

GREAT ALLEGHENY PASSAGE CONSERVANCY

2026 Media Kit



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

Effective January 1, 2026

Who We Are

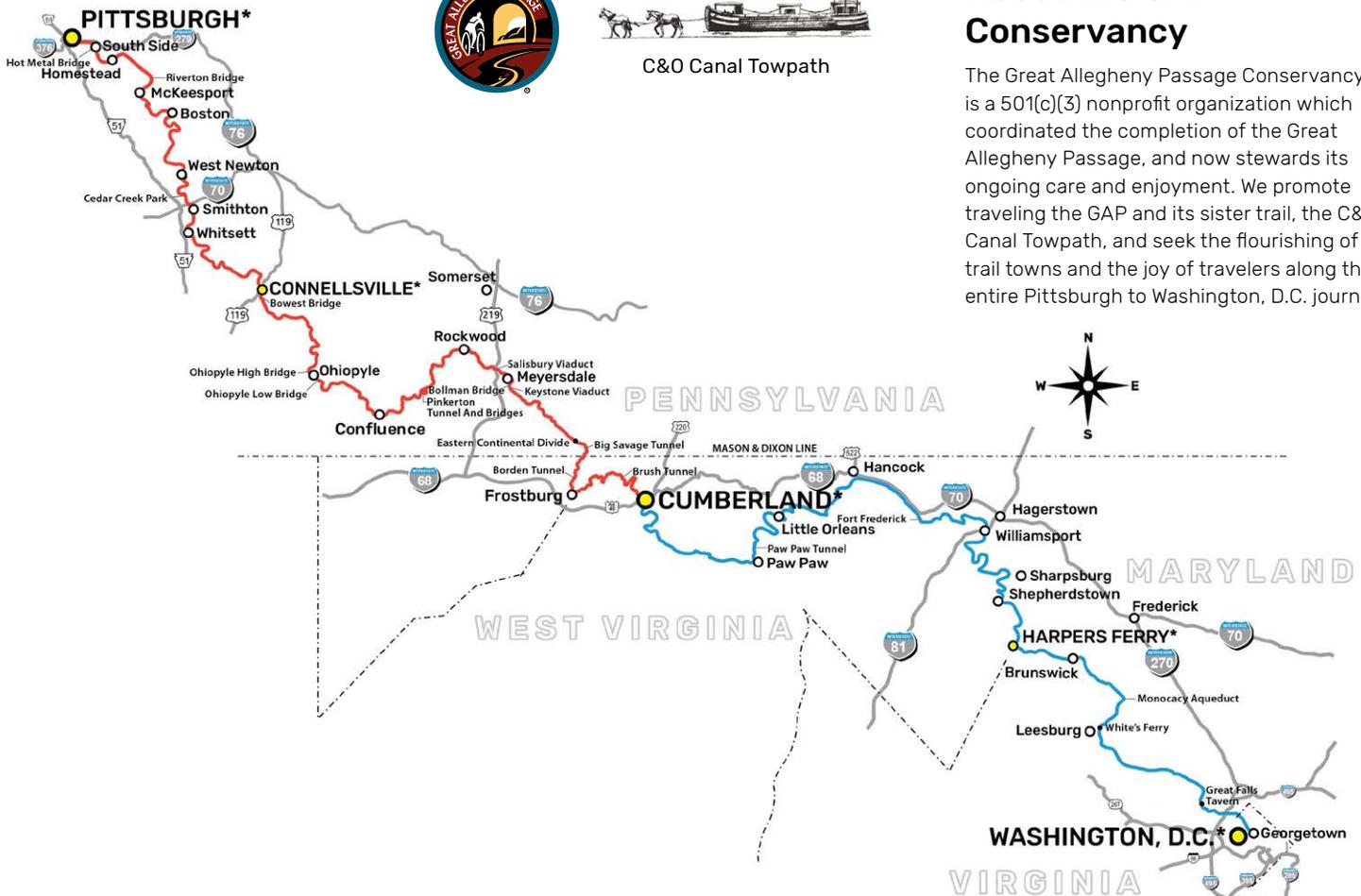


About the Great Allegheny Passage

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.



C&O Canal Towpath



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.



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To discuss a customized advertising package or learn more, contact Dionne Brelsford, Director of Business Partnerships and Events at dbrelsford@gaptrail.org.

Our Reach

CONNECT WITH TRAIL TRAVELERS

Get Your Business in Front of Potential Customers

Take advantage of multiple channels to connect with your target audience

We work with trail town businesses and national brands promote services and gear in *TrailGuide*, *Two Scenic Trails* brochure, at major industry events, email marketing, and on our website gaptrail.org.

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 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.

These channels target motivated, monied outdoor adventurers from among all 50 states and dozens of countries.

Maximize your investment and reach!

Bundle placements across our print and digital offerings. Let's work together to build an advertising package that suits your goals and budget.

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:

45-64

AGE RANGE OF OVERNIGHT TRAIL TRAVELERS

\$496

AVG SPENDING BY OVERNIGHT TRAVELERS PER PERSON PER TRIP

1M

ANNUAL VISITORS

REVENUE	 \$74M IN DIRECT SPENDING FROM TRAIL TRAVELERS	 \$90 PER DAY SPENDING BY DAY TRIPPERS	 \$496 AVERAGE SPENDING OF OVERNIGHT TRAVELERS
WEBSITE	 259K VISITORS TO GAPTRAIL.ORG	 987K PAGEVIEWS	 3:46 AVERAGE SESSION DURATION IN MINUTES
SOCIAL MEDIA	 1.2M SOCIAL MEDIA REACH (2025)	 37.9K FACEBOOK FOLLOWERS	 9.7K INSTAGRAM FOLLOWERS
EMAIL	 20.6K EMAIL SUBSCRIBERS	 57.4% AVERAGE OPEN RATE	 3.93% AVERAGE CLICK RATE



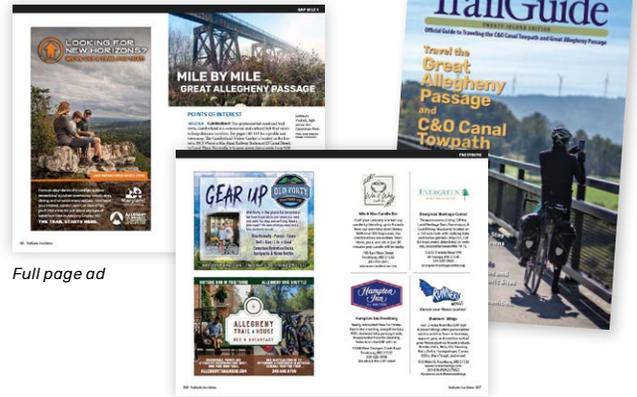
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Advertise in the Official Guide to Traveling the C&O Canal Towpath and Great Allegheny Passage

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.



Full page ad

Half page & quarter page ads

TRAILGUIDE AD SPECIFICATIONS & RATES

\$460	\$880	\$1,584	\$5,400	\$5,400	\$7,250
Quarter Page*	Half Page	Full Page	Inside Front Cover**	Inside Back Cover**	Back Cover**
Logo printed within 1.85" w x 1.2" h 300 dpi CMYK	4.125" w x 3.4" h 300 dpi No bleed CMYK	4.125" w x 7" h 300 dpi No bleed CMYK	5.125" w x 8.5" h 300 dpi Plus .125" bleed CMYK	3.875" w x 8.25" h 300 dpi Plus .125" bleed CMYK	5.25" w x 8.375" h 300 dpi Plus .125" bleed CMYK

DESIGN SERVICES

\$150

Our design team can produce your business's advertisement.

*You provide a description of your business with up to 150 characters (including spaces), your business logo, business name, address, phone number, and website address. We design the ad for you.

**Limited availability.

Targeted Distribution

Annually, **over 6,500 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.

ADVERTISER DEADLINES FOR PRINT OPPORTUNITIES

- Reserve ad space by **August 28, 2026**
- Submit ad materials for ad prepared by GAP Conservancy by **August 28, 2026**
- Press-ready files due by **September 12, 2026**
- Final ad payment due up front by **September 30, 2026**



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Advertise to new audiences on 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.

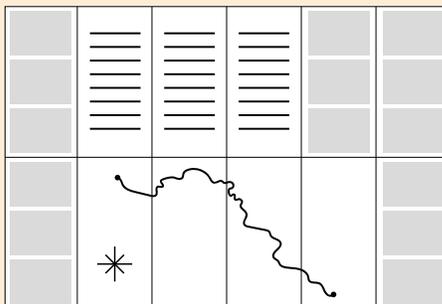
Our free brochure is available to tour guides, at visitor centers, in welcome pavilions, at festivals and biking events all to get the word out broadly. We reach people with the time and money for a vacation—a perfect opportunity for you to tell them about your products and services.



The Great Allegheny Passage side of brochure, fully unfolded

BROCHURE AD SPECIFICATIONS & RATES

Side 1: C&O Canal Towpath Map & Highlights



1/3 Panel: \$1,095

3.5" w x 2.35" h, No bleed
300 dpi, CMYK

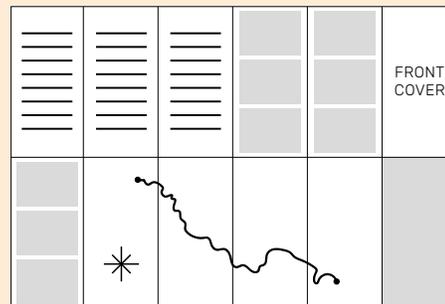
Full Panel: \$2,600

3.5" w x 7.625" h, No bleed
300 dpi, CMYK

Back Cover Panel: \$4,000

4" w x 8.125" h, Plus .125" bleed
300 dpi, CMYK

SIDE 2: Great Allegheny Passage Map & Highlights



Broad Visibility

We distribute **over 30,000 copies** among **over 150 locations** in Maryland, Pennsylvania, Virginia, Washington D.C., and Iowa, including visitor centers, bicycle and outdoor recreation events, businesses, **plus over 100 bike shops** in major cities in Illinois, Michigan, New York, Virginia, Tennessee, Indiana, Delaware, Rhode Island, New Jersey, and Ontario.

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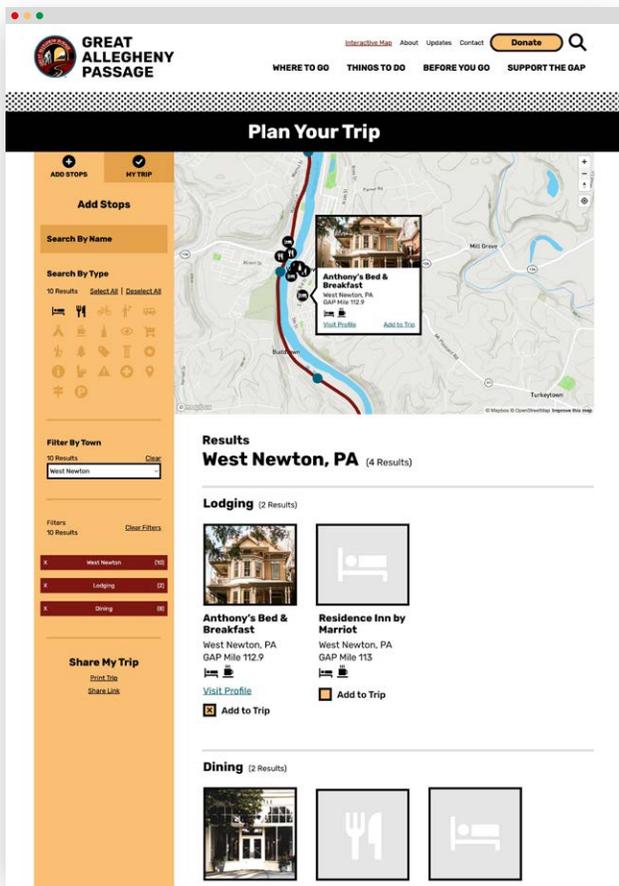
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Get Discovered on gaptrail.org

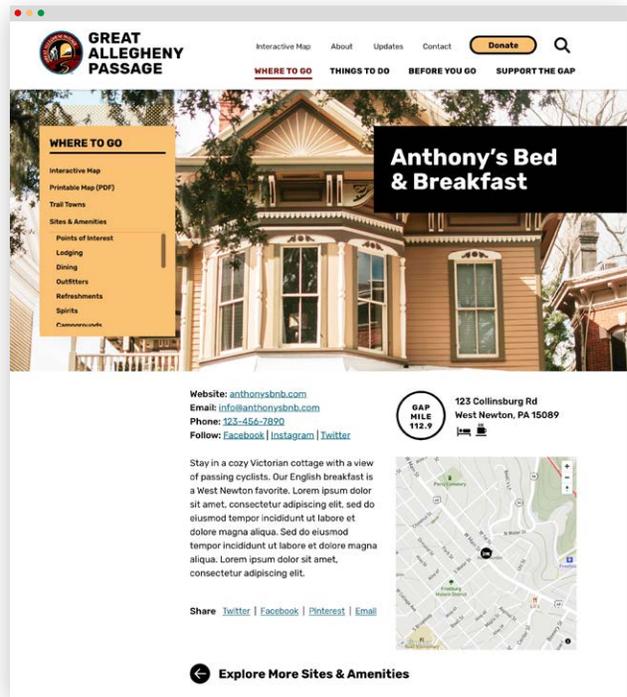
Our website is built with trail travelers at the forefront. It highlights places for bicyclists and hikers to stop, refuel, and stay overnight. With great photography, a searchable map, and an itinerary builder, it's the perfect place to reach new and returning audiences headed to the Great Allegheny 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 \$350, 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.

Website Placements



Profile Page <i>Required for all below placements</i>	<ul style="list-style-type: none"> • Interactive Map • Plan Your Trip • Directories • Nearest Trail Town Page (if applicable) 	<ul style="list-style-type: none"> • Three landscape photos of your business, brand, service, or product measuring at least 2500px wide, PNG/JPG, 72 dpi, RGB • Inclusion of email and phone number • Direct links to your website and social media accounts • Appealing description of your business or service (200 words) • Brief summary or tagline (120 characters) 	\$350
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PLACEMENT NAME	PLACEMENT LOCATIONS	PLACEMENT SPECIFICATIONS	6-MONTH COST	12-MONTH COST
Prime Package	Top ad placement on the following pages: <ul style="list-style-type: none"> • Home Page • Main Navigation Pages 	<ul style="list-style-type: none"> • Photo from Profile Page • 120 character summary • Link to Profile Page • This placement dynamically rotates with other advertisers 	\$2,500	\$4,500
Trip Planning Package	Top ad placement on the following pages: <ul style="list-style-type: none"> • Core Instructional Pages • List Pages 		\$1,900	\$3,500
Destination Package	Ad placements rotate among the bottom position on 100+ Destination Pages		\$480	\$900
Prepaid Click Package A	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"> • Photo from Profile Page • 120 character summary • Link to Profile Page • This placement dynamically rotates with other advertisers • 500 clicks or 6 months (whichever comes first) 	\$525	Not applicable
Prepaid Click Package B	Ad placements rotate among the middle and bottom positions on: <ul style="list-style-type: none"> • List Pages 	<ul style="list-style-type: none"> • Photo from Profile Page • 120 character summary • Link to Profile Page • This placement dynamically rotates with other advertisers • 500 clicks or 6 months (whichever comes first) 	\$360	Not applicable

ADVERTISER DEADLINES FOR DIGITAL OPPORTUNITIES

- Artwork due **14 business days before start date**

Advertising rates are subject to change. The rates listed are guaranteed through December 31, 2026.



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

ADVERTISER DEADLINES FOR DIGITAL OPPORTUNITIES

- Artwork due **14 business days before start date**



Act Now!

The GAP Conservancy will distribute your brochure at our 2026 event booths

In 2026, the GAP Conservancy will be attending and tabling at eight events and expos. In person opportunities enable you to share your marketing materials and to promote your business without sacrificing your valuable time or incurring travel costs, tabling fees, or other expenses.

Please note, this lineup may change slightly depending on factors including weather, scheduling, vendor space, and travel costs.

PRICING

\$175

Our team will distribute your brochures and promote your business at the GAP Conservancy booth during the following events.

ADVERTISER DEADLINES FOR EVENTS & EXPOS OPPORTUNITIES

- Materials due **3 weeks before event start date**
- Materials can be shipped to:
**Great Allegheny Passage Conservancy
P.O. Box 228
Homestead, PA 15120**
- Email Dionne Brelsford to arrange a dropoff at the administrative office:
dbrelsford@gaptrail.org



2026 Philly Bike Expo
Philadelphia, Pennsylvania
March 14-15, 2026



2026 Pittsburgh Marathon Health & Fitness Expo
Pittsburgh, Pennsylvania
May 3, 2026



2026 Rush to Crush Cancer
Pittsburgh, Pennsylvania
May 17, 2026



2026 RAGBRAI Expo
Onawa, IA
July 18, 2026



2026 Pedal Pittsburgh
Pittsburgh, Pennsylvania
August 30, 2026



2026 Pittsburgh Open Streets (2 weekends during summer)
Pittsburgh, Pennsylvania
Dates TBA



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Advertisement Agreement Form

Questions:

Contact Dionne Brelsford at dbrelsford@gaptrail.org
 GAP Conservancy, P.O. Box 228, Homestead, PA 15120

Full Business Name

Contact Name (First & Last)

Address

City, State, ZIP

Phone _____ **Email Address** _____

ARTWORK DUE DATES

PRINT OPPORTUNITIES

Reserve ad space by
August 28, 2026

Submit ad materials for ad
 prepared by GAP Conservancy by
August 28, 2026

Press-ready files due by
September 12, 2026

DIGITAL OPPORTUNITIES

Artwork due
14 business days before start date

PRINT OPPORTUNITIES	DIGITAL OPPORTUNITIES	
TRAILGUIDE	WEBSITE PLACEMENTS	
<input type="checkbox"/> Quarter Page - \$460 <input type="checkbox"/> Half Page - \$880 <input type="checkbox"/> Full Page - \$1,584 <input type="checkbox"/> Inside Front Cover - \$5,400 <input type="checkbox"/> Inside Back Cover - \$5,400 <input type="checkbox"/> Back Cover - \$7,250	<input type="checkbox"/> 12-Month Profile Page - \$350 (required)	
	6-MONTH COST	12-MONTH COST
	<input type="checkbox"/> Prime Package - \$2,500 <input type="checkbox"/> Trip Planning Package - \$1,900 <input type="checkbox"/> Destination Package - \$480 <input type="checkbox"/> Prepaid Click Package A - \$525 <input type="checkbox"/> Prepaid Click Package A - \$360	<input type="checkbox"/> Prime Package - \$4,500 <input type="checkbox"/> Trip Planning Package - \$3,500 <input type="checkbox"/> Destination Package - \$900
TWO SCENIC TRAILS BROCHURE	UNDERWRITING	
<input type="checkbox"/> 1/3 Panel - \$1,095 <input type="checkbox"/> Full Panel - \$2,600 <input type="checkbox"/> Back Cover Panel - \$4,000	1X INSERTION	
DESIGN SERVICES	Website	
<input type="checkbox"/> Ad Design - \$150	<input type="checkbox"/> Home Page Sponsorship - \$6,000	<input type="checkbox"/> Sponsored Article - \$950
	1X INSERTION	3X INSERTIONS
OTHER OPPORTUNITIES	E-News & Alerts	
EVENTS & EXPOS	<input type="checkbox"/> Top Placement - \$400 <input type="checkbox"/> Middle Placement - \$250 <input type="checkbox"/> Bottom Placement - \$150	<input type="checkbox"/> Top Placement - \$280 ea. <input type="checkbox"/> Middle Placement - \$175 ea. <input type="checkbox"/> Bottom Placement - \$120 ea.
<input type="checkbox"/> Tabling at 6 Events - \$175		

TERMS & AGREEMENT

All *TrailGuide* and *Two Scenic Trails* brochure agreements are due by **August 28, 2026** and payment by **September 30, 2026**.

All digital placement agreements are due **4 weeks before start date**. Payment is due with with agreement.

Please make all checks payable to GAP Conservancy
 Mail: GAP Conservancy, P.O. Box 228, Homestead, PA 15120

Email Dionne Brelsford at dbrelsford@gaptrail.org to run a credit card (fee applies).

Authorization Signature

Date



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