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.
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.

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.
Providing hassle free services for bikers on the Great Allegheny Passage.

9 DECATUR GUEST HOUSE & HOSTEL
101 W. Potomac St, Brunswick, MD
301-697-6577
wheelzupadventures.com/shuttles-1

Your one stop shop – shuttles, and Adventures
Relax from the GAP with us.

Trail Guide 19th Edition
Two Great Places to Stay
in Cumberland, MD
Phone: 240-727-7039
Back to Mountain Maryland.

C&O Towpath
Great Allegheny Passage
 Trails

TRAILS

The quintessential canal and trail town, Cumberland is a commercial and cultural hub that caters to long-distance travelers. See pages 142-145 for a profile and history.

Cumberland:
Run and the National Road, now Route 40.

On the C&O Towpath, you’re in the woods for stretches of nearly 30 miles at a time, with abundant opportunities for wildlife:

- For details. As for wildlife, look for groundhogs, rabbits, snakes, and an endless amount of outdoor adventure. Get history, a diverse food, brewery, and winery scene,

C&O Towpath
Great Allegheny Passage

WHAT ABOUT ANIMALS?
On the C&O Towpath, you’ll want tires with some width.
There are all kinds of bicycles that work well on the GAP, including:
- Road bike might work during dry weather. Tandems, trikes, and recumbents are quite popular. Fat bikes are unnecessary unless you plan on doing some off-road riding.
- Only certain types of e-bikes are allowed, namely, two- or three-wheeled cycles with fully operating pedals, an electric motor of hour, the same as standard bicycles.
- Throttle-assist e-bikes are not allowed on either trail, and
- Besides bikes, urban commuters, and department store specials. Even a

WHAT ABOUT ANIMALS?

Cumberland:

- Millpond
- Casselman River.
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.

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

<table>
<thead>
<tr>
<th>Side</th>
<th>Content</th>
<th>Dimensions</th>
<th>DPI</th>
<th>Bleed</th>
<th>Color Model</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Side 1</strong></td>
<td>C&amp;O Canal Towpath Map and Highlights</td>
<td>1/3 Panel: 3.5” x 2.35”</td>
<td>300</td>
<td>No bleed</td>
<td>CMYK</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Full Panel: 3.5” x 7.625”</td>
<td>300</td>
<td>No bleed</td>
<td>CMYK</td>
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<tr>
<td></td>
<td></td>
<td>Back Cover Panel: 4” x 8.125”</td>
<td>300</td>
<td>Plus .125” bleed</td>
<td>CMYK</td>
</tr>
<tr>
<td><strong>Side 2</strong></td>
<td>Great Allegheny Passage Map and Highlights</td>
<td>1/3 Panel: 3.5” x 2.35”</td>
<td>300</td>
<td>No bleed</td>
<td>CMYK</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Full Panel: 3.5” x 7.625”</td>
<td>300</td>
<td>No bleed</td>
<td>CMYK</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Back Cover Panel: 4” x 8.125”</td>
<td>300</td>
<td>Plus .125” bleed</td>
<td>CMYK</td>
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## Brochure Ad Creative Specs and Rates

<table>
<thead>
<tr>
<th>Location</th>
<th>Price</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/3 Panel</td>
<td>$1,095</td>
<td>Descriptive photo, bold headlines, clear copy about your business.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>We recommend no type smaller than 9 points.</td>
</tr>
<tr>
<td>Full Panel</td>
<td>$2,600</td>
<td>Descriptive photo, bold headlines, clear copy about your business.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>We recommend no type smaller than 9 points.</td>
</tr>
<tr>
<td>Back Cover Panel</td>
<td>$4,000</td>
<td>Descriptive photo, bold headlines, clear copy about your business.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>We recommend no type smaller than 9 points.</td>
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</tbody>
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*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 Stocksdale, 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

<table>
<thead>
<tr>
<th>BROCHURE</th>
<th>DEADLINES</th>
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<tbody>
<tr>
<td>TrailGuide &amp; Two Scenic Trails</td>
<td>Reserve ad space by August 18, 2023</td>
</tr>
<tr>
<td></td>
<td>Submit ad materials by GAP Conservancy by August 25, 2023</td>
</tr>
<tr>
<td></td>
<td>Press-ready files due by September 15, 2023</td>
</tr>
<tr>
<td></td>
<td>Final ad payment due up front by September 29, 2023</td>
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</tbody>
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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

## TRAILGUIDE

<table>
<thead>
<tr>
<th>Option</th>
<th>Cost</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quarter Page – $438</td>
<td></td>
<td>Logo printed within 1.85”x1.2”, 300 dpi</td>
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<tr>
<td></td>
<td></td>
<td>Reserve by August 18, 2023 Press-ready files due September 15, 2023</td>
</tr>
<tr>
<td>Half Page – $838</td>
<td></td>
<td>4.125” x 3.4”, 300 dpi, no bleed</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Reserve by August 18, 2023 Press-ready files due September 15, 2023</td>
</tr>
<tr>
<td>Full Page – $1,508</td>
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<td>4.125” x 7”, 300 dpi, no bleed</td>
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<td>Reserve by August 18, 2023 Press-ready files due September 15, 2023</td>
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## TWO SCENIC TRAILS BROCHURE

<table>
<thead>
<tr>
<th>Option</th>
<th>Cost</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>Inside Front Cover – $5,400</td>
<td></td>
<td>5.125” x 8.5”, 300 dpi, plus .125” bleed</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Reserve by August 18, 2023 Press-ready files due September 15, 2023</td>
</tr>
<tr>
<td>Inside Back Cover – $5,400</td>
<td></td>
<td>3.875” x 8.25”, 300 dpi, plus .125” bleed</td>
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<tr>
<td></td>
<td></td>
<td>Reserve by August 18, 2023 Press-ready files due September 15, 2023</td>
</tr>
<tr>
<td>Back Cover – $7,250</td>
<td></td>
<td>5.25” x 8.375”, 300 dpi, plus .125” bleed</td>
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<tr>
<td></td>
<td></td>
<td>Reserve by August 18, 2023 Press-ready files due September 15, 2023</td>
</tr>
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## DESIGN SERVICES

<table>
<thead>
<tr>
<th>Option</th>
<th>Cost</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>Ad Design – $150</td>
<td></td>
<td>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.</td>
</tr>
</tbody>
</table>

## 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).*

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**Authorization Signature**

**Date**

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Contact Doug Riegner

*Director of Community Relations*

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