

2023 VISIT LANCASTER CITY EXPERIENCE GUIDE & MOBILE APP

LISTING OPPORTUNITIES

ORDERS DUE FEBRUARY 13!



In 2023 the City of Lancaster will produce two official marketing pieces: a print **experience guide** styled after a lifestyle magazine for visitors who are in Lancaster City, and an **official mobile app** to give potential visitors a glimpse at all Lancaster City has to offer.

These are the only official maps and guides used to direct guests at the Lancaster City Welcome Center, which serves thousands of visitors and residents each year. **These guides will launch in April 2023 for use through March 2024.**

LAUNCHING APRIL 2023

VISIT LANCASTER MOBILE APP

The Lancaster Office of Promotion will introduce the official **Visit Lancaster mobile app** in April 2023. The app, available on iOS, Android, and the web, will be a one-stop location for potential visitors to find out all there is to see and do in Lancaster City.

Planned features include:

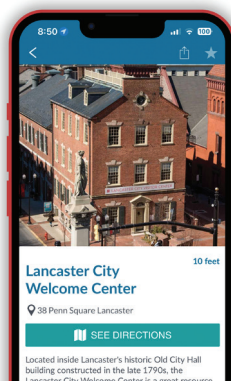
- Business Directory
- Event Listings
- Visit Lancaster City Blog
- Local's Guide (curated user-submitted tips)
- User Bookmarks (directory listings, events, blogs, etc.)

Businesses will have the opportunity to purchase listings in the app, which include interactive elements like links to your website/social media, an embedded map with directions, and options for multiple photos and/or videos.

Annual App Listing

~~\$300~~ \$250 (introductory pricing)

Listing orders received before April 2023 will receive a \$50 discount for the first year. *Initial listing year runs 4/1/2023 through 3/31/2024.*



EXPERIENCE GUIDE LISTING RATES

Each listing includes a corresponding location on the interactive digital companion map on our website. Print quantity is approximately 75,000.

Basic Listing — \$295

Includes business name, address, phone number, and website.

BUSINESS NAME

123 W. King Street • (717) 555-1234
businessname.com

Enhanced Listing — \$345

Includes business name, address, phone number, website, and up to 15 words of copy.

BUSINESS NAME

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris luctus sem facilisis dignissim finibus.

123 W. King Street • (717) 555-1234
businessname.com

Premium Listing — \$395

Includes logo, business name, address, phone number, website, and up to 15 words of copy.

LOGO

BUSINESS NAME

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris luctus sem facilisis dignissim finibus.

123 W. King Street • (717) 555-1234
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READY TO PURCHASE A LISTING?

Go to partner.visitlancastercity.com to place your order. *Payment is required to confirm your order.*

HAVE QUESTIONS?

Email DJ Ramsay at dramsay@cityoflancasterpa.gov.