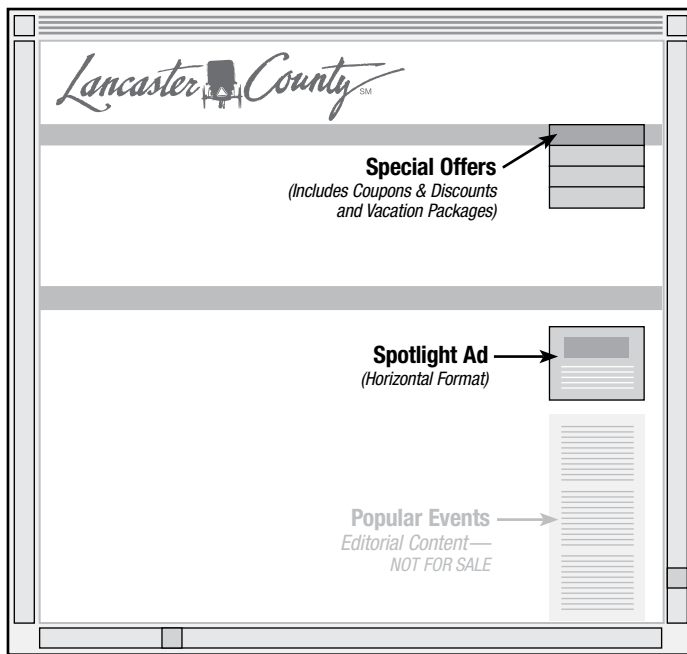


PaDutchCountry.com Web Advertising Guidelines



Spotlight Ads

Spotlight Ads are image and text spotlights which appear at the top/right of the content area of the main category and all of its subcategories (e.g. “Things to Do” main page and subcategory pages under “Things to Do,” such as “Attractions”).

Categories available: Things to Do, Where to Eat, Places to Stay and Where to Shop.

You may choose to have the same spotlight ad run in multiple categories. Once you have purchased a spotlight ad in your own category, you may choose to purchase up to three additional categories.

Important Facts

- Contract and materials may be submitted anytime, but please allow one week for posting.
- All ads are posted by 5pm on Monday. Each ad insertion runs for four consecutive weeks.
- Spotlight Ads rotate on a regular basis. Every time a page is refreshed, a new ad may appear.
- You pick which website the ad links to.

FREE Getaway Packages (Must include overnight stay)

A package includes “add ons” like a bottle of wine, attractions tickets, etc. You need not provide any digital artwork, just complete the contract on page C4 and we’ll take care of the rest. Vacation Packages will be posted and removed from our site according to the dates you provide, which must be included on the contract. If you did not indicate which category is most appropriate for your package, the PA Dutch CVB will make the determination for you. If you placed your Golf Package in the 2012 MOGG, your offer will appear here free of charge.

NOTE: Separate contracts must be submitted for each individual package. (See contract Page C4).

FREE Coupons & Discounts

Offer a discount or percentage off, provide us with your offer and we’ll do the rest. For details or to send your offer, contact Sarah Long at slong@padutchcountry (no contract necessary).

Spotlight Ad Seasonal Pricing

	Spring – Summer (April 1st – September 30th)	Fall – Winter (October 1st – March 31st)
Ad/Category	\$395*	\$295*

*Rates quoted here are for a four-week run per category. All ads run on a four consecutive week placement. (See contract Page C2.)

“Book Lodging Now” Spotlight Ad

For lodging properties only. Capture the attention of prospective overnight guests at the moment they plan to book their room by running a Spotlight Ad on the “Book Lodging Now” page of our website. For more information contact Deb Sellers at dsellers@padutchcountry.com

“Book Lodging Now” Spotlight Ad Seasonal Pricing

	Spring – Summer (April 1st – September 30th)	Fall – Winter (October 1st – March 31st)
	\$595*	\$495*

*Rates quoted here are for a four-week run per category. All ads run on a four consecutive week placement. (See contract Page C3.)

PaDutchCountry.com Spotlight Ad Contract

**COMPLETED COPY, AD MATERIALS, AND SIGNED CONTRACTS
MUST BE RETURNED ONE WEEK PRIOR TO AD POSTING**

Photocopy and *complete separate contracts* for each individual Spotlight Ad.

Complete contract and send along with your check to: Deb Sellers, PA Dutch CVB, 501 Greenfield Rd., Lancaster, PA 17601

Property Name: _____ Contact Name: _____
 Address: _____ City: _____ State: _____ Zip: _____
 Phone: (_____) _____ Fax: (_____) _____ Email: _____

ALL PA Dutch CVB Members:

1. Choose the starting date(s) for your ad.
2. See file requirements for ad.
3. Send graphic and text electronically or attached printed copy.
4. Fill in the URL (web address) to link to the website.
5. Choose your category.
6. Check billing information.

Spotlight Ad Digital File Requirements:

Image: 230 pixels x 75 pixels Text: Maximum 175 characters
 Text requests containing too many characters will be edited to fit.

1. Choose Your Starting Date.

All advertising will be posted by 5pm on Mondays and will run the full four weeks consecutively. Additional ads require a new contact.

2. See file requirements for Your Ad.

**See requirements at left and graphic on page C1. Determine whether your photo can be cropped to 230 pixels wide by 75 pixels high.*

3. Send Digital Files to:

slong@padutchcountry.com

4. Web Address:

5. Choose your Category(s).

Total # of Categories: _____

- What to Do Where to Eat
 Places to Stay Where to Shop

6. Billing Information:

Spring/Summer Placement*
 # of placements _____ x # of categories _____ x \$395 = _____

Fall/Winter Placement*
 # of placements _____ x # of categories _____ x \$295 = _____

**You will be billed. Year-long schedules can be billed lump sum or quarterly. Please indicate your preference.*

- Bill me once. Bill me quarterly.
 Bonus Ad: FREE in your specific category with Display Ad purchase in 2012 Map & Overnight Getaway Guide (See page A4).

Signature: _____ Date: _____

Print Name: _____ Title: _____

Winter	Spring	Summer	Fall
JANUARY 2012 S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	APRIL 2012 S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	JULY 2012 S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	OCTOBER 2012 S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
FEBRUARY 2012 S M T W T F S 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29	MAY 2012 S M T W T F S 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	AUGUST 2012 S M T W T F S 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	NOVEMBER 2012 S M T W T F S 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
MARCH 2012 S M T W T F S 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	JUNE 2012 S M T W T F S 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	SEPTEMBER 2012 S M T W T F S 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	DECEMBER 2012 S M T W T F S 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

I have read and understand the guidelines concerning applicable deadlines and formats and agree to abide by them. I understand this is a binding contract. Late payments on any contracted payment option will be charged a \$25 late fee, as well as an interest charge of 1.5% per month, which will accrue on any outstanding balance, interest not to exceed 18% per year. In addition, I agree to pay any fees incurred should my account be sent for collection.

PaDutchCountry.com "Book Lodging Now" Spotlight Ad Contract (Lodging Members Only!)

**COMPLETED COPY, AD MATERIALS, AND SIGNED CONTRACTS
MUST BE RETURNED ONE WEEK PRIOR TO AD POSTING**

Photocopy and *complete separate contracts* for each individual Spotlight Ad.

Complete contract and send along with your check to: Deb Sellers, PA Dutch CVB, 501 Greenfield Rd., Lancaster, PA 17601

Property Name: _____ Contact Name: _____
 Address: _____ City: _____ State: _____ Zip: _____
 Phone: (_____) _____ Fax: (_____) _____ Email: _____

ALL PA Dutch CVB Members:

1. Circle the Monday start date(s) in calendar below.
2. Send graphic and text electronically or attach printed copy.
3. Fill in the URL (web address) to link to your website.
4. Check billing information.

Spotlight Ad Digital File Requirements:

HORIZONTAL AD: Image: Highest resolution of a horizontal image
 Text: max 175 characters. Text requests containing too many characters will be edited to fit.

1. Choose Your Starting Date.

All advertising will be posted by 5pm on Mondays and will run the full four weeks consecutively. Additional ads require a new contact.

2. Send Digital Files to:

slong@padutchcountry.com

3. Web Address (print below):

4. Billing Information:

Spring/Summer Placement*
 # of placements ___ x # of categories ___ x \$595 = _____

Fall/Winter Placement *
 # of placements ___ x # of categories ___ x \$495 = _____

**You will be billed. Year-long schedules can be billed lump sum or quarterly. Please indicate your preference.*

Bill me once. Bill me quarterly.

Signature: _____ Date: _____

Print Name: _____ Title: _____

Winter	Spring	Summer	Fall
JANUARY 2012 S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	APRIL 2012 S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	JULY 2012 S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	OCTOBER 2012 S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
FEBRUARY 2012 S M T W T F S 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29	MAY 2012 S M T W T F S 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	AUGUST 2012 S M T W T F S 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	NOVEMBER 2012 S M T W T F S 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
MARCH 2012 S M T W T F S 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	JUNE 2012 S M T W T F S 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	SEPTEMBER 2012 S M T W T F S 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	DECEMBER 2012 S M T W T F S 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

I have read and understand the guidelines concerning applicable deadlines and formats and agree to abide by them. I understand this is a binding contract. Late payments on any contracted payment option will be charged a \$25 late fee, as well as an interest charge of 1.5% per month, which will accrue on any outstanding balance, interest not to exceed 18% per year. In addition, I agree to pay any fees incurred should my account be sent for collection.

PaDutchCountry.com Getaway Packages Contract

**COMPLETED COPY, AD MATERIALS, SIGNED CONTRACTS AND CHECKS
MUST BE RETURNED ONE WEEK PRIOR TO PACKAGE POSTING**

Photocopy and *complete separate contracts* for each individual package.

Complete contract and send along with your check to: Deb Sellers, PA Dutch CVB, 501 Greenfield Rd., Lancaster, PA 17601

Property Name: _____ Contact Name: _____
Address: _____ City: _____ State: _____ Zip: _____
Phone: (_____) _____ Fax: (_____) _____ Email: _____

ALL PA Dutch CVB Members:

1. Indicate package post, valid, and expiration dates.
2. Choose your category.
3. Indicate package title.
4. Send package description.
5. Note billing information.

1. Indicate Your Package Dates.

We recognize that you may want to begin promoting a package before it is available to guests. The "post date" indicates when the package will appear on our website. Your package may be posted for as long as one year. The "valid dates" will be included in the package description for consumers. The package will be removed from our website upon its expiration date.

Package Post Date: _____

Package Valid*: _____ to _____
(start) (expiration date)

2. Choose Your Category.

Your promotional offer must be logical for the category. If you do not choose a category, the PA Dutch CVB will make the determination for you.

- Overnight Packages Golf Packages
 Family Fun Packages Culinary Packages
 Romantic Getaways

3. Package Title: _____

4. Package Description:

Send a Word document or e-mail to Sarah Long at slong@padutchcountry.com. The teaser and member page images for your property will be applied to your package unless you request otherwise.