

2023 Marketing Partnerships & Advertising Opportunities

LANCASTER OFFICE OF PROMOTION

JANUARY 18, 2023

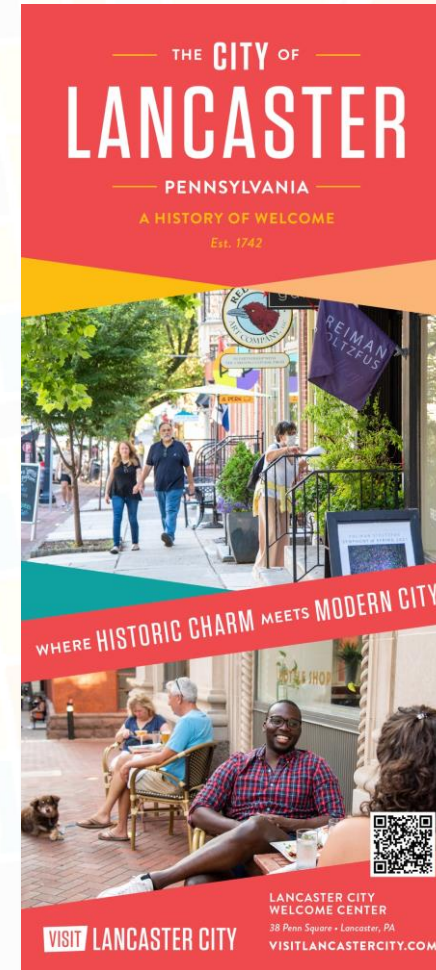


CITY OF
LANCASTER

CITYOFLANCASTERPA.GOV

Visit Lancaster City Brand Reach (2022)

- Website
 - 330,481 Pageviews (+18% YOY)
- Instagram
 - 12,733 Followers (+13.2% YOY)
 - 804,088 User Reach
 - 1.24M Impressions
- Facebook
 - 22,469 Followers (+4.9% YOY)

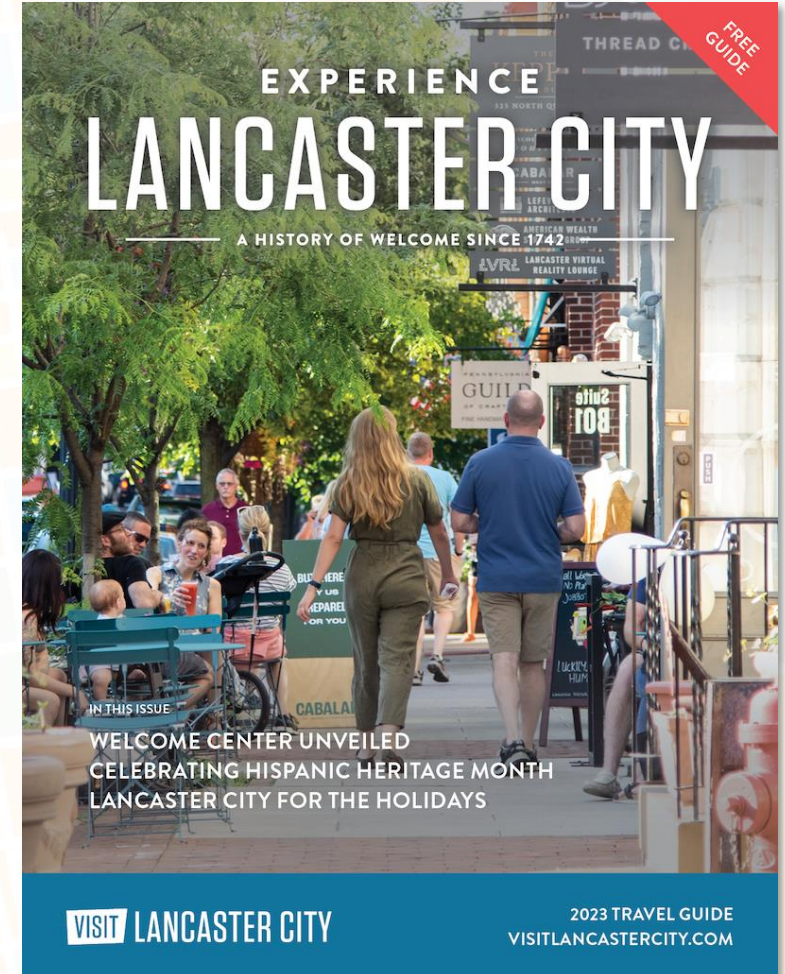


Experience Lancaster City (Print Guide)

- ~70,000 copies
- Distributed at WC and other local establishments

PARTICIPATION OPTIONS

- Business Listing
 - Listing includes location on interactive companion map on website

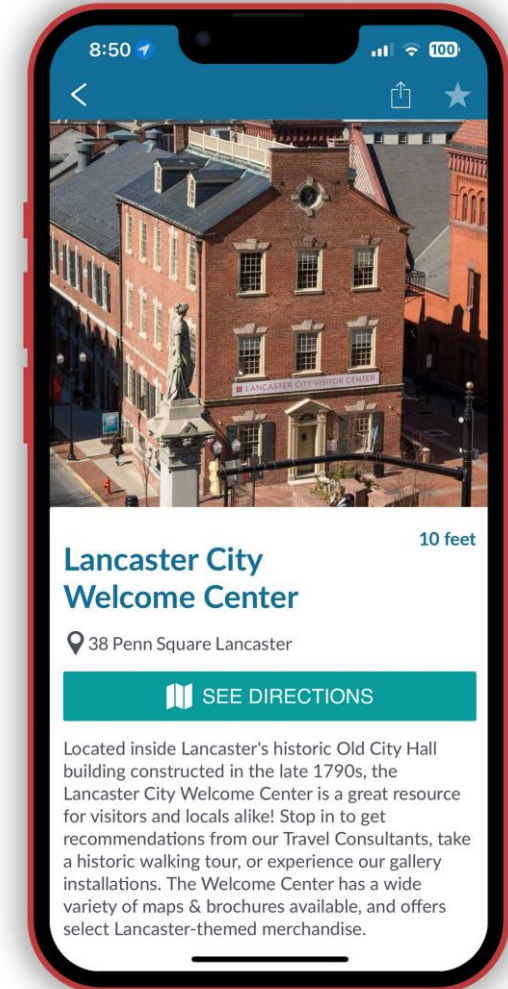


Visit Lancaster (Mobile App)

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

PARTICIPATION OPTIONS

- Annual App Listing
 - 150-word description, photos/videos, links included
 - Orders received before 4/1/23 receive \$50 discount



Listing Bundles

Save \$95 over a la carte pricing with a listing bundle!

- **Mobile App + Experience Guide Basic Listing**
 - Includes mobile app listing, and experience guide listing with business name, address, phone number, and website.
- **Mobile App + Experience Guide Enhanced Listing**
 - Includes mobile app listing, and experience guide listing with business name, address, phone number, website, and up to 15 words of advertising copy.
- **Mobile App + Experience Guide Premium Listing**
 - Includes mobile app listing, and experience guide listing with logo, business name, address, phone number, website, and up to 15 words of advertising copy.

Marketing Partnership Due Dates

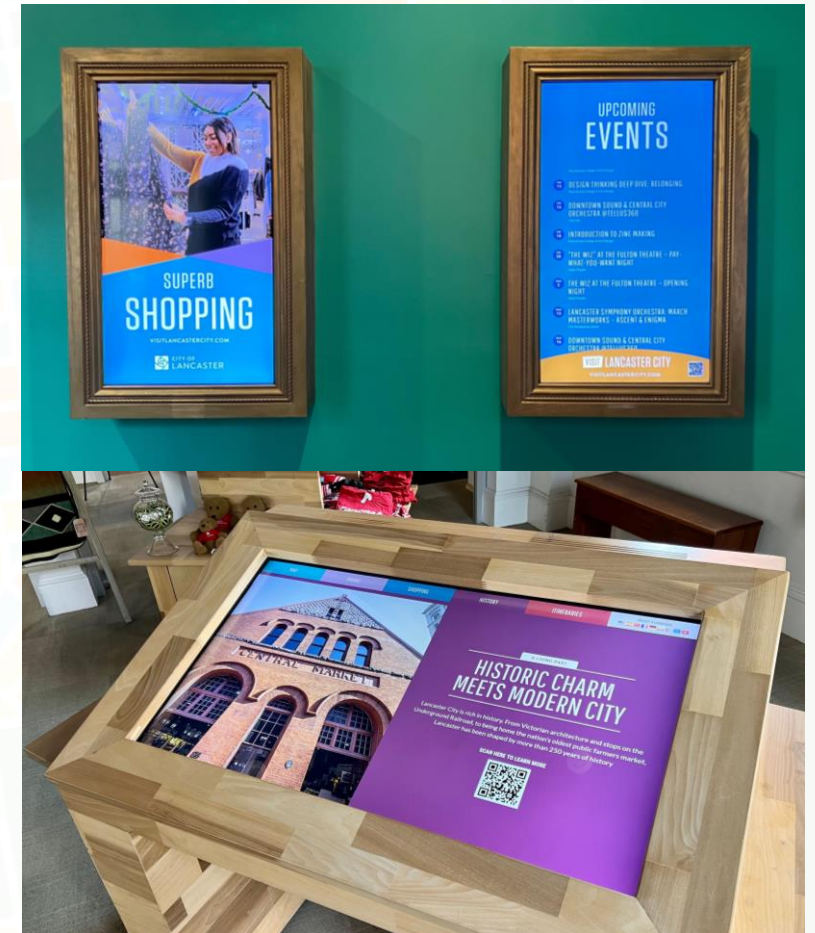
- Experience Guide Only — February 13, 2023
- Bundle (Experience Guide & Mobile App) — February 13, 2023
- Mobile App Only — Rolling
 - \$50 discount on annual listings received by 4/1/2023

HOW TO ORDER

- partner.visitlancastercity.com
- Credit card accepted online/in-person; invoicing available
 - All invoice payments must be received by February 20, 2023

Additional Advertising Opportunities

- Experience Guide
 - Article Sponsor (limited availability)
 - Back Cover Ad (limited to 1)
- VisitLancasterCity.com
 - Homepage/Interior Page Banner/Square Ads
 - Sponsored Blog Posts
- In the LOOP (Newsletter)
 - Footer Advertisements
- Welcome Center
 - Digital Kiosk Advertisements
 - Digital Screen Advertisements



Thank you!

DJ Ramsay

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Department of Neighborhood Engagement
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Lancaster City Welcome Center

38 Penn Square
Tuesday, Friday, Saturday
9:00AM – 3:00PM
VisitLancasterCity.com