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.
### Trail Conditions and Alerts for the Great Allegheny Passage:

1. **Route 40 Bridge:**
   - **MILE 31.9**
   - The quintessential canal and trail endpoints. The highest bridge on the C&O Canal.

2. **Salisbury Viaduct:**
   - **MILE 31.9**
   - Sweeping views of the former B&O Railroad (now CSX) can be enjoyed from the viaduct.

3. **Miles Run Viaduct:**
   - **MILE 32.7**
   - High steel trestle was a key engineering achievement for the B&O Railroad.

4. **Meyersdale Bridge:**
   - **MILE 33.8**
   - A welcome center for trail users, with displays on local history and culture.

5. **Viaduct, at 1,908 feet long, dominates the valley.**

6. **Meyersdale Area:**
   - **MILE 34.2**
   - B&O Railroad (now CSX) can be enjoyed from the viaduct.

7. **Viaduct:**
   - **MILE 34.8**
   - One of the most distinctive structures along the GAP.

8. **Lover’s Leap:**
   - A prominent outcropping known as Lover’s Leap.

9. **Wills Creek:**
   - The quintessential canal and trail endpoints. The highest bridge on the C&O Canal.

10. **Cumberland:**
    - **MILE 35.0**
    - Key canal city with many historic sites and attractions.

11. **C&O Canal Towpath:**
    - Sections of the C&O Canal Towpath, and adjacent to certain parks and recreation areas.

12. **C&O Canal Towpath:**
    - **MILE 35.2**
    - Key canal city with many historic sites and attractions.

13. **Leyden Gap:**
    - **MILE 35.8**
    - Key canal city with many historic sites and attractions.

### Plan Your Journey

**How far is it between towns?**

- On the C&O Canal Trail, there are only certain types of e-bikes allowed, namely, two- or three-wheelers.
- Recumbents are quite common.
- Fat bikes are unnecessary unless there's deep snow.
- A 28 mm tire or larger is recommended.
- Suspension is recommended to ease the bumps.
- Road bikes are inadequate and are not recommended.
- Tandems, trikes, and other vehicles with combustion engines (except authorized for trail use) are not allowed.
- Make sure your bike fits you properly by having it checked.
- Plan your stops in advance, as trail towns are spaced apart.

### Points of Interest

- **Leyden Gap:**
  - **MILE 35.8**
  - Key canal city with many historic sites and attractions.

- **Wills Creek:**
  - **MILE 35.8**
  - Key canal city with many historic sites and attractions.

### Trail Guide

- **C&O Canal Towpath:**
  - **MILE 35.2**
  - Key canal city with many historic sites and attractions.

- **Cumberland:**
  - **MILE 35.0**
  - Key canal city with many historic sites and attractions.

### Pro Tip

- **Meyersdale Area:**
  - **MILE 34.2**
  - Key canal city with many historic sites and attractions.

### Contact Information

- **Phone:** 301-7199
- **Website:** marylandc&ocanal.com
- **Email:** info@marylandc&ocanal.com

### Useful Links

- **Maple Festival:**
  - Offers B&B's, guesthouses, an inn, restaurants, and more.

- **Great Allegheny Passage:**
  - Local roads and recreation.

- **Viaduct:**
  - Sweeping views of the former B&O Railroad (now CSX).

- **C&O Canal Towpath:**
  - Sections of the C&O Canal Towpath, and adjacent to certain parks and recreation areas.

- **Lifeguards:**
  - Providing hassle-free services for bikers on the Great Allegheny Passage.

- **Consulting Services:**
  - Providing consulting for our customers so they can enjoy a quality adventure.

### Advertising

- **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**
  - 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.
  - Back: $7,250 Back Cover*
    - Descriptive photo, bold headlines, clear copy about your business. We recommend no type smaller than 9 points.

* 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.

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

½ 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

SIDE 2
Great Allegheny Passage Map and Highlights

BROCHURE AD CREATIVE SPECS AND RATES

<table>
<thead>
<tr>
<th>Ad Location</th>
<th>Rate</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>½ Panel</td>
<td>$1,095</td>
<td>Descriptive photo, bold headlines, clear copy about your business. 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. 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. We recommend no type smaller than 9 points.</td>
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Limited availability for all ad locations
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.

“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

Advertiser Deadlines

TRAILGUIDE & TWO SCENIC TRAILS BROCHURE

<table>
<thead>
<tr>
<th>Deadline</th>
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<tbody>
<tr>
<td>August 18, 2023</td>
<td>Reserve ad space by</td>
</tr>
<tr>
<td>August 25, 2023</td>
<td>Submit ad materials for ad prepared by GAP Conservancy</td>
</tr>
<tr>
<td>September 15, 2023</td>
<td>Press-ready files due by</td>
</tr>
<tr>
<td>September 29, 2023</td>
<td>Final ad payment due up front by</td>
</tr>
</tbody>
</table>

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>Ad Type</th>
<th>Price</th>
<th>Size/Details</th>
<th>Reserve Date</th>
<th>Press-ready Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quarter Page</td>
<td>$438</td>
<td>Logo printed within 1.85”x1.2”, 300 dpi</td>
<td>Reserve by August 18, 2023</td>
<td>Press-ready files due September 15, 2023</td>
</tr>
<tr>
<td>Half Page</td>
<td>$838</td>
<td>4.125” x 3.4”, 300 dpi, no bleed</td>
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</tr>
<tr>
<td>Full Page</td>
<td>$1,508</td>
<td>4.125” x 7”, 300 dpi, no bleed</td>
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## 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, 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).

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Date: September 29, 2023

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**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

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**Authorization Signature**

Date: August 18, 2023