

Featured Listings: In some sections, like Things to Do, Restaurants, Places to Stay, or Outdoors where 100 or more organizations may be listed on the site, we recognize that an elite group of organizations may want to ensure that they “stand out from the crowd.” Our new “Featured” Listing program meets the demanding needs of this group, offering them a tool for powerful, dominant online visibility. With the Featured Listing, an organization’s basic listing (Things to Do, Places to Stay, etc) is relocated to the very top of the listing section where it will reside with just a few others, ensuring that it will be one of the very first organizations seen by online users researching that section. The appearance of the Featured Listing is also upgraded, providing considerably more complete content than the Basic Listing, links, and special, larger graphics. All of these additions are designed to “showcase” Featured organizations with a bold, premier placement that offers it a significant online competitive advantage. The Featured Listing can also be a major advantage to an organization that is “alphabetically-challenged” – that is, one that may appear many pages back in the alphabetical listings.



Banners: Banners enjoy “run of site”, appearing across most pages of the website. Participating advertisers are generally seen tens of thousands of times each month across the website. The banner is great for branding and has a direct link to the advertiser’s website. A small number of advertisers typically rotate in the banner. Banners can be updated regularly so that their message is timely.

Page Sponsorships: Page Sponsorships are essentially stationary banners that are affixed to a specific page of the website, offering the advertiser 100% of all page views; typically, no other advertiser rotates in the Page Sponsorship. The benefit of the page sponsorship is that it allows an advertiser to have a concentrated, highly visible presence on a specific page of the Tourism website that gives an advertiser access to their “perfect customer.” For example, a large meeting venue might want to have a page sponsorship on the “Meetings” page of a website, which will be seen almost exclusively by meeting and event planners, rather than a run-of-site banner that is seen by all online users, regardless of whether they have any interest in meeting venues. High traffic pages like the Home page, Calendar of Events, Things to Do, Places to Stay, and Restaurants represent outstanding opportunities to be seen by every visitor to these specific online locations.



HISTORIC SITES AND MUSEUMS

A trip the Laurel Highlands wouldn't be complete without spending some time experiencing the rich history & heritage of our region. - See more

SPOTLIGHT

- Historic Sites & Museums**
Experience the rich history & heritage of our region...[More](#)
- Request a Copy of Our Destination Guide**
Use this to make your trip planning easy...[More](#)
- Find your Favorite Trail**
Experience miles of beautiful trails and great views... [More](#)
- Laurel Highlands Calendar of Events**
Stay up to date with our Calendar of Events...[More](#)

Spotlight Links: The text link is extremely powerful since it typically appears on nearly every page on a website site and is designed to constantly alert website visitors about unique events, promotions and attractions. A link to the advertiser's website (or other URL) is contained in the text link. Each text link participant enjoys tens of thousands of monthly page views, like the run of site banner. Text links are easy to update and can be regularly adjusted to promote different events and activities. One of the other benefits of the text link is that it is typically the most affordable of all online advertising options.

UPCOMING EVENTS



JUNE 14-16, 2014
Miners' Memorial Weekend
VENUE NAME
Windber, PA



JULY 26-28, 2014
Rib & Wing Festival
VENUE NAME
Seven Springs, PA



AUGUST 3-4, 2014
250th Anniversary Battle of Bushy Run
VENUE NAME
Jeannette, PA

SPECIAL OFFERS



BIKE & FLOAT ALONG THE GAP
Pack up the kids for a fun three-day trip!

Upcoming Events Sponsorship: Online visitors to websites like LaurelHighlands.org consistently rank Events as one of their main items of interest. And it only makes sense: if someone is going to be visiting a region, they want to know what great festivals, exhibitions, and major entertainment events are taking place – and when! That's why an organization appearing in the Home Page Events Sponsorship – the home page is one of the, if not the, most heavily trafficked pages on the website – enjoys such powerful visibility and traffic to their own website. Equally important though is that this high value sponsorship also appears on the mobile homepage, used by smart phone and tablet users, many of whom want to enjoy something today – maybe even right now! This unique combination of highly valued information appearing on the home page and mobile homepage means that the Events Sponsorship enjoys some of the highest click-through rates of any online advertising component available across the Internet.

Special Offers Sponsorship: Along with events and "things to do," tourism website users are most interested in getting a great deal, particularly on their lodging and entertainment. With the Special Offers Sponsorship appearing on the Home Page, your organization's "great deals" get immediate, premier attention and you get the great branding, and revenue, that goes along with this elite placement. The Sponsorship is taking engaged online users directly to your "deal" on our website. And there they can find a special code, or even coupon, that entitles them to your special offer which also means you now have a way to track your ROI – return on investment – from your tourism website online advertising program. What other kind of advertising gives you such a great opportunity to know exactly how much revenue your ad actually produces? The Home Page Special Offers Sponsorship is, truly, "special!"