

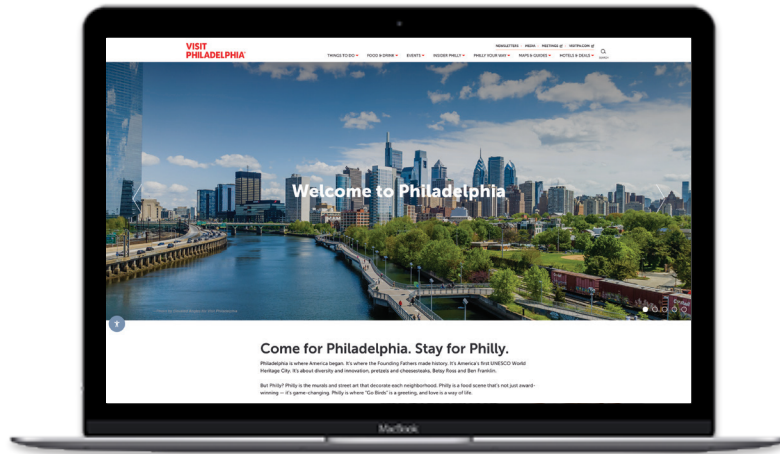
WEB / EMAIL

SPONSORSHIP OPPORTUNITIES 2026



VISIT
PHILADELPHIA®

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



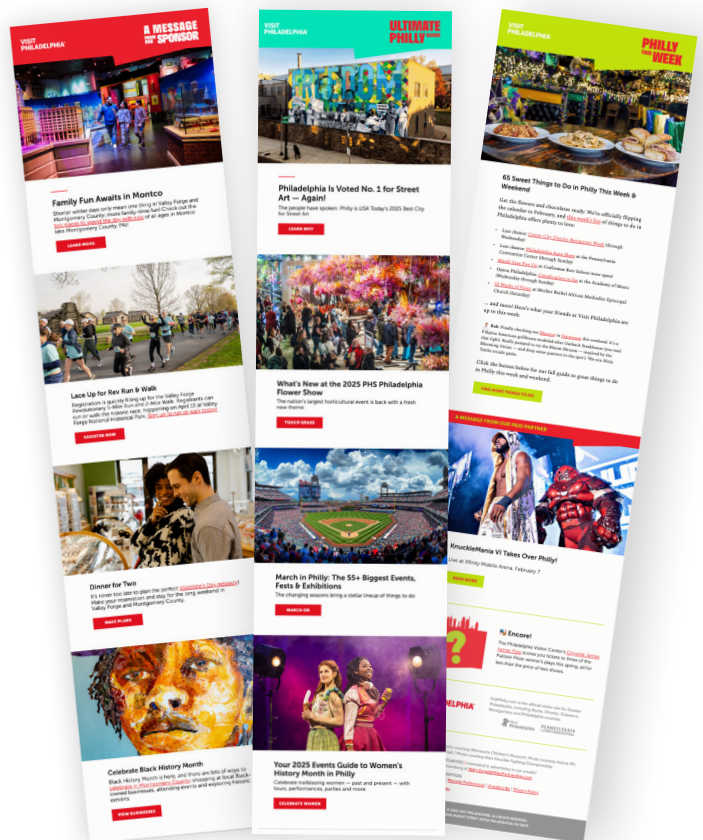
WEB: 7.3M*
*2025 Annual Website Users
pages 3-5

ULTIMATE PHILLY GUIDE AND CUSTOM EMAIL: 174,000+*

*2025 Newsletter Subscribers
pages 6-8

PHILLY THIS WEEK: 70,000+*

*2025 Newsletter Subscribers
pages 6, 9

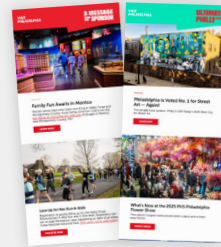


VISIT PHILADELPHIA® AT A GLANCE

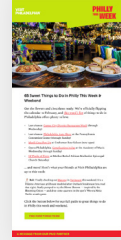
REACH QUALIFIED VISITORS



WEB USERS: 7.3M
pages 3-5



**EMAIL
SUBSCRIBERS:
174,000+**
pages 6-8



**EMAIL
SUBSCRIBERS:
60,000+**
pages 6, 9

ENGAGEMENT IN 2025

7.3M Users

13.4M Pageviews

1.62M (non-paid) clicks
to partner websites

55% of website views generated
from organic search users looking
for things to do in the region

**Click-Through Rate varies
by position**
- please inquire

TOURISM NUMBERS IN 2025

(Greater Philadelphia Region)



44 Million
Annual Visitors



\$8 Billion
in Visitor Spending



15.6 Million
Overnight
Leisure Visitors

TOP MARKETS IN 2025

DOMESTIC: TOP 5

Philadelphia; New York City; Washington D.C.; Baltimore; Wilkes-Barre/Scranton

Source: Longwoods International

VISITOR DEMOGRAPHIC IN 2025



Gender
54% male
46% female



Higher Education
63%

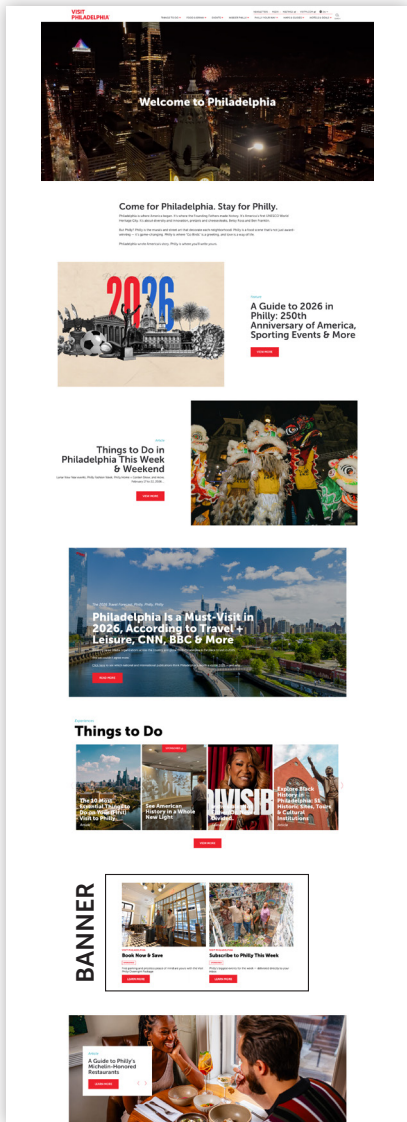
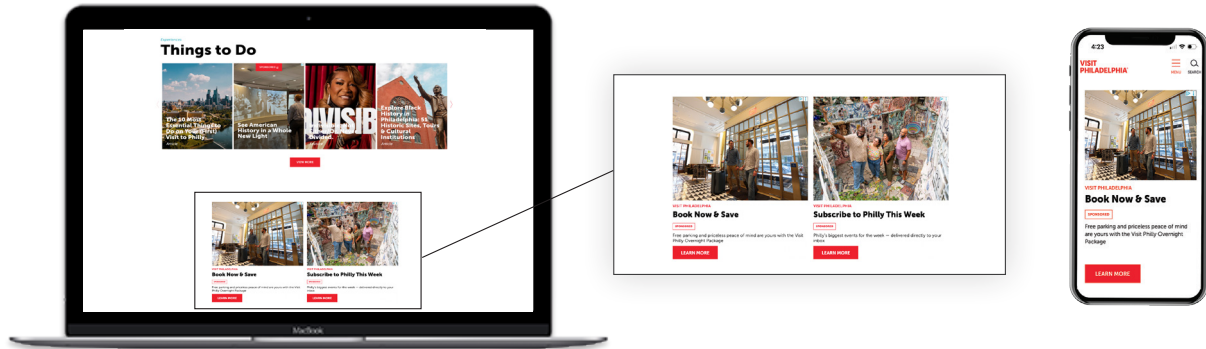


\$100K+ Income
31%



Average Age
48.4 Years Old

Source: Longwoods International



Visitors to **visitphilly.com** viewed more than **13.4 million** pages in 2025 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.

VISITPHILLY.COM (2025)

7.3M USERS

13.4M PAGEVIEWS

COSTS

IMPRESSIONS*	CPM	NET RATE
100,000	\$13.00	\$1,300
200,000	\$12.00	\$2,400
300,000	\$11.00	\$3,300
500,000	\$10.00	\$5,000
1,000,000	\$8.50	\$8,500
2,000,000	\$7.50	\$15,000

ABOUT

Additional impression packages are available.

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

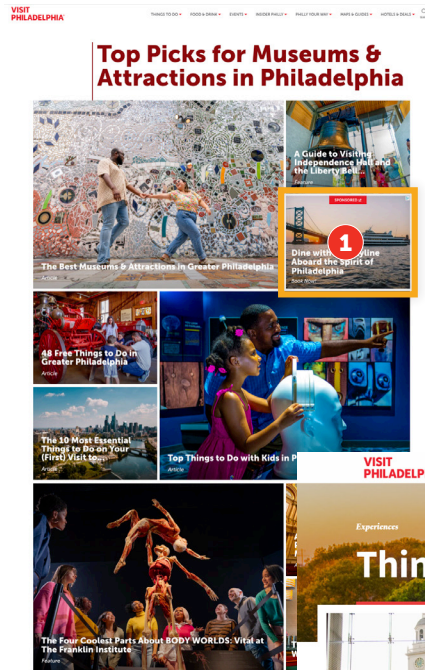
**Copy must align with Visit Philadelphia copy style and guidelines.*

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.*

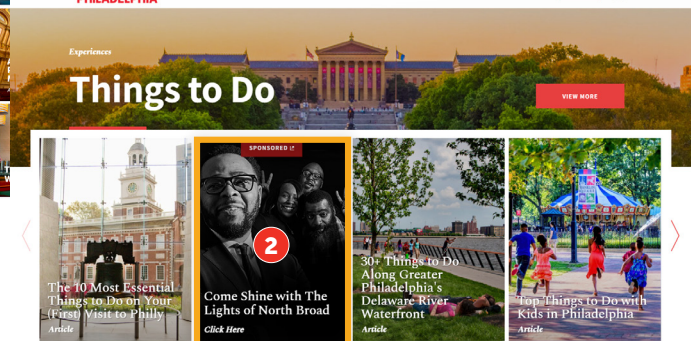


1 HOMEPAGE CATEGORY BLADE

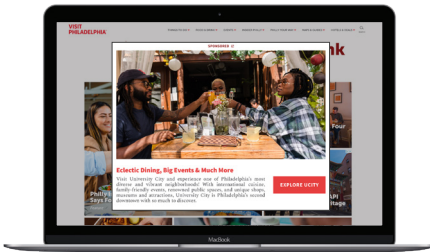
Your message will be displayed in rotation on the homepage under the content blade section for the duration of your campaign as added-value.

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	Things to Do
Nightlife	\$1,000	\$2,550	Food & Drink
Hotels	\$1,000	\$2,550	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.

2025 PERFORMANCE:

5.48% Average CTR
 CTAs vary
 Contact for current info

2026 Sold Out NOW BOOKING 2027

DRIVES TRAFFIC TO YOUR SITE!

**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 [50+ activities to enjoy this winter](#) 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, happening on April 13 at Valley Forge National Historical Park. [Sign up to run or walk today!](#)

Dinner for Two
It's never too late to plan the perfect [Valentine's Day weekend!](#) Make your reservation today for the long weekend in Valley Forge and Montgomery County.

CUSTOM EMAIL

65 Sweet Things to Do in Philly This Week & Weekend
Get the flowers and chocolates ready: We're officially flipping the calendar in February, and [this week's list](#) of things to do in Philadelphia offers plenty to love:

- Last chance: [Center City Dinner Restaurant Week](#) through Wednesday
- Last chance: [Philadelphia Area Shows](#) at the Pennsylvania Convention Center through Sunday
- [Special Concerts](#) at Carlinson New Station (now open)
- Opera Philadelphia: [Concerts on the Hill](#) at the Academy of Music (Wednesday through Sunday)
- [A Week of Fun](#) at Mother Bethel African Methodist Episcopal Church (Saturday)

...and more! Here's what your friends at Visit Philadelphia are up to this week.

Ask Philly checks out [Museum in Baltimore](#) this weekend. It's a Filipino American giftshop modeled after O'Connell Bookstore (we need the right Philly pressed in to the Broom Room — inspired by the Broom Closet — and drop some quarters in the slot.) You're those Philly email game.

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

KnuckleMania VI Takes Over Philly!
Live at Xfinity Mobile Arena, February 7

Encore!
The Philadelphia Visitor Center's [Crunch, Crunch](#) ([tickets here](#)) scores you tickets to three of the [Putter](#) Free-winner stops this spring, all for less than the price of two shows.

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 (2025)

Philly This Week

Only 1 Exclusive Partner Message per Deployment

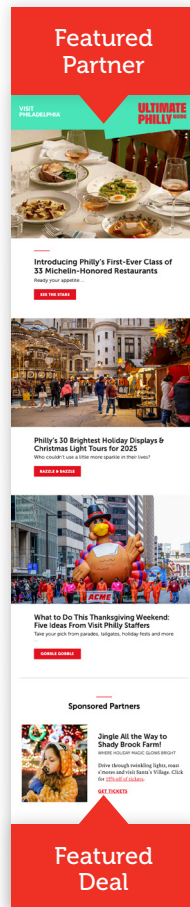
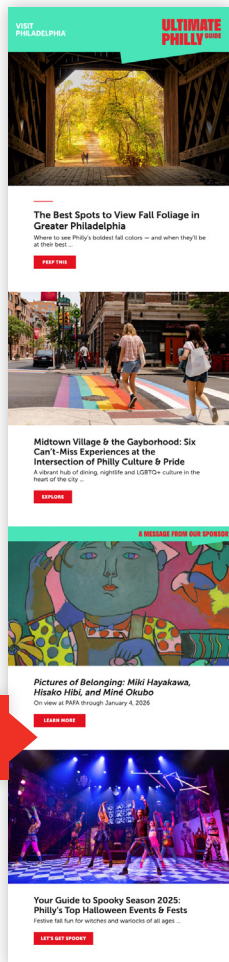


The visitphilly.com emails go out to **174,000+ subscribers** who are actively making travel plans and feature rich, inspiring stories that showcase what to see and do in Philadelphia.

174K+ SUBSCRIBERS

CTRS VARY BY UNIT SIZE AND PLACEMENT

Contact for current info



COSTS

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

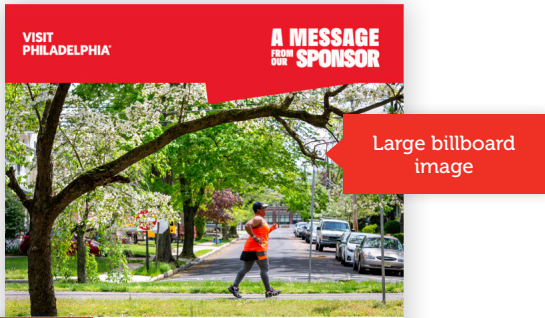
ABOUT

- Your message will be integrated into the visitphilly.com email content in one of three formatted units (Featured Content, Featured Partner, Featured Deal).
- Email deployment is scheduled for Thursdays.
- 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 **174,000+ subscribers**. We will work with you to customize a compelling message that will maximize your return and drive clicks to your website.



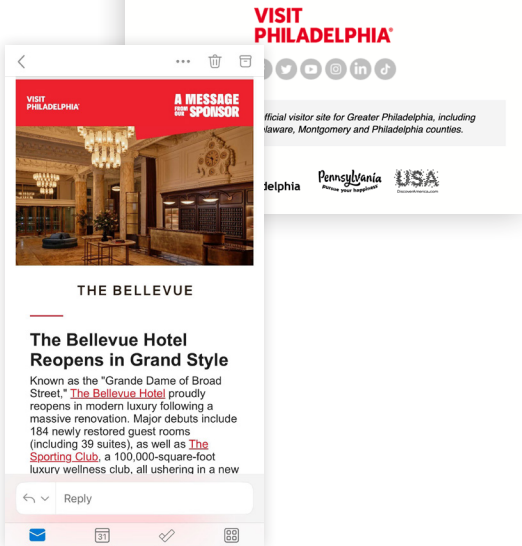
Large billboard image

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

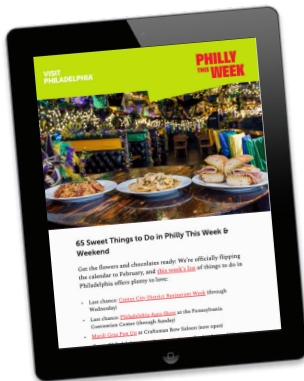
ABOUT

- Dedicated email about your business to our audience
- 100% share of voice
- Compelling customized message that will maximize your return
- Limited inventory
- Reach 174,000+ 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.

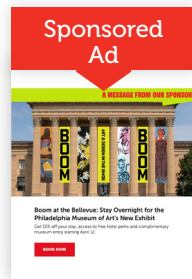
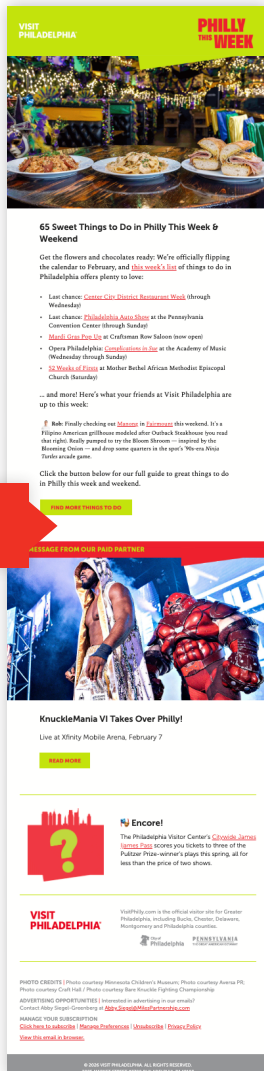
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PERFORMANCE

- 3,345 average clicks per custom email (2025)
- 4.13% Average CTR
- \$3.16 CPC (2025)



Philly This Week emails reach **60,000+ 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	3
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	4 See page 4 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	5
Bi-weekly	\$3,500 per month	5

EMAIL	NET RATE	SEE PAGE:
ULTIMATE PHILLY GUIDE		6-7
Featured Content	\$1,850	
Featured Partner	\$950	
Featured Deal	\$415	6, 8
CUSTOM EMAIL		
Custom Email	\$9,150	
PHILLY THIS WEEK		6, 9
1 Week	\$1,500	
4 Weeks	\$5,000	
12 Weeks	\$12,000	
18 Weeks	\$15,300	6, 9