

WEB / EMAIL

PAID PARTNERSHIP OPPORTUNITIES 2026



VISIT
PHILADELPHIA®

QUALIFIED WEBSITE VISITORS AND EMAIL SUBSCRIBERS ACROSS VISIT PHILADELPHIA'S OWNED MEDIA CHANNELS



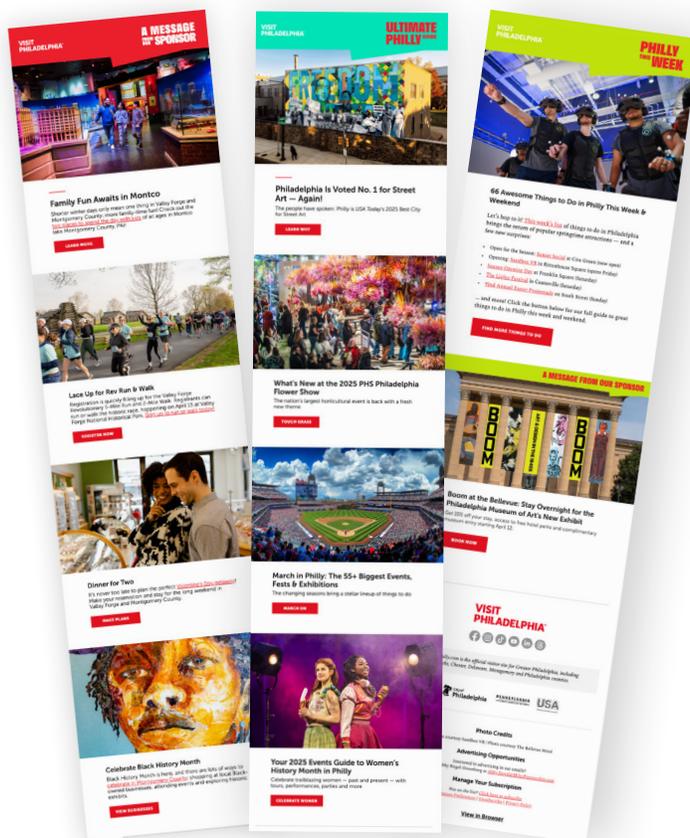
WEB: 7.6M*
*2024 Annual Website Visitors
pages 8-10

ULTIMATE PHILLY GUIDE AND CUSTOM EMAIL: 190,000+*

*2025 Newsletter Subscribers
pages 7-9

PHILLY THIS WEEK: 70,000+*

*2025 Newsletter Subscribers
pages 7, 10



VISIT PHILADELPHIA® AT A GLANCE

<p>REACH 15.32M+ QUALIFIED VISITORS</p>	 <p>WEB USERS: 7.6M pages 4-7</p>	 <p>EMAIL SUBSCRIBERS: 190,000+ pages 7-9</p>	 <p>EMAIL SUBSCRIBERS: 70,000+ pages 7, 10</p>
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<p>ENGAGEMENT IN 2024</p>	<p>7.6M Users</p> <p>14.7M Pageviews</p> <p>2.06M+ (non-paid) clicks to partner websites</p> <p>64% of website visitors arrive via organic search because they are looking for things to do in the region</p>	<p>Click-Through Rate varies by position - please inquire</p>
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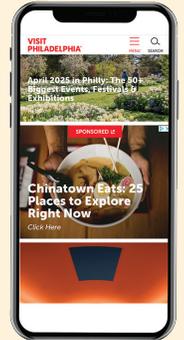
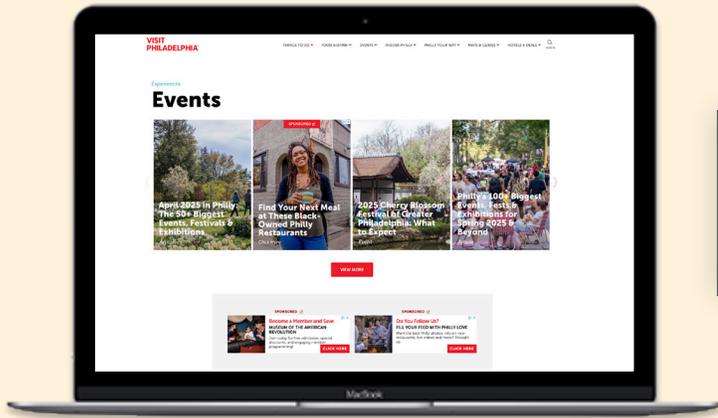
<p>TOURISM NUMBERS IN 2024 (Greater Philadelphia Region)</p>	 <p>43.9 Million Annual Visitors</p>	 <p>7.8 Billion Visitors Spending</p>	 <p>15.4 Million Overnight Leisure Visitors</p>
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<p>TOP MARKETS IN 2024</p>	<p>DOMESTIC: TOP 5 Philadelphia; New York; Washington D.C.; Pittsburgh; Baltimore</p> <p><i>Source: Longwoods International</i></p>
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<p>VISITOR DEMOGRAPHIC IN 2024</p>	 <p>Gender 49% female 51% male</p>	 <p>Higher Education 61%</p>	 <p>\$100K+ Income 27%</p>	 <p>Average Age 48.8 Years Old</p> <p><i>Source: Longwoods International</i></p>
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visitphilly.com

Philadelphia's official destination website



FORMATTED FLUID BANNERS

BUDGET	CPM	TOTAL PAID FLUID IMPRESSIONS	POTENTIAL REWARDS IMPRESSIONS
\$1,300	\$13	100,000	100,000
\$2,400	\$12	200,000	200,000
\$3,300	\$11	300,000	300,000
\$5,000	\$10	500,000	500,000
\$8,500	\$8.50	1,000,000	1,000,000
\$15,000	\$7.50	2,000,000	2,000,000

QUICK STATS (2024)

7.6M users

14.7M pageviews

FOUR REASONS TO PARTNER

1. Reach an incredibly qualified audience across all devices
2. Benefit from a tailored campaign strategy
3. Laser-target your customer
4. Increase return on investment

NATIVE CONTENT ON CATEGORY GRIDS

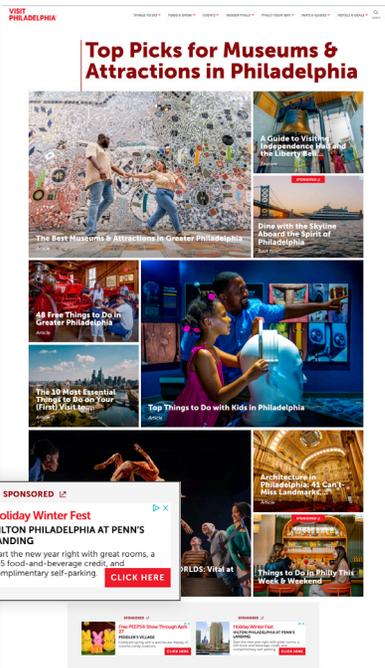
Monthly and quarterly rates available - see page 6

INTERSTITIAL PROGRAM

Monthly and bi-weekly rates available - see page 7



Visitors to visitphilly.com viewed more than **14.7 million** pages in 2024 while planning their trip. Banners allow you to target your message by site content, season or geography, and our impressions-over-time model, along with our monthly reports, allow you to control your exposure and return.



BANNER

VISITPHILLY.COM (2024)

7.6M USERS

14.7M PAGEVIEWS

COSTS

IMPRESSIONS*	NET RATE
100,000	\$1,300
200,000	\$2,400
300,000	\$3,300
500,000	\$5,000
1,000,000	\$8,500
2,000,000	\$15,000

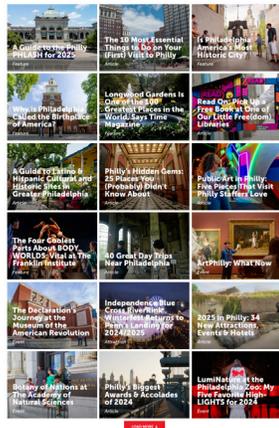
ABOUT

Additional impression packages are available.

We can accommodate any budget and impressions request based upon inventory availability.

**Copy must align with Visit Philadelphia copy style and guidelines.*

See All About Museums & Attractions in Philadelphia

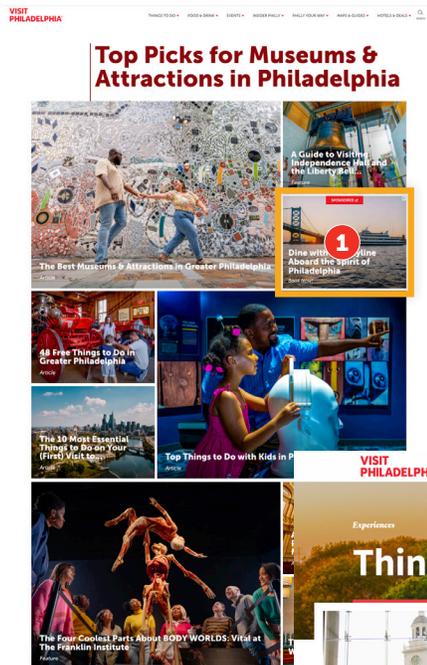


NATIVE GRID UNIT ON RELEVANT CATEGORY PAGE

Your message will be displayed 100% of the time during your campaign on major, top-level pages next to organic editorial content; and will be hyper-targeted to specific categories such as Attractions, Food & Drink and Shopping. Your message will also rotate on the respective homepage category content blade.

This high-impact visual placement offers strong branding and contextual alignment that is seeing average click-through rates of more than 1% – **10x higher than traditional banners**. These placements are offered on a first-come, first-served basis with pre-approval needed to participate.

**Copy must align with Visit Philadelphia copy style and guidelines.*



1 HOMEPAGE CATEGORY BLADE

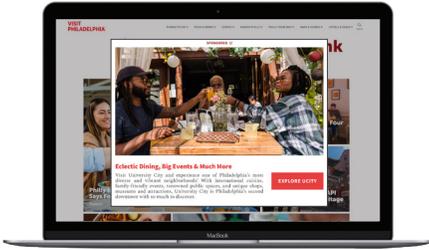
Your message will be displayed in rotation on the homepage under the content blade section for the duration of your campaign.

2 CATEGORY LANDING PAGES

You will be in rotation between related articles round-up grid placed on hyper-targeted landing pages



CHANNELS	NET MONTHLY RATE	NET QUARTERLY RATE (3 MOS. CONSECUTIVE MAX)	HOMEPAGE BLADE
Events	\$3,000	\$7,560	Events
Holidays	\$2,000	N/A	Events
Attractions/Museums	\$2,225	\$5,675	Things to Do
Family	\$1000	\$2,550	Things to Do
LGBTQ+	\$600	\$1,530	Things to Do
Live Music, Theater & Dance	\$600	\$1,530	Things to Do
History	\$600	\$1,530	Things to Do
Parks and Outdoors	\$850	\$2,165	Things to Do
Shopping	\$800	\$2,040	Things to Do
Tours	\$800	\$2,040	Things to Do
Sports	\$600	\$1,530	Things to Do
Neighborhoods	\$850	\$2,165	Things to Do
Cheesesteaks	\$600	\$1,530	Food & Drink
Food & Drink	\$1,500	\$3,825	Food & Drink
Nightlife	\$1,000	\$2,550	Food & Drink
Hotels	\$1,200	\$3,060	Hotels



100% SHARE OF VOICE (SOV)

This is a high-impact static visual placement takeover sponsorship with 100% SOV.

HOW IT WORKS:

1. When site visitors reach the 50% mark on the page, your high-impact takeover interstitial becomes an overlay on the page.
2. The visitor can close only by clicking X or the escape key.
3. Drives visitors directly to your site.
4. Appears only on desktop.

CONSIDER THIS:

Interstitial placements are one of the most effective formats offering HIGH IMPACT with 100% share of voice.

They cover the interface of the visitphilly.com site — displayed at the 50% mark on the page.

RATES:

Monthly: \$6,825
Bi-Weekly: \$3,500

Bi-Weekly placements must run during either the first or last two weeks of the month.

2024 PERFORMANCE:

CTAs vary
 Contact for current info

**Copy must align with Visit Philadelphia copy style and guidelines.*

VISIT PHILADELPHIA EMAIL PROGRAMS



Philadelphia is Voted No. 1 for Street Art — Again!
The people have spoken: Philly is USA Today's 2025 Best City for Street Art.

What's New at the 2025 PHS Philadelphia Flower Show
The nation's largest horticultural event is back with a fresh new theme.

March in Philly: The 55+ Biggest Events, Fests & Exhibitions
The changing seasons bring a stellar lineup of things to do.

ULTIMATE PHILLY GUIDE



Family Fun Awaits in Montco
Shorter winter days only mean one thing in Valley Forge and Montgomery County: more family-time fun! Check out the 100 activities around the area with lots of all ages in Montco (aka Montgomery County, PA)!

Lace Up for Rev Run & Walk
Registration is quickly filling up for the Valley Forge Revolutionary 5-Mile Run and 2-Mile Walk. Registrants can run or walk the historic race track on April 13 at Valley Forge National Historical Park. 2025.run.or.walk.bobco

Dinner for Two
It's never too late to plan the perfect [Valley Forge restaurant](http://www.valleyforge.com/dinner)! Make your reservation and stay for the long weekend in Valley Forge and Montgomery County.

CUSTOM EMAIL



66 Awesome Things to Do in Philly This Week & Weekend
Let's keep on #ThePhillyLife of things to do in Philadelphia, bring the return of popular springtime attractions — and a few new surprises:

- **Open for the Season: Sunset Social** at Cira Green (now open)
- **Opening: Sunfish, 36** in Rittenhouse Square (opens Friday)
- **Strom, Christie, Day** at Franklin Square (Saturday)
- **The Locks Festival** in Coatesville (Saturday)
- **The Annual River Promenade** on South Street (Sunday)

...and more! Click the button below for our full guide to great things to do in Philly this week and weekend.

Boom at the Bellevue: Stay Overnight for the Philadelphia Museum of Art's New Exhibit
Get 15% off your stay, access to free hotel perks and complimentary museum entry (ending April 12).

PHILLY THIS WEEK

COSTS

ITEM	NET RATE
ULTIMATE PHILLY GUIDE	
Featured Content	\$1,850
Featured Partner	\$950
Featured Deal	\$415
CUSTOM EMAIL	
Custom Email, 100% SOV	\$9,150
PHILLY THIS WEEK	
1 week	\$1,500
4 weeks	\$5,000
12 weeks	\$12,000
18 weeks	\$15,300

QUICK STATS

Ultimate Philly Guide

CTRs vary by unit size and placement
Contact for current info

Custom Email

100% Share of Voice (SOV)
Average CPCs under \$3 (2024)

Philly This Week

Only 1 Exclusive Partner Message per Deployment

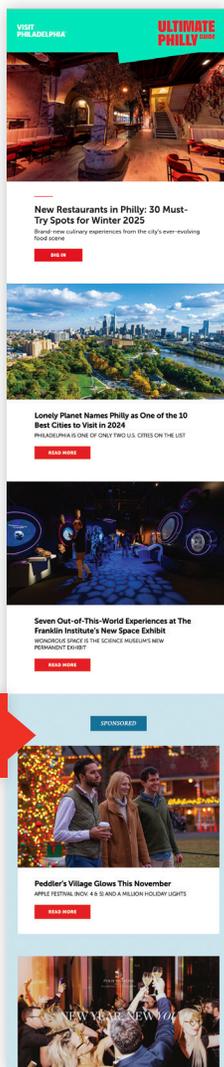


The visitphilly.com emails go out to **190,000+ subscribers** who are actively making travel plans and feature rich, inspiring stories that showcase what to see and do in Philadelphia.

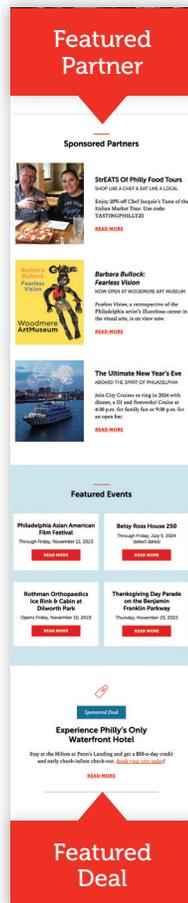
190K+ SUBSCRIBERS

CTRS VARY BY UNIT SIZE AND PLACEMENT

Contact for current info



Featured Content



COSTS

ITEM	NET RATE - PER DEPLOYMENT
Featured Content	\$1,850
Featured Partner	\$950
Featured Deal	\$415

ABOUT

- Your message will be integrated into the visitphilly.com email content in one of three formatted unites (Featured Content, Featured Partner, Featured Deal).
- Clicks are driven directly to your site with a campaign tracking code or partner-provided UTM code, allowing you to measure results.
- Responsive design allows for seamless access across digital platforms: mobile, tablet and desktop.
- Creative Best Practices: Use your most compelling image, create a tagline that attracts attention and bring the user into the experience through your copy.

**Copy must align with Visit Philadelphia copy style and guidelines.*



Receive **100% share of voice** with a dedicated email message to our organic email database of **190,000+ subscribers**. We will work with you to customize a compelling message that will maximize your return and drive clicks to your website.



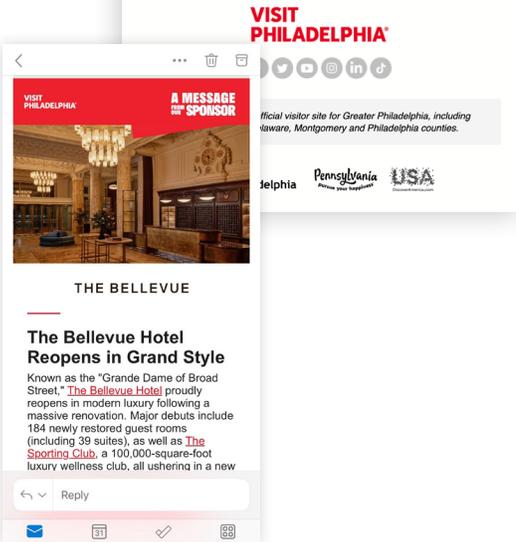
Large billboard image

Logo placement for branding

How to Explore One of America's Largest Trail Networks
 Across Greater Philadelphia and southern New Jersey, people are connecting with hundreds of miles of Circuit Trails for health, wellness and transportation. See where trails can take you! Get outside and enjoy [Celebrate Trails Day](#) on April 27.

EXPLORE EVENTS

Call-to-action button to drive clicks



100% SHARE OF VOICE

COSTS

ITEM	NET RATE - PER DEPLOYMENT
Custom Email	\$9,150

ABOUT

- Dedicated email about your business to our audience
- 100% share of voice
- Compelling customized message that will maximize your return
- Limited inventory
- Reach 190,000+ subscribers
- Prep call held four to six weeks prior to deployment between you and Visit Philadelphia's web/email team to optimize your goals and share best practices.

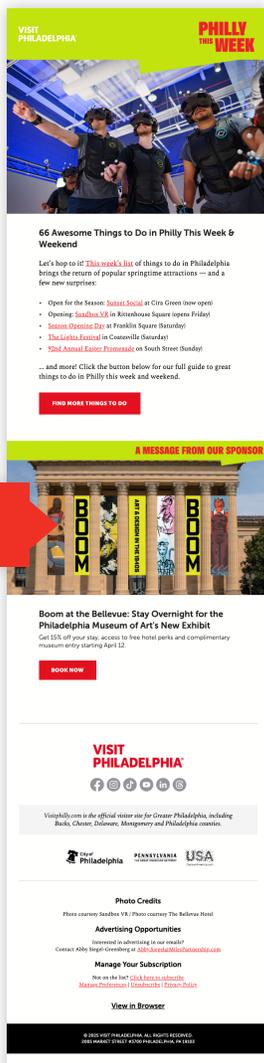
**Copy must align with Visit Philadelphia copy style and guidelines.*

PERFORMANCE

- 4,081 average click per custom email (2024)
- CTRs vary by unit size and placement
Contact for current info
- \$2.57 CPC (2024)



Philly This Week emails reach **70,000+ highly-engaged opt-in subscribers**, with a curated list of the events, activities and experiences happening in Philadelphia each week.



COSTS

ITEM	NET RATE
1 Week	\$1,500
4 Weeks	\$5,000
12 Weeks	\$12,000
18 Weeks	\$15,300

ABOUT

- Clicks are driven directly to your site with a campaign tracking code or partner-provided UTM code, allowing you to measure results.
- Responsive design allows for seamless access across digital platforms: mobile, tablet and desktop.
- Creative Best Practices:
 - Use your most compelling image, craft a tagline that captures attention, and bring the user into the experience through engaging copy.
 - For campaigns running longer than one week, refresh creative assets regularly to avoid repeating the same message and to maintain audience engagement.
- Deploys Sundays or Mondays; schedule varies.
- Ad Placement does not guarantee inclusion into the editorial content.

**Copy must align with Visit Philadelphia copy style and guidelines.*

FORMATTED FLUID BANNERS	NET RATE	SEE PAGE:
100,000 Impressions	\$1,300	4
200,000 Impressions	\$2,400	
300,000 Impressions	\$3,300	
500,000 Impressions	\$5,000	
1,000,000 Impressions	\$8,500	
2,000,000 Impressions	\$15,000	

NATIVE GRID	NET RATE	SEE PAGE:
CHANNELS	MONTHLY NET RATE	5 See page 5 for additional discounts for consecutive run options if inventory is available.
Events	\$3,000	
Holidays	\$2,000	
Attractions/Museums	\$2,225	
Family	\$1,000	
LGBTQ+	\$600	
Live Music, Theater & Dance	\$600	
History	\$600	
Parks and Outdoors	\$850	
Shopping	\$800	
Tours	\$800	
Sports	\$600	
Neighborhoods	\$850	
Cheesesteaks	\$600	
Food & Drink	\$1,500	
Nightlife	\$1,000	
Hotels	\$1,200	

INTERSTITIAL	NET RATE	SEE PAGE:
Monthly	\$6,825 per month	6
Bi-weekly	\$3,500 per month	6

EMAIL	NET RATE	SEE PAGE:
ULTIMATE PHILLY GUIDE		7-8
Featured Content	\$1,850	
Featured Partner	\$950	
Featured Deal	\$415	7, 9
CUSTOM EMAIL		
Custom Email	\$9,150	
PHILLY THIS WEEK		7, 10
1 Week	\$1,500	
4 Weeks	\$5,000	
12 Weeks	\$12,000	
18 Weeks	\$15,300	7, 10