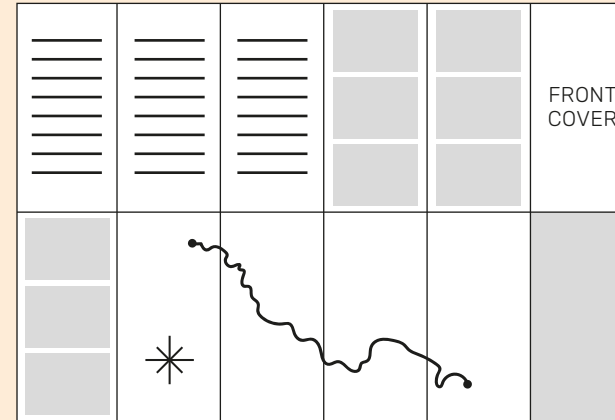
Advertising in both *Two Scenic Trails* brochure and *TrailGuide* can provide you a discounted rate. Consult with Doug Riegner for details and availability.

## BROCHURE AD DIMENSIONS

### SIDE 1 C&O Canal Towpath Map and Highlights



### SIDE 2 Great Allegheny Passage Map and Highlights



#### 1/3 Panel

3.5" x 2.35"  
300 dpi  
No bleed  
CMYK

#### Full Panel

3.5" x 7.625"  
300 dpi  
No bleed  
CMYK

#### Back Cover Panel

4" x 8.125"  
300 dpi  
Plus .125" bleed  
CMYK

## BROCHURE AD CREATIVE SPECS AND RATES

<b>1/3 Panel</b>	\$1,095	Descriptive photo, bold headlines, clear copy about your business. We recommend no type smaller than 9 points.
<b>Full Panel</b>	\$2,600	Descriptive photo, bold headlines, clear copy about your business. We recommend no type smaller than 9 points.
<b>Back Cover Panel</b>	\$4,000	Descriptive photo, bold headlines, clear copy about your business. We recommend no type smaller than 9 points.

Limited availability for all ad locations



# Advertise with us!

Promote your business to thousands of trip-planning potential customers to the Great Allegheny Passage and C&O Canal Towpath as an advertiser in *TrailGuide*. Reach prospective visitors around the United States by advertising in the GAP Conservancy'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.*

**"Advertising in *TrailGuide* is really all we need to keep our phone ringing with inquiries and bookings all season!"**

Greg and Rhona Stocksdales, 2 Wheel Escapes, West Newton, Pennsylvania



## MEDIA CONTACT

**Doug Riegner**, Director of Community Relations

P: 724-309-4041 E: [driegner@gaptrail.org](mailto:driegner@gaptrail.org)



## Advertiser Deadlines

### TRAILGUIDE & TWO SCENIC TRAILS BROCHURE

Reserve ad space by  
**August 18, 2022**

Submit ad materials for ad prepared by GAP Conservancy by  
**August 25, 2022**

Press-ready files due by  
**September 15, 2022**

Final ad payment due up front by  
**September 29, 2022**

# Print Advertisement Agreement Form

Full Business Name

Contact Name (First & Last)

Address, City, State, ZIP

Phone

Email Address

Email or mail a signed print advertisement agreement by August 18, 2022 to [driegner@gaptrail.org](mailto:driegner@gaptrail.org).

## QUESTIONS:

Contact Doug Riegner

Director of Community Relations

P: 724-309-4041

E: [driegner@gaptrail.org](mailto:driegner@gaptrail.org)

GAP Conservancy

P.O. Box 228

Homestead, PA 15120

### TRAILGUIDE

☐ **Quarter Page – \$438**

Logo printed within 1.85"x1.2", 300 dpi

**Reserve by August 18, 2022**

Press-ready files due September 15, 2022

☐ **Half Page – \$838**

4.125" x 3.4", 300 dpi, no bleed

**Reserve by August 18, 2022**

Press-ready files due September 15, 2022

☐ **Full Page – \$1,508**

4.125" x 7", 300 dpi, no bleed

**Reserve by August 18, 2022**

Press-ready files due September 15, 2022

☐ **Inside Front Cover – \$5,400**

5.125" x 8.5", 300 dpi, plus .125" bleed

**Reserve by August 18, 2022**

Press-ready files due September 15, 2022

☐ **Inside Back Cover – \$5,400**

3.875" x 8.25", 300 dpi, plus .125" bleed

**Reserve by August 18, 2022**

Press-ready files due September 15, 2022

☐ **Back Cover – \$7,250**

5.25" x 8.375", 300 dpi, plus .125" bleed

**Reserve by August 18, 2022**

Press-ready files due September 15, 2022

### TWO SCENIC TRAILS BROCHURE

☐ **1/3 Panel – \$1,095**

3.5" x 2.35", 300 dpi, no bleed

**Reserve by August 18, 2022**

Press-ready files due September 15, 2022

☐ **Full Panel – \$2,600**

3.5" x 7.625", 300 dpi, no bleed

**Reserve by August 18, 2022**

Press-ready files due September 15, 2022

☐ **Back Cover Panel – \$4,000**

4" x 8.125", 300 dpi, plus .125" bleed

**Reserve by August 18, 2022**

Press-ready files due September 15, 2022

### DESIGN SERVICES

☐ **Ad Design – \$150**

For an additional \$150, the GAP Conservancy's design team can produce your business's advertisement.

All ad materials must be submitted to the GAP Conservancy no later than August 25, 2022.

### PAYMENT DUE DATE AGREEMENT

All *TrailGuide* and *Two Scenic Trails* brochure ad payments are due by **September 29, 2022**, in advance of going to print.

**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