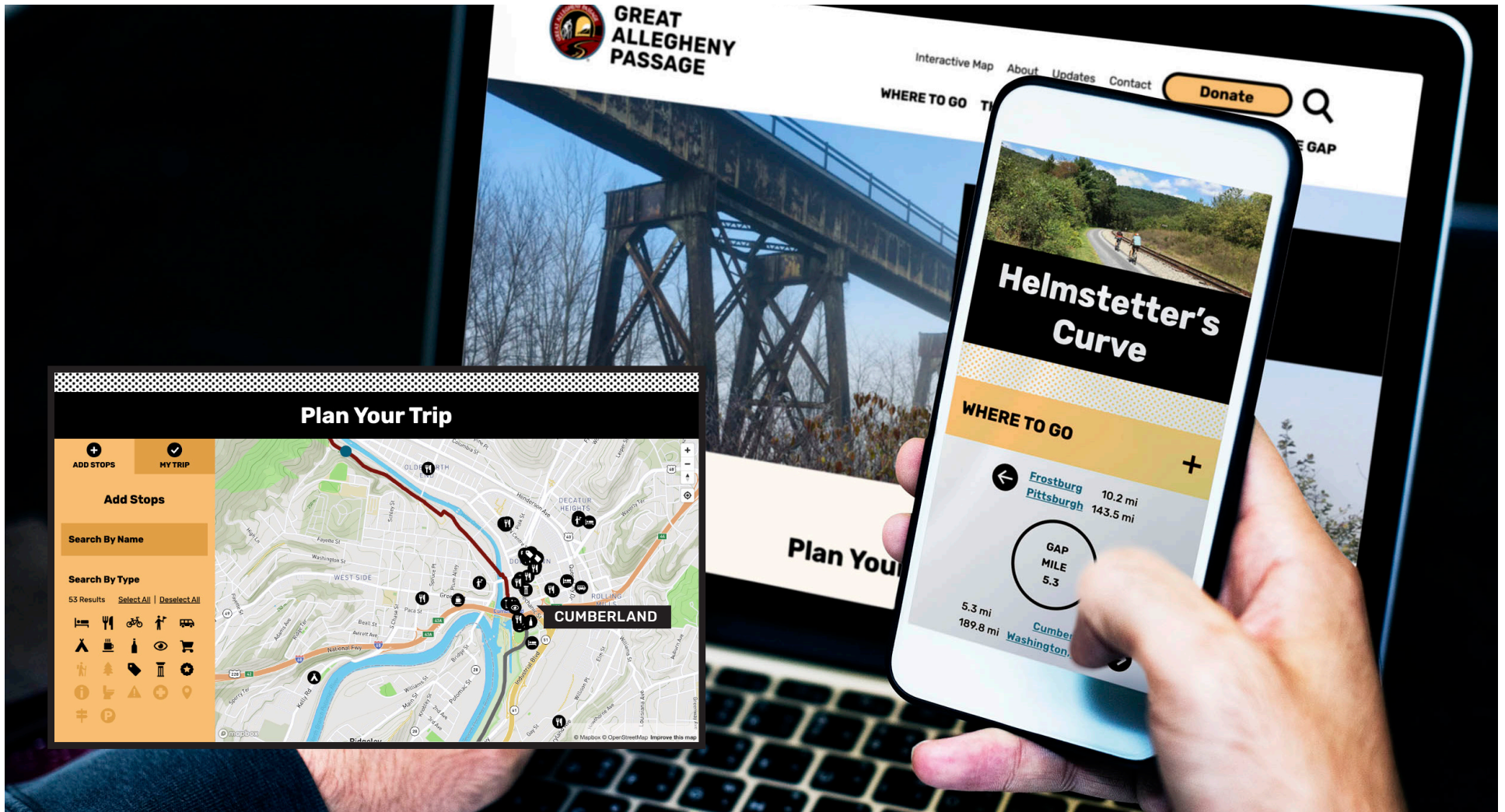


Great Allegheny Passage Conservancy

# 2024 Digital Media Kit

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



## Connect to Trail Travelers



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.

## Reach Multiple Audiences

Trail town businesses and national brands promote their services and gear at gaptrail.org, 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, panniers, hiking boots, and backpacks

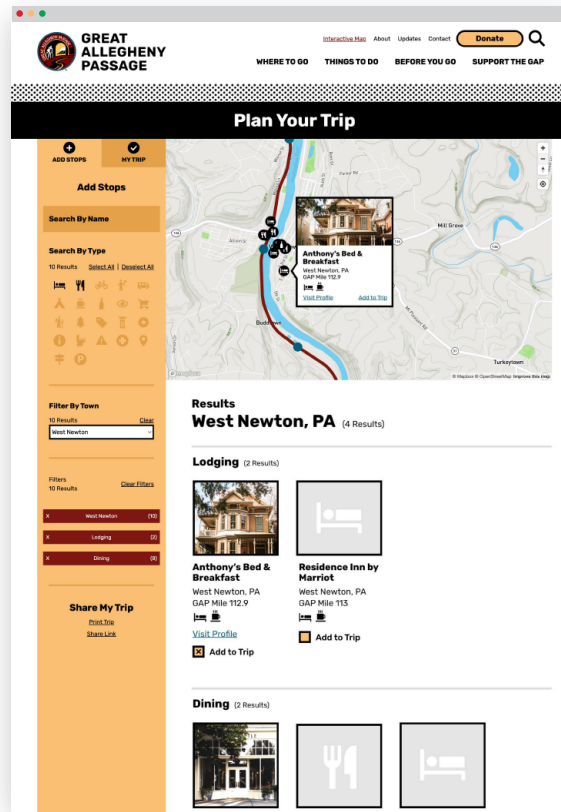
REVENUE	WEBSITE	SOCIAL MEDIA	EMAIL
 <b>\$74M</b> IN DIRECT SPENDING FROM TRAIL TRAVELERS	 <b>\$90</b> PER DAY SPENDING BY DAY TRIPPERS	 <b>\$496</b> AVERAGE SPENDING OF OVERNIGHT TRAVELERS	
 <b>250K</b> VISITORS TO GAPTRAIL.ORG	 <b>994K</b> PAGEVIEWS	 <b>34K</b> CONTENT ENGAGEMENT (CLICKS)	
 <b>123K</b> SOCIAL MEDIA REACH (2023 AVG PER MONTH)	 <b>35K</b> FACEBOOK FOLLOWERS	 <b>7.8K+</b> INSTAGRAM FOLLOWERS	
 <b>16.9K</b> EMAIL SUBSCRIBERS	 <b>58.8%</b> AVERAGE OPEN RATE	 <b>5.6%</b> AVERAGE CLICK RATE	

Our website is built with trail travelers at the forefront. It highlights places for bicyclists and hikers to stop, refuel, and stay overnight. With great photography, a searchable map, and an itinerary builder, it's the perfect place to reach new and returning audiences headed to the Great Allegheny Passage and C&O Canal Towpath.

By putting your business on gaptrail.org, you'll be found on trail town pages and in lists of businesses and amenities by category – lodging, dining, outfitters, campgrounds, and shuttles, to name a few – and visitors will be sent to your unique Profile Page.

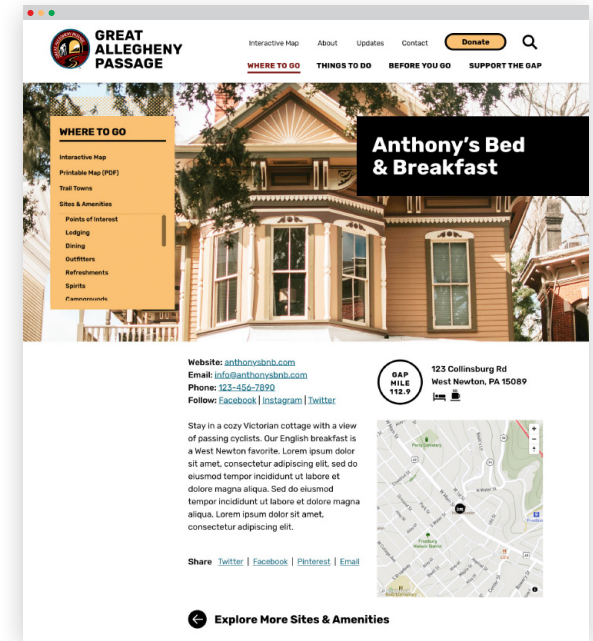
## TRIP PLANNING TOOL

To help travelers navigate the trail towns along GAP and C&O Canal Towpath, gaptrail.org features a searchable map. Using this map, a traveler can find trail town businesses and points of interest and save selected destinations in a trip itinerary to share with others.



## SHOWCASE YOUR BUSINESS WITH A PROFILE PAGE

For an annual cost of \$300, you'll reach qualified audiences who are actively planning a trip on the GAP or C&O Canal Towpath. A Profile Page includes a header photo, address, phone, email, and direct links to your website and social media accounts, and a 200-word description.



Get discovered throughout gaptrail.org with key placements of your business's name, summary, and/or photo where visitors will see them.

The placements shown here require the purchase of a Profile Page. Each advertising placement links directly to your Profile Page.

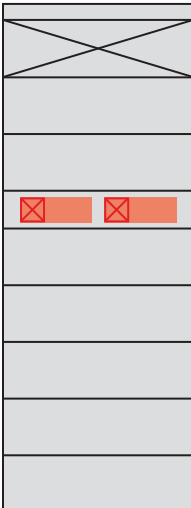
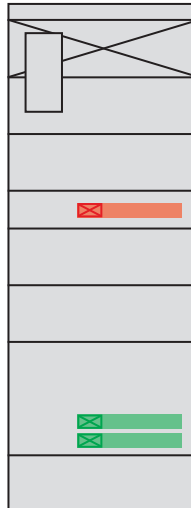
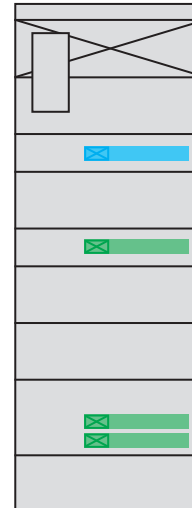
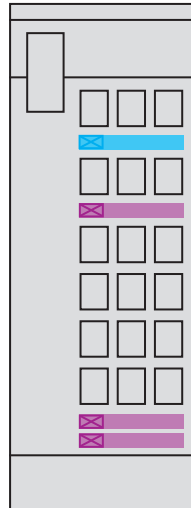

### Advertiser Fit:

The following placements work well for businesses that directly serve visitors looking for places to sleep, eat, rent bicycles or kayaks, arrange custom tours, find shuttle services, or relax at a resort.

### PLACEMENT POSITION KEY

- = Prime Package
- = Trip Planning Package
- = Destination Package
- = Prepaid Click Package A
- = Prepaid Click Package B

## GAPTRAIL.ORG PLACEMENT POSITIONS

Home Page	Main Navigation Pages	Core Instructional Pages	List Pages	Destination Pages
 <p>Home Page Placements</p>	 <p>Top Placement</p> <p>Bottom Placement</p>	 <p>Top Placement</p> <p>Middle Placement</p> <p>Bottom Placement</p>	 <p>Top Placement</p> <p>Middle Placement</p> <p>Bottom Placement</p>	 <p>Bottom Placement</p>
<ul style="list-style-type: none"> <li>• <a href="#">Home Page</a></li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">Where to Go</a></li> <li>• <a href="#">Things to Do</a></li> <li>• <a href="#">Before You Go</a></li> <li>• <a href="#">Support the GAP</a></li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">How to Prepare</a></li> <li>• <a href="#">Where to Stay</a></li> <li>• <a href="#">Getting to the GAP</a></li> <li>• <a href="#">Camping</a></li> <li>• <a href="#">Rules and Safety</a></li> <li>• <a href="#">Outdoor Recreation</a></li> <li>• <a href="#">TrailGuide</a></li> </ul>	<p>15+ pages, including:</p> <ul style="list-style-type: none"> <li>• <a href="#">Lodging</a></li> <li>• <a href="#">Dining</a></li> <li>• <a href="#">Outfitters</a></li> <li>• <a href="#">Parking</a></li> <li>• <a href="#">Campgrounds</a></li> <li>• <a href="#">Tours</a>, and more</li> </ul>	<p>100+ pages, including:</p> <ul style="list-style-type: none"> <li>• <a href="#">Big Savage Tunnel</a></li> <li>• <a href="#">Hot Metal Bridge</a></li> <li>• <a href="#">Ohiopyle State Park</a></li> <li>• <a href="#">Helmstetter's Curve</a>, and more</li> </ul>

PLACEMENT NAME	PLACEMENT LOCATIONS	PLACEMENT SPECIFICATIONS	6-MONTH COST	12-MONTH COST
<b>Profile Page</b> <i>Required for all below placements</i>	<ul style="list-style-type: none"> <li>• <a href="#">Searchable Map</a></li> <li>• Itinerary Planner</li> <li>• Directories</li> <li>• Nearest Trail Town Page (if applicable)</li> </ul>	<ul style="list-style-type: none"> <li>• Three landscape photos of your business, brand, service, or product measuring at least 2500px wide, PNG/JPG, 72 dpi, RGB</li> <li>• Inclusion of email and phone number</li> <li>• Direct links to your website and social media accounts</li> <li>• Appealing description of your business or service (200 words)</li> <li>• Brief summary or tagline (120 characters)</li> </ul>	Not applicable	\$300
<span style="color: red;">■</span> = <b>Prime Package</b>	Top ad placement on the following pages: <ul style="list-style-type: none"> <li>• <a href="#">Home Page</a></li> <li>• Main Navigation Pages</li> </ul>	<ul style="list-style-type: none"> <li>• Photo from Profile Page</li> <li>• 120 character summary</li> <li>• Link to Profile Page</li> <li>• This placement dynamically rotates with other advertisers</li> </ul>	\$2,500	\$4,500
<span style="color: blue;">■</span> = <b>Trip Planning Package</b>	Top ad placement on the following pages: <ul style="list-style-type: none"> <li>• Core Instructional Pages</li> <li>• List Pages</li> </ul>	<ul style="list-style-type: none"> <li>• Photo from Profile Page</li> <li>• 120 character summary</li> <li>• Link to Profile Page</li> <li>• This placement dynamically rotates with other advertisers</li> </ul>	\$1,900	\$3,500
<span style="color: orange;">■</span> = <b>Destination Package</b>	Ad placements rotate among the bottom position on 100+ Destination Pages	<ul style="list-style-type: none"> <li>• Photo from Profile Page</li> <li>• 120 character summary</li> <li>• Link to Profile Page</li> <li>• This placement dynamically rotates with other advertisers</li> </ul>	\$480	\$900
<span style="color: green;">■</span> = <b>Prepaid Click Package A</b>	Ad placements rotate among the bottom position on Main Navigation Pages and middle and bottom positions on Core Instructional Pages	<ul style="list-style-type: none"> <li>• Photo from Profile Page</li> <li>• 120 character summary</li> <li>• Link to Profile Page</li> <li>• This placement dynamically rotates with other advertisers</li> <li>• 50 clicks or 6 months (whichever comes first)</li> </ul>	\$525	Not applicable
<span style="color: purple;">■</span> = <b>Prepaid Click Package B</b>	Ad placements rotate among the middle and bottom positions on: <ul style="list-style-type: none"> <li>• List Pages</li> </ul>	<ul style="list-style-type: none"> <li>• Photo from Profile Page</li> <li>• 120 character summary</li> <li>• Link to Profile Page</li> <li>• This placement dynamically rotates with other advertisers</li> <li>• 50 clicks or 6 months (whichever comes first)</li> </ul>	\$362	Not applicable
<b>Buy Out a Destination Page</b>	Yours will be the only ad placement on your chosen Destination Page or Pages	<ul style="list-style-type: none"> <li>• Photo from Profile Page</li> <li>• 120 character summary</li> <li>• Link to Profile Page</li> </ul>	Call for pricing	Not applicable

Advertising rates are subject to change. The rates listed are guaranteed through December 31, 2024.



**Act Now!**

Contact us at [promote@gaptrail.org](mailto:promote@gaptrail.org).  
 P.O. Box 228, Homestead, PA 15120 | [gaptrail.org](http://gaptrail.org)

Build visibility for your well-known brand and broaden your reach with new audiences. Drive awareness among those exploring the Great Allegheny Passage and C&O Canal Towpath.

Website sponsorships include the home page or an article in our updates section. Reach engaged trail travelers through our e-news and alerts, in which we tell compelling stories about trail-facing businesses, highlight places to stop, communicate timely alerts, and highlight upcoming events to encourage return visits.

## Advertiser Fit:

Sponsorships are great for respected national brands and businesses with significant footprints in the outdoor recreation space.

All of these sponsorships include a link directly to the URL provided by the advertiser. For the home page sponsorship, advertisers provide a logo that will be clickable.

## HOME PAGE

**Newly-Improved Connection Between Mon Wharf and Point State Park Open for Travel**  
Point State Park officials and their contractors have opened a new, reconfigured connecting trail carrying the Great Allegheny Passage between Point State Park...

**New Bicyclist-Friendly Campsites Open in Ohioyle State Park**  
Officials at Ohioyle State Park have opened a new bicyclist-friendly, fee-based primitive campground at mile marker 72.6 along the Great Allegheny Passage. Dubbed...

**View All News**

**Upcoming Events**

**Winter Festival and Market**  
December 2, 2023  
Cumberland  
Make your December bright at the Cumberland Winter Festival and Market on December 2 and December 9, each evening from 5:00 to 9:00 pm, at Canal Place in Cumberland. Features [...]

**View All Events**

**#GreatAlleghenyPassage**

**Sign Up for GAP News and Alerts**  
Email Address:   
**Sign Up**

**HOME PAGE SPONSORSHIPS**

**Sponsors**

LOGO LOGO LOGO LOGO LOGO

**About**  
History  
GAP Conservancy  
Research and Resources  
TrailGuide

**Contact Us**  
Great Allegheny Passage Conservancy  
P.O. Box 228  
Hometown, PA 15720  
admin@gaptrail.org

**Updates**  
GAP Newsletter  
Upcoming Events  
News

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Volunteer  
Donate  
Shop

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Facebook, Twitter, Instagram, YouTube, LinkedIn icons

## E-NEWS & ALERTS

**150 MILES OF SPECTACULAR**

**October News and Alerts along the Great Allegheny Passage**

**Improved Point State Park Connector Now Open**  
Officials have opened a new, reconfigured connecting trail carrying the Great Allegheny Passage between the Monongahela Wharf and East State Park. This long-awaited improvement reroutes the GAP along the Monongahela River rather than directly adjacent to I-76, removes a narrow "pinch point" obstruction caused by highway grade, and eliminates a section of trail contiguous with the parking lot behind the state park office. [Read More](#)

**Ride the Loop for Bike 'n Brew**  
Join friends from the McKeesport Trail Commission for Bike 'n Brew on Saturday, October 14, on afternoon rides with hot bikes, and delicious drinks in 30 minutes! Ride the McKeesport Loop from McKeesport to Versailles, then cross the bright blue Beason Bridge to the Great Allegheny Passage. Ten beer stops - the McKeesport Community Garden and the post across from a B&E - will have drinks, hot dogs, and snacks available.

**Explore Cool Frostburg's Fall Arts Walk**  
Enjoy the beautiful autumn weather at Frostburg's 19th Annual Fall Arts Walk! Artists and makers of all mediums will show off their talents and local small businesses are ready to welcome the arts with discounts and specials. Check out the walkback from the Great Allegheny Passage, marked with bike-themed markers, and walk the historical Canal through the historic business district.

**Register Now for the Virtual GAP Relay Challenge**  
From October 1 to 31, participate in the 2023 Virtual GAP Relay Trail Challenge. No weeks of outdoor recreation challenges you can do along the Great Allegheny Passage or in your own neighborhood! Running, walking, bicycling, or paddling - your workouts benefit the Great Allegheny Passage Conservancy. Registrants who complete all 12 challenges will receive a special limited edition t-shirt. Big thanks to B&E for helping out this year challenge!

**Profile: Ephraim Zimmerman**  
"So, the Great Allegheny Passage is a wonderful way to see nature. While on the GAP you really see the story of natural restoration. Looking for hints of the past, both natural and man-made, is always something I do when I am out here." -Ephraim Zimmerman, Science Director for the Pennsylvania National Scenic Trail, Executive of the Western Pennsylvania Conservancy, and experienced GAP hiker. Read Ephraim's entire story [here](#).

**TOP SPONSORSHIP**

**MIDDLE SPONSORSHIP**

**BOTTOM SPONSORSHIP**

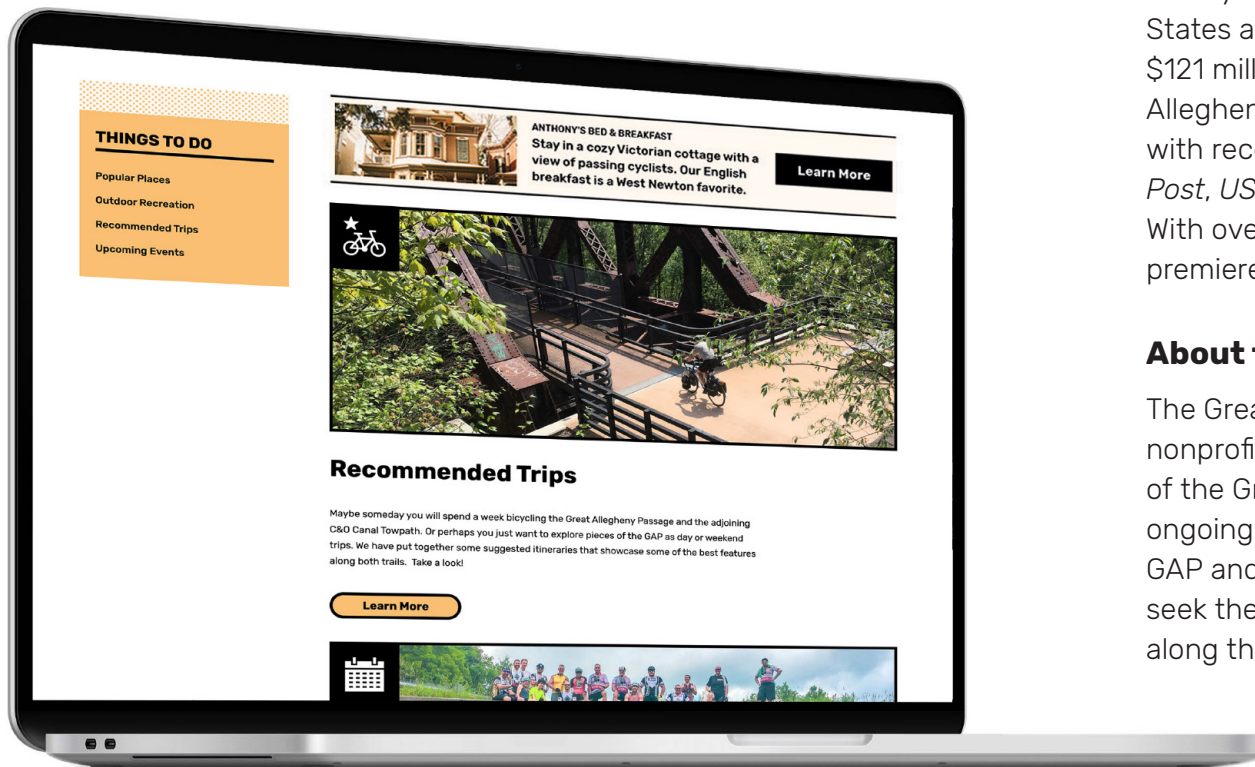
**GREAT ALLEGHENY PASSAGE CONSERVANCY**  
#GreatAlleghenyPassage

PLACEMENT NAME	PLACEMENT SPECIFICATIONS	1X INSERTION	3X INSERTIONS
<b>Home Page Sponsorship</b>	<ul style="list-style-type: none"> <li>• Single-color logo (must fit within 600x250 frame, PNG/JPG, 72 dpi, RGB) + hyperlink of advertiser's choice</li> <li>• Stays on homepage for 12 months</li> </ul>	\$6,000	Not applicable
<b>Sponsored Article</b>	<ul style="list-style-type: none"> <li>• Sponsor an article written in collaboration with our team that gets posted to the 'Updates' section of the website, shared in social media, and included in the E-News &amp; Alerts.</li> <li>• 400-800 words max</li> <li>• Supply up to three images sized at 850x515, PNG/JPG, 72 dpi, RGB</li> <li>• Supply URL for inclusion in article</li> </ul>	\$950	Not applicable
<b>E-News &amp; Alerts: Top Sponsorship</b>	<ul style="list-style-type: none"> <li>• Logo or image (600x160, PNG/JPG static image, 72 dpi, RGB)</li> <li>• 255 characters of text (spaces included)</li> <li>• A clickable call to action phrase (120 characters max, comes at end of 255 characters, included in total character count)</li> <li>• Supply URL to direct the sponsorship</li> </ul>	\$400	\$280 each
<b>E-News &amp; Alerts: Middle Sponsorship</b>	<ul style="list-style-type: none"> <li>• Logo or image (600x160, PNG/JPG static image, 72 dpi, RGB)</li> <li>• 255 characters of text (spaces included).</li> <li>• A clickable call to action phrase ( 120 characters max, comes at end of 255 characters, included in total character count)</li> <li>• Supply URL to direct the sponsorship</li> </ul>	\$250	\$175 each
<b>E-News &amp; Alerts: Bottom Sponsorship</b>	<ul style="list-style-type: none"> <li>• Logo or image (600x160, PNG/JPG static image, 72 dpi, RGB)</li> <li>• 255 characters of text (spaces included).</li> <li>• A clickable call to action phrase (120 characters max, comes at end of 255 characters, included in total character count)</li> <li>• Supply URL to direct the sponsorship</li> </ul>	\$150	\$120 each



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 P.O. Box 228, Homestead, PA 15120 | [gaptrail.org](http://gaptrail.org)

# Get Your Business in Front of the Right Audiences



## 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.



**GREAT  
ALLEGHENY  
PASSAGE  
CONSERVANCY**

**Act Now!**

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