

Great Allegheny Passage Conservancy

2023 Print Media Kit

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





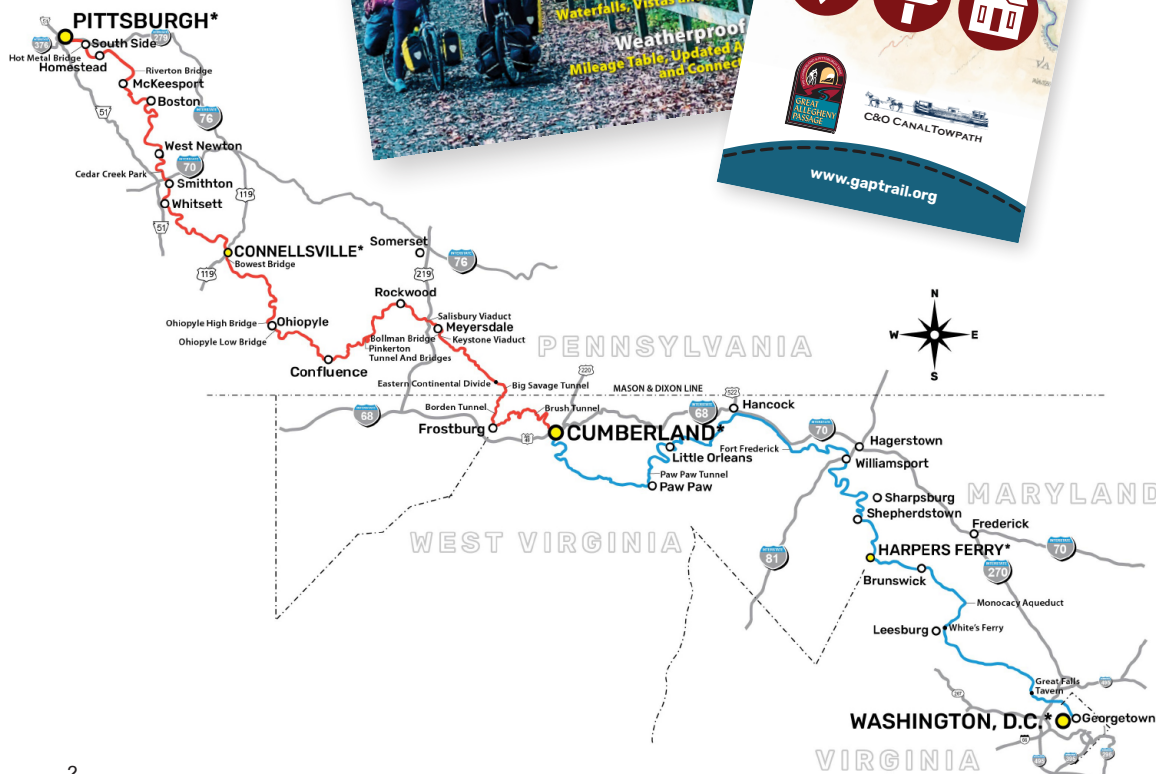
Get Your Business in Front of Potential Customers!

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 among all 50 states and dozens of countries.

Reach customers looking for all these amenities:

- Hotels, B&B's, guesthouses, campgrounds, and hostels
- Restaurants, cafés, 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, tents, panniers, hiking boots, and backpacks
- Manufacturers of bicycles and bicycle accessories, including lights, gear, footwear, panniers, helmets, hydration systems, and shipping services.



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

The collage features a variety of TrailGuide content. At the top right is the cover of the Nineteenth Edition, titled 'Travel the Great Allegheny Passage and C&O Canal Towpath'. Below it is a photograph of downtown Cumberland, Maryland, with a caption: 'Downtown Cumberland, looking toward the "The Narrows" between Wills Mountain and Haystack Mountain. Photo: Christopher Jones'. To the right of the photo is a map of Cumberland, Maryland, showing its location relative to Hancock, Frostburg, Washington D.C., and Pittsburgh. Below the map are several advertisements. One is for 'TWO GREAT PLACES TO STAY IN CUMBERLAND, MD', featuring 'Astorville Guest House & Hotel' and 'The Mill with Scenic Trailside Accommodations'. Another is for 'Queen City Creamery & Deli', 'Ristorante Ottaviani', 'Hampton Inn Cumberland', and 'Wheelzup Adventures'. The ads are arranged in a grid-like fashion, showing different ad formats and sizes.

Trail Town section opener

Half page & quarter page ads

Targeted Distribution

Annually, **over 7,500 customers** from all over the country buy *TrailGuide* directly from us via 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. Email Doug Riegner for availability.

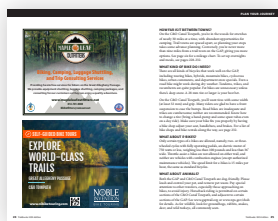
TRAILGUIDE AD PLACEMENT EXAMPLES



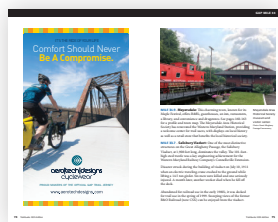
Half pages & quarter pages



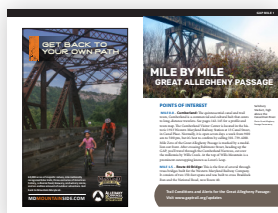
Full page & quarter pages



Half pages next to text



Full page next to text



Full page next to section opener

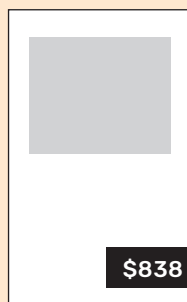
TRAILGUIDE AD DIMENSIONS



\$438

Quarter Page

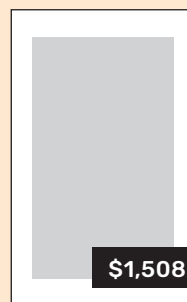
Logo printed
within
1.85" x 1.2"
300 dpi
CMYK



\$838

Half Page

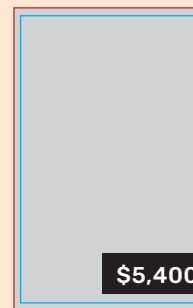
4.125" x 3.4"
300 dpi
No bleed
CMYK



\$1,508

Full Page

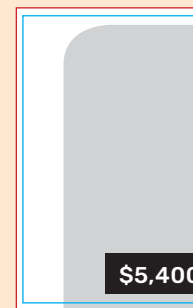
4.125" x 7"
300 dpi
No bleed
CMYK



\$5,400

Inside Front Cover

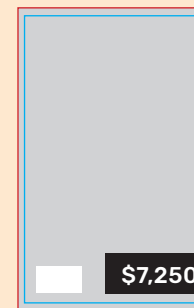
5.125" x 8.5"
300 dpi
Plus .125" bleed
CMYK



\$5,400

Inside Back Cover

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



\$7,250

Back

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

TRAILGUIDE AD CREATIVE SPECS AND RATES

Quarter Page	\$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.
Half Page	\$838	Town or Guide Sections	Descriptive photo, bold headlines, clear copy about your business. We recommend no type smaller than 9 points.
Full Page	\$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.
Inside Front Cover	\$5,400	Inside Front Cover*	Descriptive photo, bold headlines, clear copy about your business. We recommend no type smaller than 9 points.
Inside Back Cover	\$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 official trail map.
Back Cover	\$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 or in *TrailGuide*.

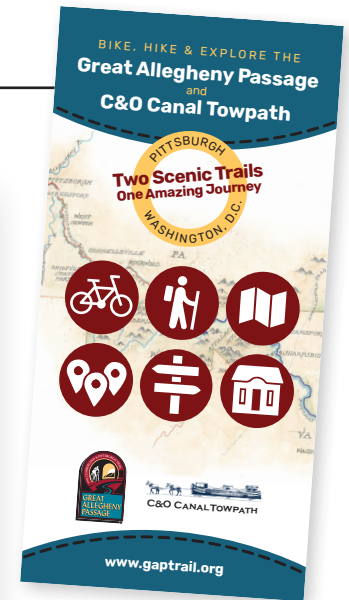
Reach Tourists Looking for an Experience

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

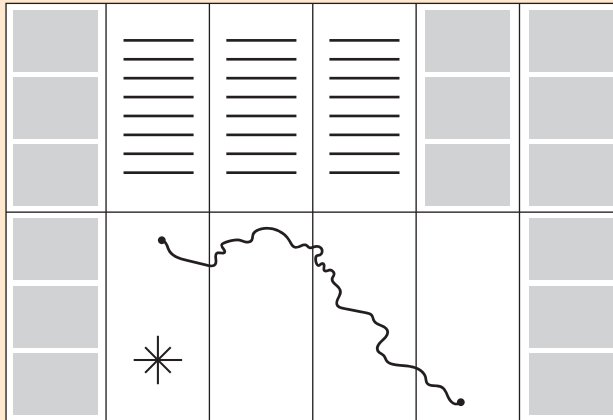
We distribute **36,000 copies** among **over 150 locations** in Maryland, Pennsylvania, West Virginia, Virginia, and Ohio, including visitor centers, bicycle and outdoor recreation events, businesses, **plus over 150 bike shops** in major cities in Illinois, Michigan, New York, Virginia, Tennessee, Indiana,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

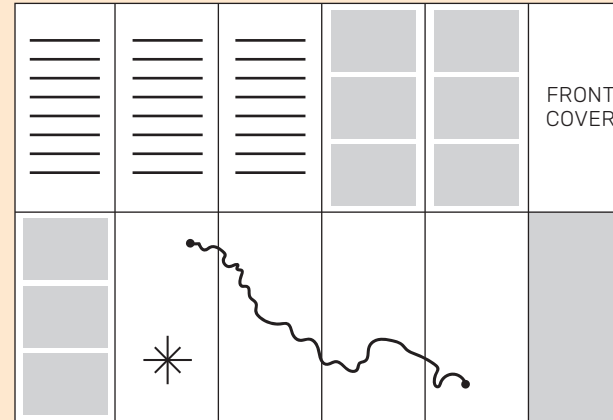
SIDE 1 C&O Canal Towpath Map and Highlights



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

SIDE 2 Great Allegheny Passage Map and Highlights



Back Cover Panel
4" x 8.125"
300 dpi
Plus .125" bleed
CMYK

BROCHURE AD CREATIVE SPECS AND RATES

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



“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

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 with easy travel through 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 in the region. The Great Allegheny Passage receives national press attention, with recent 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.



Advertiser Deadlines

TRAILGUIDE & TWO SCENIC TRAILS BROCHURE

Reserve ad space by
August 18, 2023

Submit ad materials for ad prepared by GAP Conservancy by
August 25, 2023

Press-ready files due by
September 15, 2023

Final ad payment due up front by
September 29, 2023



**GREAT
ALLEGHENY
PASSAGE
CONSERVANCY**

QUESTIONS?

Contact Doug Riegner, Director of Community Relations at **724-309-4041** or driegner@gaptrail.org.
P.O. Box 228, Homestead, PA 15120 | gaptrail.org

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, 2023 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

TRAILGUIDE

TWO SCENIC TRAILS BROCHURE

DESIGN SERVICES

☐ **Quarter Page – \$438**

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

Reserve by August 18, 2023

Press-ready files due September 15, 2023

☐ **Half Page – \$838**

4.125" x 3.4", 300 dpi, no bleed

Reserve by August 18, 2023

Press-ready files due September 15, 2023

☐ **Full Page – \$1,508**

4.125" x 7", 300 dpi, no bleed

Reserve by August 18, 2023

Press-ready files due September 15, 2023

☐ **Inside Front Cover – \$5,400**

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

Reserve by August 18, 2023

Press-ready files due September 15, 2023

☐ **Inside Back Cover – \$5,400**

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

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Press-ready files due September 15, 2023

☐ **Back Cover – \$7,250**

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

Reserve by August 18, 2023

Press-ready files due September 15, 2023

☐ **1/3 Panel – \$1,095**

3.5" x 2.35", 300 dpi, no bleed

Reserve by August 18, 2023

Press-ready files due September 15, 2023

☐ **Full Panel – \$2,600**

3.5" x 7.625", 300 dpi, no bleed

Reserve by August 18, 2023

Press-ready files due September 15, 2023

☐ **Back Cover Panel – \$4,000**

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

Reserve by August 18, 2023

Press-ready files due September 15, 2023

☐ **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, 2023.

PAYMENT DUE DATE AGREEMENT

All *TrailGuide* and *Two Scenic Trails* brochure ad payments are due by **September 29, 2023**, 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