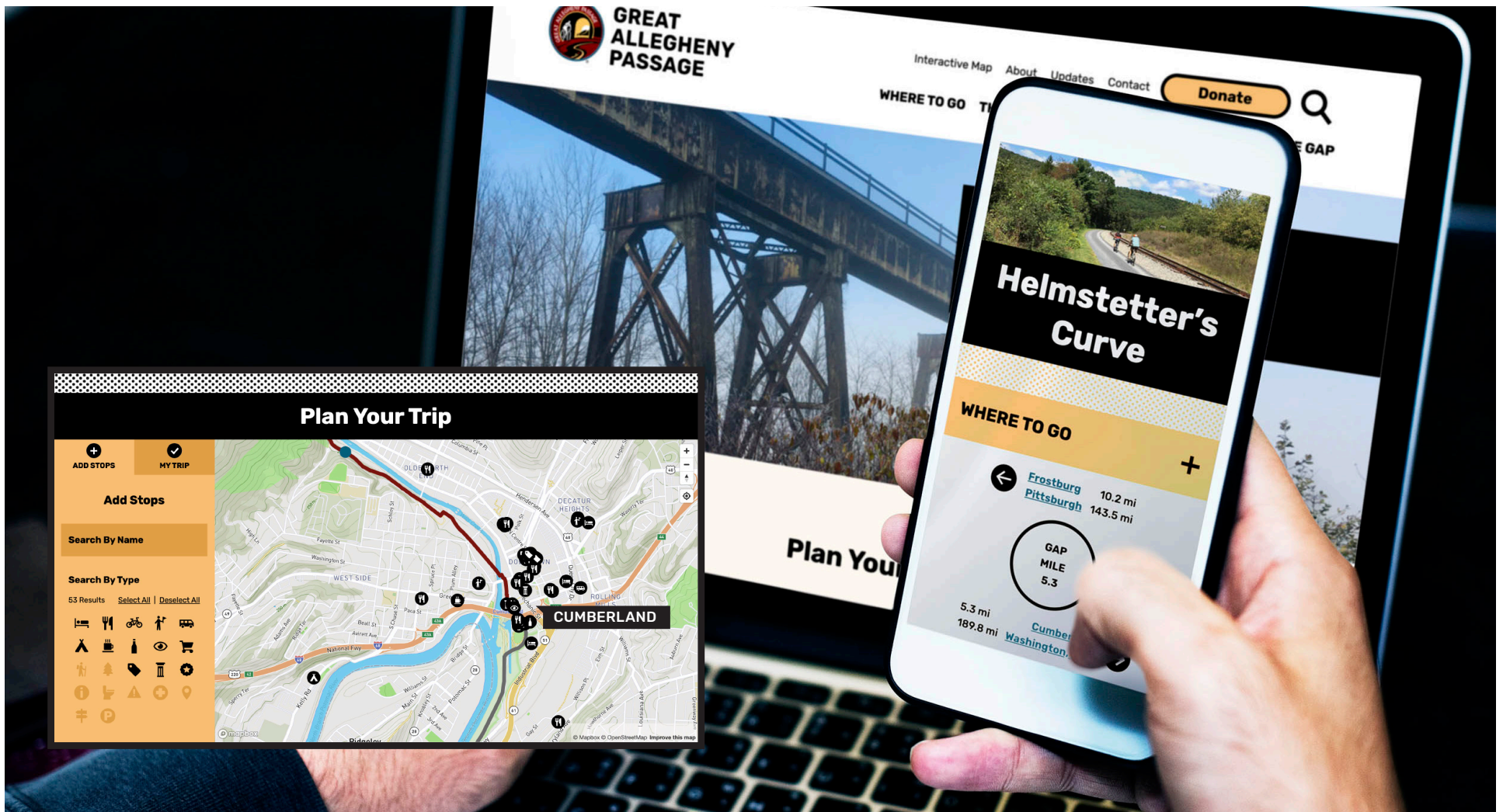


Great Allegheny Passage Conservancy

# 2023 Digital Media Kit

Promote Your Business to Visitors to the C&O Canal Towpath and Great Allegheny Passage



## Connect to Trail Travelers

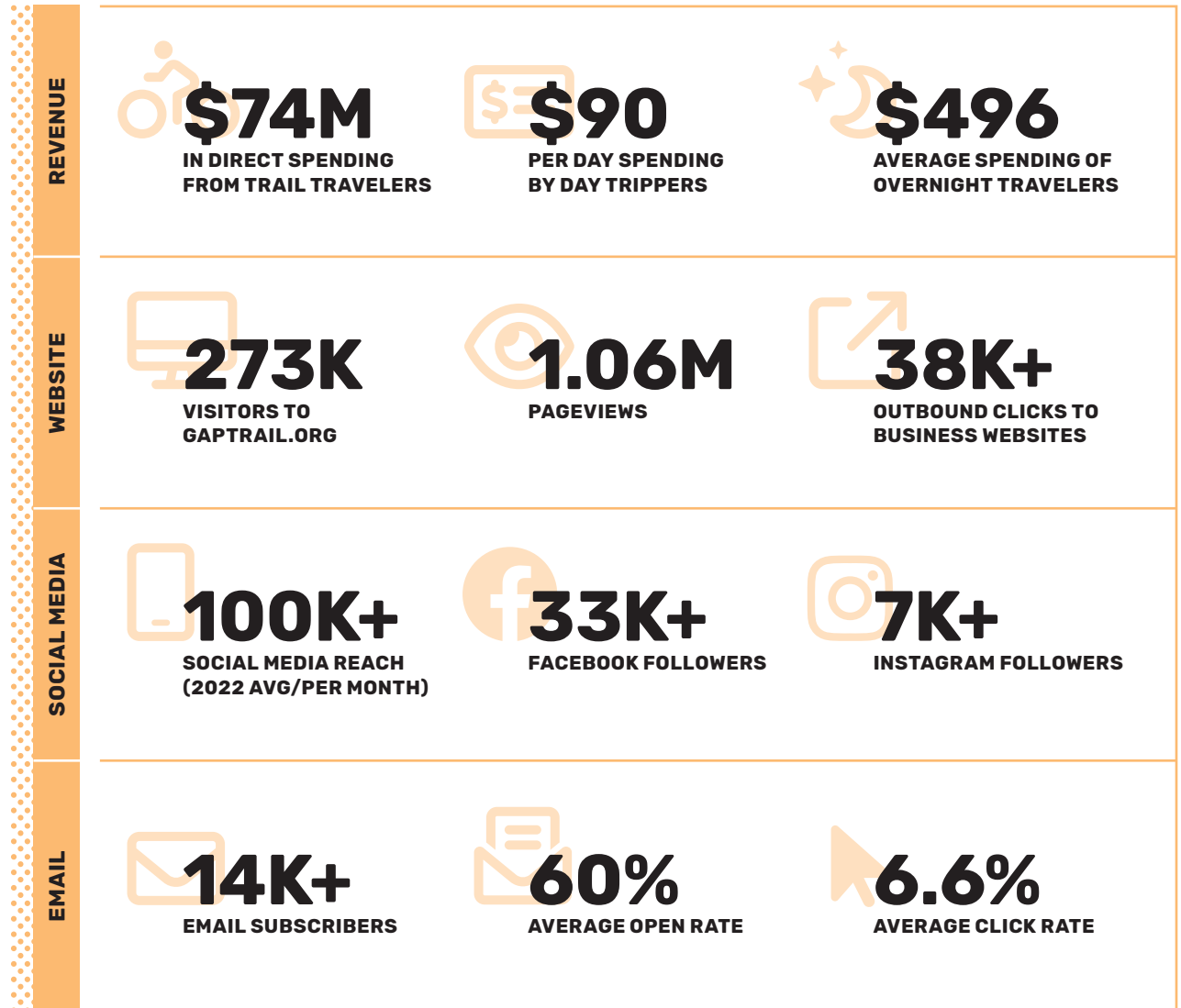
The gaptrail.org website is the authoritative reference for visitors, groups, and tour companies planning bucket-list adventures along the 150-mile Great Allegheny Passage and 184.5-mile C&O Canal Towpath.

## Reach Multiple Audiences

Trail town businesses and national brands promote their services and gear at gaptrail.org, targeting motivated, monied outdoor adventurers from among all 50 states and dozens of countries.

Reach customers looking for all these amenities:

- Hotels, B&B's, guesthouses, campgrounds, and hostels
- Restaurants, cafés, bakeries, coffee shops, grocers, breweries, wineries, and ice cream parlors
- Outfitters, bike shops, day- and multi-day bike rentals, canoe and kayak rentals
- Shuttle services, custom trip designers, guide-led excursions, and packaged tours
- Four-season resorts with overnight packages geared toward bicycle tourism
- Museums, gardens, heritage sites, galleries, and destination marketing organizations
- Camping gear, bicycles, panniers, hiking boots, and backpacks

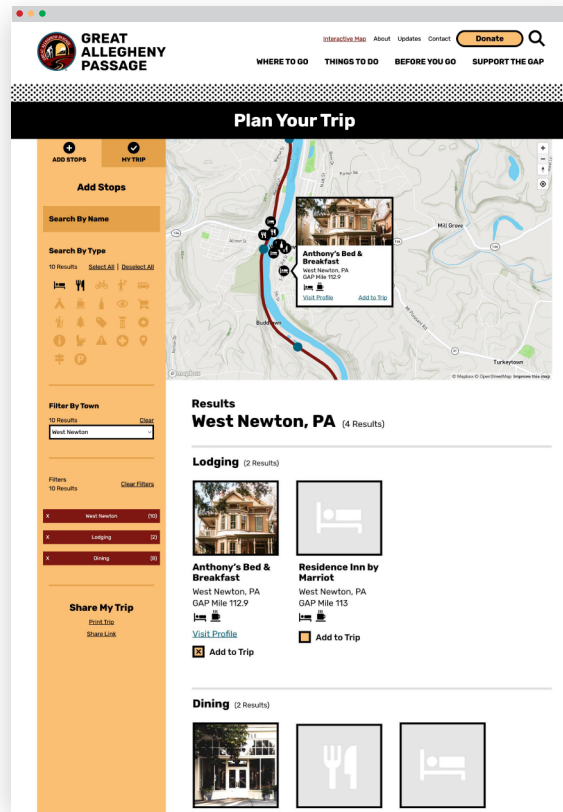


Our website is built with trail travelers at the forefront. It highlights places for bicyclists and hikers to stop, refuel, and stay overnight. With great photography, a searchable map, and an itinerary builder, it's the perfect place to reach new and returning audiences headed to the Great Allegheny Passage and C&O Canal Towpath.

By putting your business on gaptrail.org, you'll be found on trail town pages and in lists of businesses and amenities by category – lodging, dining, outfitters, campgrounds, and shuttles, to name a few – and visitors will be sent to your unique Profile Page.

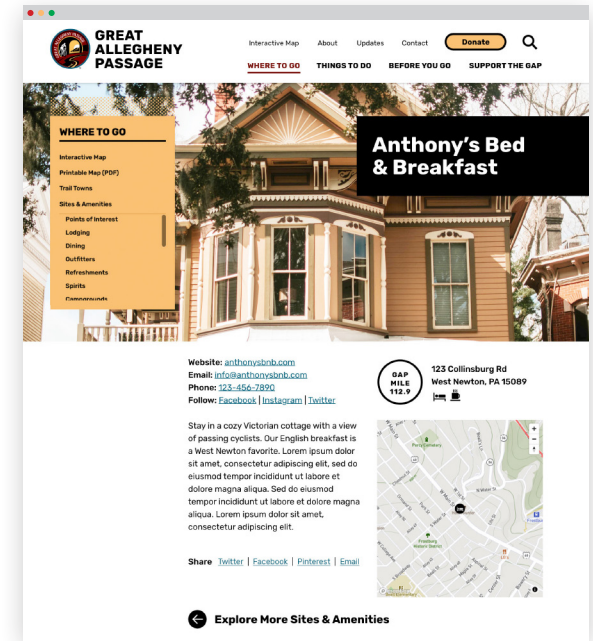
## TRIP PLANNING TOOL

To help travelers navigate the trail towns along GAP and C&O Canal Towpath, gaptrail.org features a searchable map. Using this map, a traveler can find trail town businesses and points of interest and save selected destinations in a trip itinerary to share with others.



## SHOWCASE YOUR BUSINESS WITH A PROFILE PAGE

For an annual cost of \$300, you'll reach qualified audiences who are actively planning a trip on the GAP or C&O Canal Towpath. A Profile Page includes a header photo, address, phone, email, and direct links to your website and social media accounts, and a 200-word description.



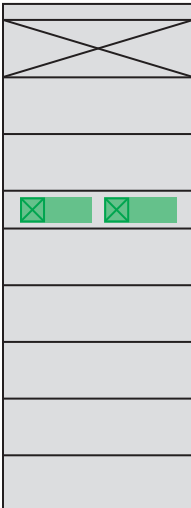
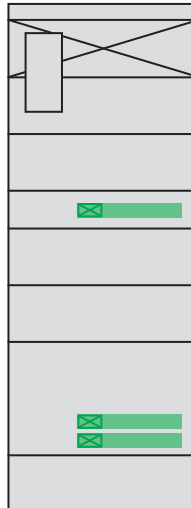
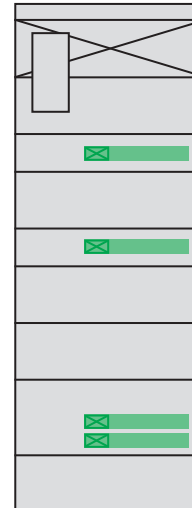
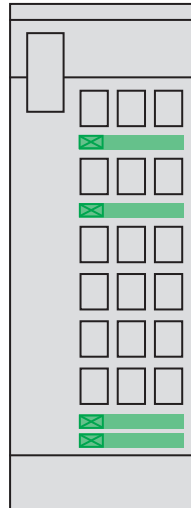

Get discovered throughout gaptrail.org with key placements of your business's name, summary, and/or photo where visitors will see them.

The placements shown here require the purchase of a Profile Page. Each advertising placement links directly to your Profile Page.

### Advertiser Fit:

The following placements work well for businesses that directly serve visitors looking for places to sleep, eat, rent bicycles or kayaks, arrange custom tours, find shuttle services, or relax at a resort.

## GAPTRAIL.ORG PLACEMENT POSITIONS *(highlighted in green)*

Home Page	Main Navigation Pages	Core Instructional Pages	List Pages	Destination Pages
 <p>Home Page Placements</p>	 <p>Top Placement</p> <p>Bottom Placement</p>	 <p>Top Placement</p> <p>Middle Placement</p> <p>Bottom Placement</p>	 <p>Top Placement</p> <p>Middle Placement</p> <p>Bottom Placement</p>	 <p>Bottom Placement</p>
<ul style="list-style-type: none"> <li>• <a href="#">Home Page</a></li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">Where to Go</a></li> <li>• <a href="#">Things to Do</a></li> <li>• <a href="#">Before You Go</a></li> <li>• <a href="#">Support the GAP</a></li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">How to Prepare</a></li> <li>• <a href="#">Where to Stay</a></li> <li>• <a href="#">Getting to the GAP</a></li> <li>• <a href="#">Camping</a></li> <li>• <a href="#">Rules and Safety</a></li> <li>• <a href="#">Outdoor Recreation</a></li> <li>• <a href="#">TrailGuide</a></li> </ul>	<p>15+ pages, including:</p> <ul style="list-style-type: none"> <li>• <a href="#">Lodging</a></li> <li>• <a href="#">Dining</a></li> <li>• <a href="#">Outfitters</a></li> <li>• <a href="#">Parking</a></li> <li>• <a href="#">Campgrounds</a></li> <li>• <a href="#">Tours</a>, and more</li> </ul>	<p>100+ pages, including:</p> <ul style="list-style-type: none"> <li>• <a href="#">Big Savage Tunnel</a></li> <li>• <a href="#">Hot Metal Bridge</a></li> <li>• <a href="#">Ohiopyle State Park</a></li> <li>• <a href="#">Helmstetter's Curve</a>, and more</li> </ul>



PLACEMENT NAME	PLACEMENT LOCATIONS	PLACEMENT SPECIFICATIONS	6-MONTH COST	12-MONTH COST
<b>Profile Page</b> <i>Required for all below placements</i>	<ul style="list-style-type: none"> <li>• <a href="#">Searchable Map</a></li> <li>• Itinerary Planner</li> <li>• Directories</li> <li>• Nearest Trail Town Page (if applicable)</li> </ul>	<ul style="list-style-type: none"> <li>• Three landscape photos of your business, brand, service, or product measuring at least 2500px wide, PNG/JPG, 72 dpi, RGB</li> <li>• Inclusion of email and phone number</li> <li>• Direct links to your website and social media accounts</li> <li>• Appealing description of your business or service (200 words)</li> <li>• Brief summary or tagline (120 characters)</li> </ul>	Not applicable	\$300
<b>Prime Package</b>	Top ad placement on the following pages: <ul style="list-style-type: none"> <li>• <a href="#">Home Page</a></li> <li>• Main Navigation Pages</li> </ul>	<ul style="list-style-type: none"> <li>• Photo from Profile Page</li> <li>• 120 character summary</li> <li>• Link to Profile Page</li> <li>• This placement dynamically rotates with other advertisers</li> </ul>	\$2,500	\$4,500
<b>Trip Planning Package</b>	Top ad placement on the following pages: <ul style="list-style-type: none"> <li>• Core Instructional Pages</li> <li>• List Pages</li> </ul>	<ul style="list-style-type: none"> <li>• Photo from Profile Page</li> <li>• 120 character summary</li> <li>• Link to Profile Page</li> <li>• This placement dynamically rotates with other advertisers</li> </ul>	\$1,900	\$3,500
<b>Destination Package</b>	Shows among 100+ Destination Pages	<ul style="list-style-type: none"> <li>• Photo from Profile Page</li> <li>• 120 character summary</li> <li>• Link to Profile Page</li> <li>• This placement dynamically rotates with other advertisers</li> </ul>	\$480	\$900
<b>Buy Out a Destination Page</b>	Yours will be the only ad placement on your chosen Destination Page or Pages	<ul style="list-style-type: none"> <li>• Photo from Profile Page</li> <li>• 120 character summary</li> <li>• Link to Profile Page</li> </ul>	Call for pricing	Not applicable
<b>Prepaid Click Package A</b>	Ad placements rotate among the bottom position on Main Navigation Pages and middle and bottom positions on Core Instructional Pages	<ul style="list-style-type: none"> <li>• Photo from Profile Page</li> <li>• 120 character summary</li> <li>• Link to Profile Page</li> <li>• This placement dynamically rotates with other advertisers</li> <li>• 50 clicks or 6 months (whichever comes first)</li> </ul>	\$525	Not applicable
<b>Prepaid Click Package B</b>	Ad placements rotate among the middle and bottom positions on: <ul style="list-style-type: none"> <li>• List Pages</li> </ul>	<ul style="list-style-type: none"> <li>• Photo from Profile Page</li> <li>• 120 character summary</li> <li>• Link to Profile Page</li> <li>• This placement dynamically rotates with other advertisers</li> <li>• 50 clicks or 6 months (whichever comes first)</li> </ul>	\$362	Not applicable

Advertising rates are subject to change. The rates listed are guaranteed through December 31, 2023.



**QUESTIONS?**

Contact Doug Riegner, Director of Community Relations at **724-309-4041** or [driegner@gaptrail.org](mailto:driegner@gaptrail.org).  
 P.O. Box 228, Homestead, PA 15120 | [gaptrail.org](http://gaptrail.org)

Build visibility for your well-known brand and broaden your reach with new audiences. Drive awareness among those exploring the Great Allegheny Passage and C&O Canal Towpath.

Website sponsorships include the home page or an article in our updates section. Reach engaged trail travelers through our e-news and alerts, in which we tell compelling stories about trail-facing businesses, highlight places to stop, communicate timely alerts, and highlight upcoming events to encourage return visits.

## Advertiser Fit:

Sponsorships are great for respected national brands and businesses with significant footprints in the outdoor recreation space.

All of these sponsorships include a link directly to the URL provided by the advertiser. For the home page sponsorship, advertisers provide a logo that will be clickable.

## HOME PAGE

**Profile: Eric Martin**  
"My parents dissuaded me from joining the family business. I went to school for architectural engineering. Ten years into that I decided that it wasn't."

**GAP Named Best of the Blue Ridge**  
The Great Allegheny Passage was named one of the top three destinations for biking in the 2022 Best of the Blue Ridge award.

**Tourism on GAP Drives \$121 Million in Annual Economic Impact, Estimates Fourth Economy**  
Tourism along the 150-mile Great Allegheny Passage drove over \$20 million in economic impact in 2021, according to a new study analysis by Pittsburgh-based consulting firm Fourth Economy, released on November 30, 2021.

**Bicycling Magazine Designates GAP in 2022 "Best Travel" Awards**  
Editors at Bicycling named the Great Allegheny Passage to its 2022 list of "Best Travel" awards for the world, encouraging you to "Saddle through Pennsylvania's sights and scenery without subjecting yourself to the state's patchy climate."

**Upcoming Events**

- Little Boston Half Marathon and 5K Run/Walk**  
April 23, 2022  
\* Elizabeth Township  
April 23 @ 10:00 am. Join friends from the Allegheny Trail Council here.
- Pennsylvania Maple Festival**  
April 27, 2022  
\* Reynolds  
April 27 @ 10:00 am. Don't miss the spring goodness of the Pennsylvania...
- Peak of the Passage Geology Ride**  
May 10, 2022  
\* Reynolds  
April 30 @ 10:00 am. Enjoy this fat group ride with veteran geologist...
- 2022 GAP Relay Presented by UPMC Health Plan**  
October 14, 2022  
\* Cumberland  
April 20 @ 10:00 am. This GAP Relay Presented...

**#GreatAlleghenyPassage**

**Sign Up for GAP News and Alerts**

**HOME PAGE SPONSORSHIPS**

**Our Sponsors**

LOGO LOGO LOGO LOGO LOGO

**About**  
History  
GAP Conservancy  
Research and Resources  
TrailGuide

**Contact Us**  
Great Allegheny Passage Conservancy  
P.O. Box 228  
Homestead, PA 15120  
admin@gaptrail.org

**Support the GAP**  
Advertiser  
Volunteer  
Donate  
Shop

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## E-NEWS & ALERTS

**150 MILES OF SPECTACULAR**

**March News and Alerts along the Great Allegheny Passage**

**Get Your TrailGuide!**  
Get your copy of the newest TrailGuide: The Official Guide to Traveling the C&O Canal Towpath and Great Allegheny Passage, now available at [www.gaptrail.org](#). With updated trail information, maps for getting around Cumberland, Maryland, and finding the joys of the C&O Canal Towpath, this mile-by-mile descriptive of historic sites and stops. TrailGuide helps you plan your 330-mile bucket list adventure. Just the right size for your pocket. TrailGuide contains a comprehensive list of parking and trail access points, comprehensive mileage and elevation charts, and a detailed, map-free reference trail. It's a great deal at \$10, and proceeds support emergency maintenance along the way.

**Run the 2022 GAP Relay**  
Dedicate your team and register now for the 2022 GAP Relay Presented by UPMC Health Plan! This overnight cycling relay will start in Cumberland on October 14, and finish in Shippensburg, PA on October 15. Relays or solo corners welcome. Beautiful views, great friends, and completing a 150-mile challenge sponsored by UPMC Health Plan.

**Profile: Eric Martin**  
"My parents dissuaded me from joining the family business. I went to school for architectural engineering. Ten years into that I decided that it wasn't for me. I had been traveling around and competing in triathlon. Water was part of everything I did. I had happened around the lake. It became clear I needed to go back to the lake. But my dad was concerned he not following the path. I persevered. My friends became the boys and said "Good luck." That was 10 years ago. I couldn't be happier with the season I made." Read the rest of Eric's story at [https://www.gaptrail.org/eric-martin-voicetrail](#)

**Register for IceCycler!**  
Share or receive the advantage of the trail-making days to ride on the Great Allegheny Passage (GAP) between March 1 and 31. Track your miles on routes where you ride, and register for this year's IceCycler fundraising event to support Great Allegheny Passage Conservancy. Register for the GAP for 31 days or more. That's right! Thirty-one miles in 31 days. Easy!

**Everybody Counts!**  
We're our best when working to count others and ourselves on the Great Allegheny Passage. Estimate your impact on the GAP by looking at reporting time to local, county and state officials. If you have less than 100 miles, you may have an opportunity for you! You may even get some sun on your head. [Calculators: Miles and Miles](#)

**TOP SPONSORSHIP**

**MIDDLE SPONSORSHIP**

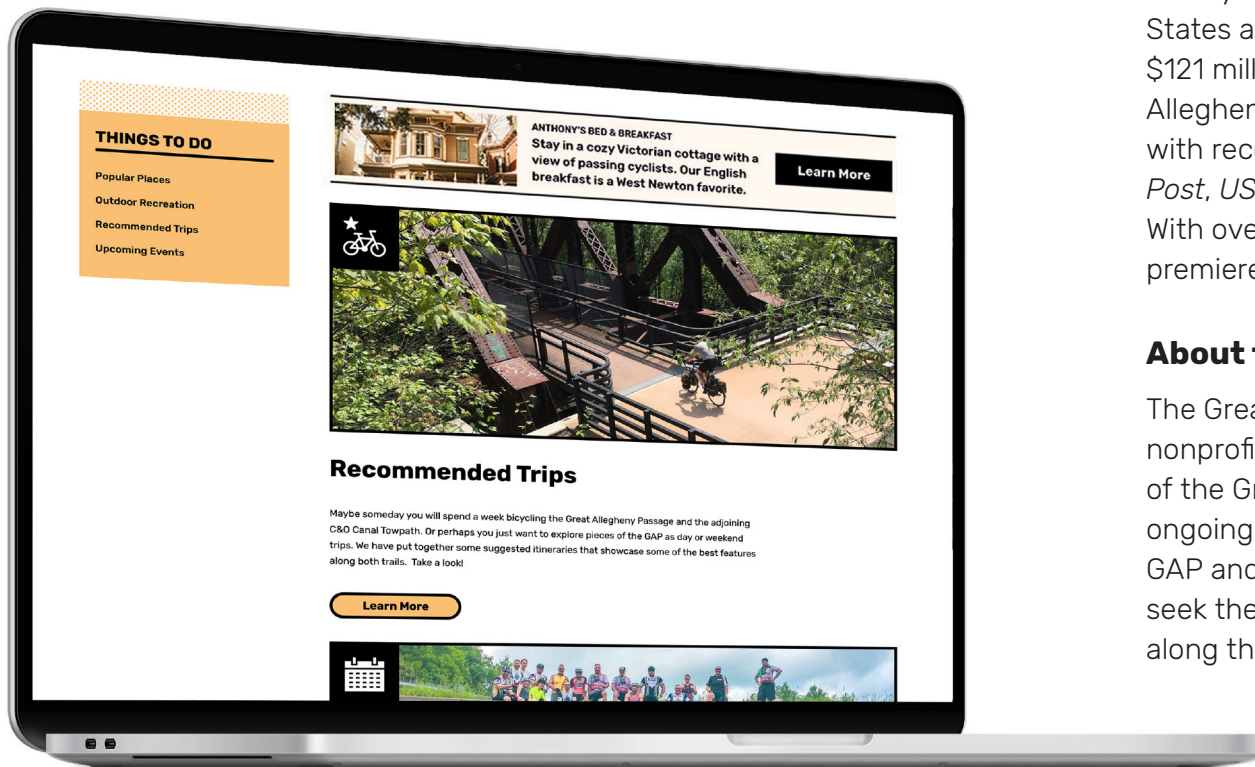
**BOTTOM SPONSORSHIP**

PLACEMENT NAME	PLACEMENT SPECIFICATIONS	1X INSERTION UNIT RATE	3X INSERTIONS UNIT RATE
<b>Home Page Sponsorship</b>	<ul style="list-style-type: none"> <li>• Single-color logo (must fit within 600x250 frame, PNG/JPG, 72 dpi, RGB) + hyperlink of advertiser's choice</li> <li>• Stays on homepage for 12 months</li> </ul>	\$6,000	Not applicable
<b>Sponsored Article</b>	<ul style="list-style-type: none"> <li>• Sponsor an article written in collaboration with our team that gets posted to the 'Updates' section of the website, shared in social media, and included in the E-News &amp; Alerts.</li> <li>• 400-800 words max</li> <li>• Supply up to three images sized at 850x515, PNG/JPG, 72 dpi, RGB</li> <li>• Supply URL for inclusion in article</li> </ul>	\$950	Not applicable
<b>E-News &amp; Alerts: Top Sponsorship</b>	<ul style="list-style-type: none"> <li>• Logo or image (600x160, PNG/JPG static image, 72 dpi, RGB)</li> <li>• 255 characters of text (spaces included)</li> <li>• A clickable call to action phrase (120 characters max, comes at end of 255 characters, included in total character count)</li> <li>• Supply URL to direct the sponsorship</li> </ul>	\$400	\$280 each
<b>E-News &amp; Alerts: Middle Sponsorship</b>	<ul style="list-style-type: none"> <li>• Logo or image (600x160, PNG/JPG static image, 72 dpi, RGB)</li> <li>• 255 characters of text (spaces included).</li> <li>• A clickable call to action phrase ( 120 characters max, comes at end of 255 characters, included in total character count)</li> <li>• Supply URL to direct the sponsorship</li> </ul>	\$250	\$175 each
<b>E-News &amp; Alerts: Bottom Sponsorship</b>	<ul style="list-style-type: none"> <li>• Logo or image (600x160, PNG/JPG static image, 72 dpi, RGB)</li> <li>• 255 characters of text (spaces included).</li> <li>• A clickable call to action phrase (120 characters max, comes at end of 255 characters, included in total character count)</li> <li>• Supply URL to direct the sponsorship</li> </ul>	\$150	\$120 each



**QUESTIONS?** Contact Doug Riegner, Director of Community Relations at **724-309-4041** or [driegner@gaptrail.org](mailto:driegner@gaptrail.org).  
 P.O. Box 228, Homestead, PA 15120 | [gaptrail.org](http://gaptrail.org)

# Get Your Business in Front of the Right Audiences



## About the Great Allegheny Passage

The Great Allegheny Passage is a spectacular 150-mile path between Cumberland, Maryland and Pittsburgh, and offers world-class bicycling and hiking adventures. With stupendous mountain views from 16 bridges and with easy travel through four tunnels, the GAP was the first path named to the National Rail-Trail Hall of Fame. Each year, travelers visit the GAP from all over the United States and around the world, and drive an estimated \$121 million in economic impact in the region. The Great Allegheny Passage receives national press attention, with recent stories in the *New York Times*, *Washington Post*, *USA Today*, *National Geographic*, and *Fodor's Travel*. With over a million visits annually, it's the country's premiere long-distance bicycle tourism adventure.

## About the GAP Conservancy

The Great Allegheny Passage Conservancy is a 501(c)(3) nonprofit organization which coordinated the completion of the Great Allegheny Passage, and now stewards its ongoing care and enjoyment. We promote traveling the GAP and its sister trail, the C&O Canal Towpath, and seek the flourishing of trail towns and the joy of travelers along the entire Pittsburgh to Washington, D.C. journey.



**GREAT ALLEGHENY PASSAGE**  
CONSERVANCY

### QUESTIONS?

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