

INTRODUCING THE

# MID-ATLANTIC TRAVEL PACK

ADVERTISING NETWORK

*83% of Mid-Atlantic tourists who  
visit the beach read a newspaper!*



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Association

**West Virginia Press**  
ASSOCIATION • SERVICES • FOUNDATION

# MID-ATLANTIC TRAVEL PACK AD NETWORK

Connect with affluent, active readers in the heart of the Northeast

- Delaware
- District of Columbia
- Maryland
- New Jersey
- New York
- Pennsylvania
- Virginia
- West Virginia



Broaden your reach with the **MID-ATLANTIC TRAVEL  PACK** ADVERTISING NETWORK.

This small space print & digital display advertising package will boost your business by reaching multiple states through news media with **only one buy**. More readers means more opportunity to gain new customers!

The Mid-Atlantic region is known for its beautiful rolling countryside, the bustle of the big cities, the snowy peaks of the mountains and the ocean peaks at the seashore. It is one of the most desired travel destinations in the United States, catering to every getaway wish and hosting millions of tourists every year. The Mid-Atlantic traveler is adventurous, responsive, family-oriented and affluent, but most importantly, they are news media readers.

**Tap into this rich market today!**

# The Mid-Atlantic Traveler

## reads newspaper media



**63%** **Responsive**  
 Nearly **2/3** of U.S. domestic travelers say ads in newspapers have led them to take action. Domestic travelers also cite newspapers as the most beneficial medium for providing information about concerts, shows and events.

**83%** **Family-oriented**  
**4/5** of adults who visit theme parks, museums, historical landmarks and other family-friendly venues read newspapers.

**81%** **Adventurous**  
**4/5** of adults who participate in outdoor activities such as bicycling, boating and fishing read newspapers, as do **84%** of those who play tennis or golf.

**55%** **Affluent**  
**More than half** of beachgoers have a household income of \$75,000+. Adults who read the news and visit the beach are **14%** more likely to have a household income of \$250,000+.

# Newspaper Ads Generate Results

Research shows that...



Newspapers rank first as the medium in which people usually notice advertisements.



Newspapers lead the competition as the medium in which advertising makes consumers more likely to purchase.



Newspaper ads are 38% more likely to lead a domestic traveler to start an online search.



Newspapers are credible, ranked as the most trustworthy medium.



Newspapers expose your business to an affluent, adventurous audience.

# Reach

One placement in daily and non-daily newspapers statewide each week gets you...

## Pennsylvania

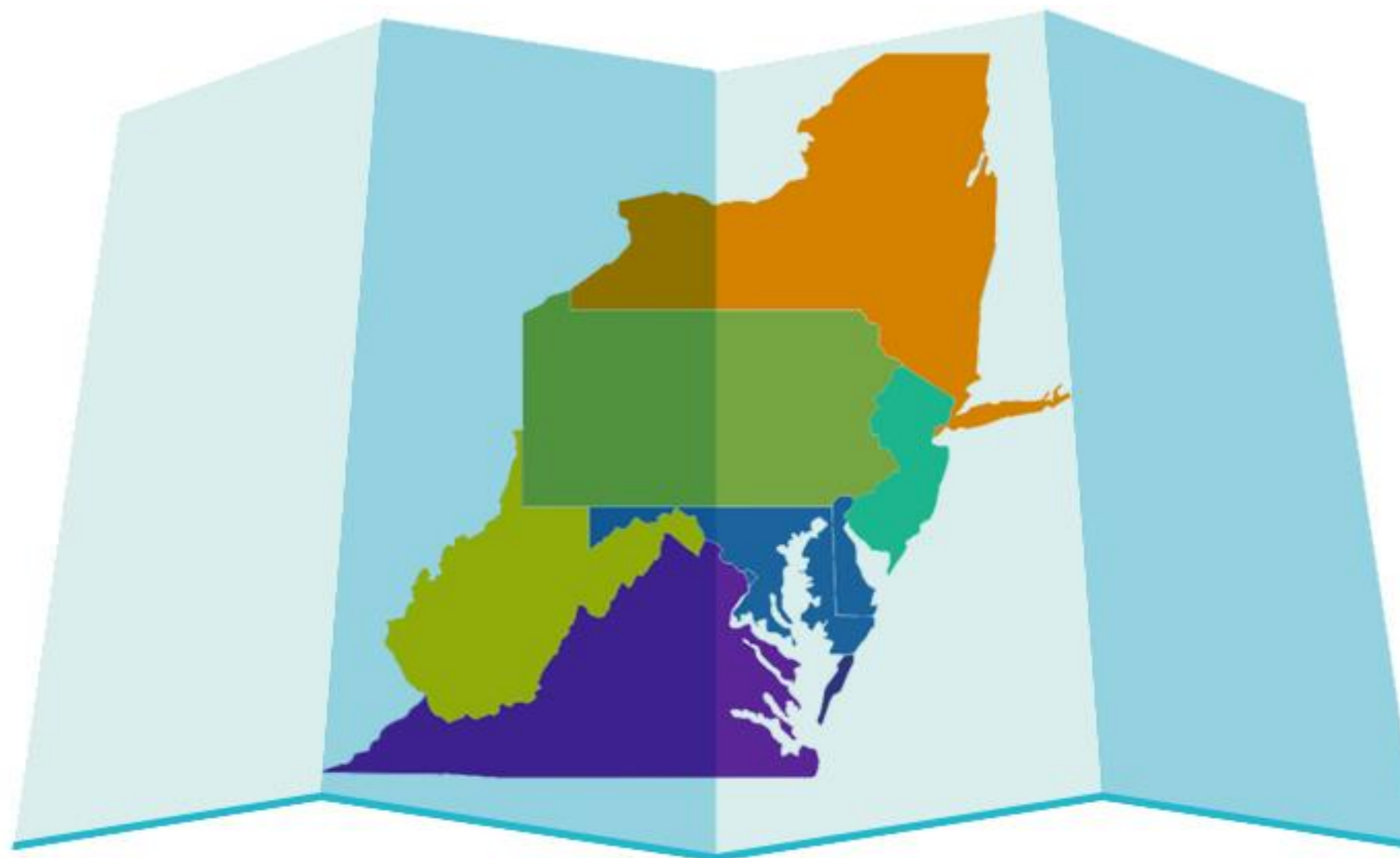
Number of Papers: 150  
Reaching 4.9 million readers

## Delaware Maryland Washington DC

Number of Papers: 71  
Reaching 3.7 million readers

## West Virginia

Number of Papers: 51  
Reaching 1.3 million readers



## New York

Number of Papers: 320  
Reaching 7.5 million readers

## New Jersey

Number of Papers: 113  
Reaching 3.1 million readers

## Virginia

Number of Papers: 98  
Reaching 2.3 million readers

Total Number of Papers: **803**

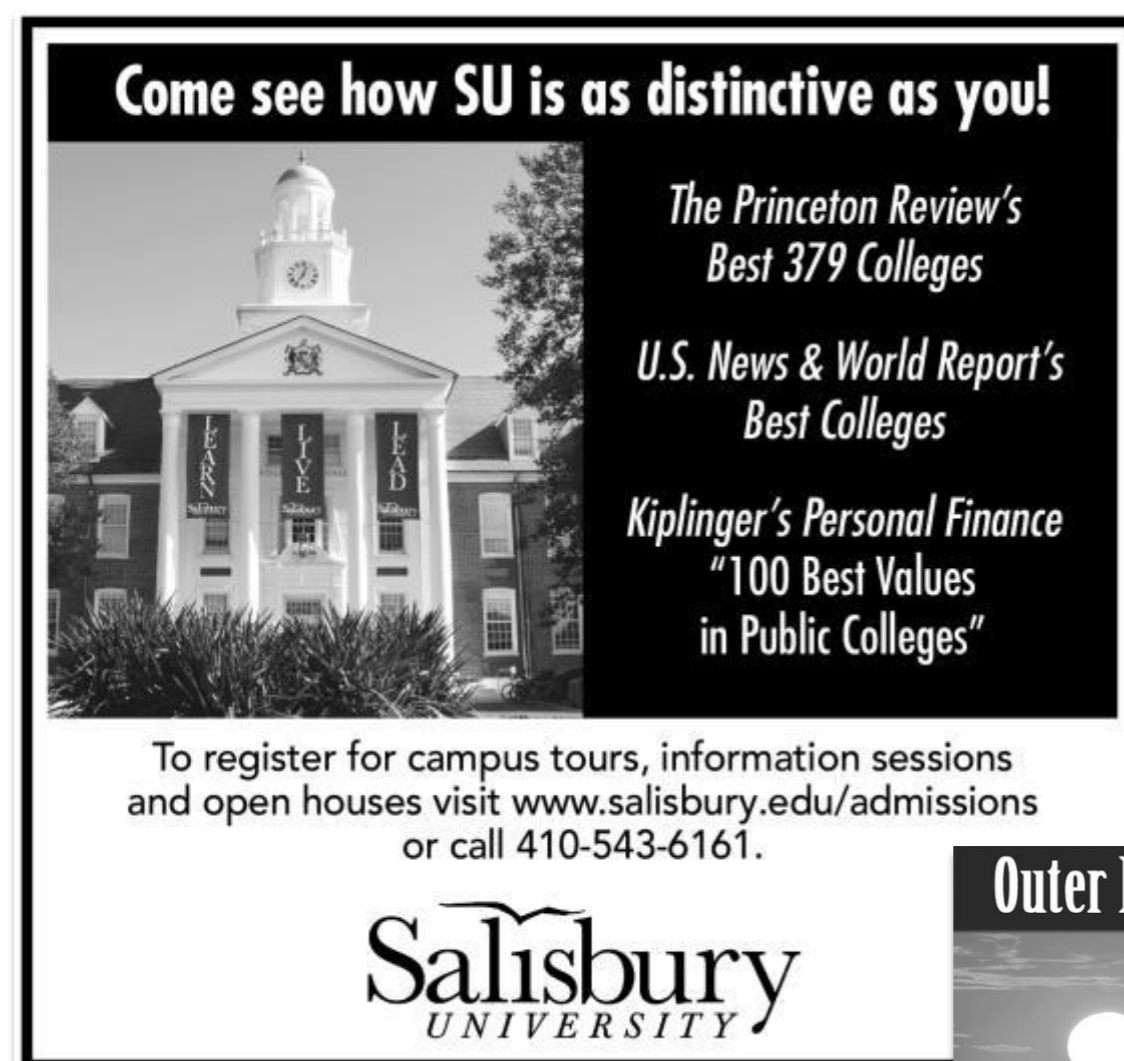
Circulation: **9.2 million**

# What's Included?

One buy gets you...

## Print: 2x2 or 2x4 display ad

“Mini-billboard” display ads (2 columns by 2 inches, or 2 columns by 4 inches) placed in **803 daily and non-daily newspapers**



2x4 display ad example



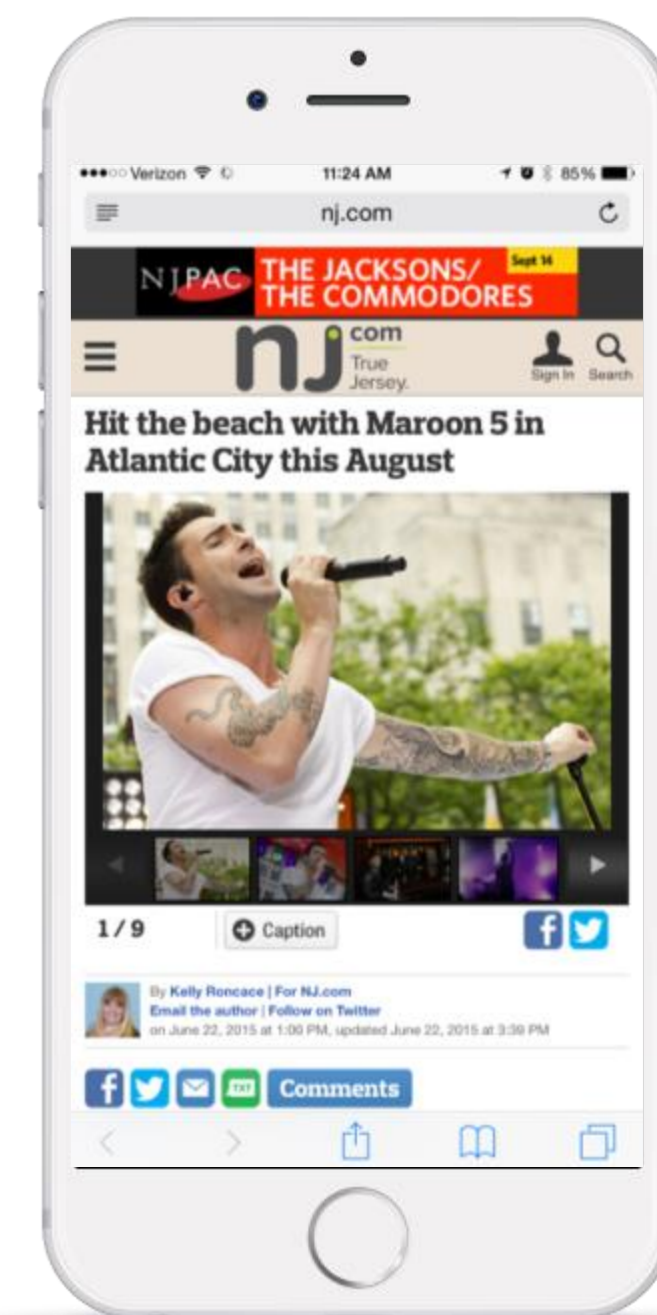
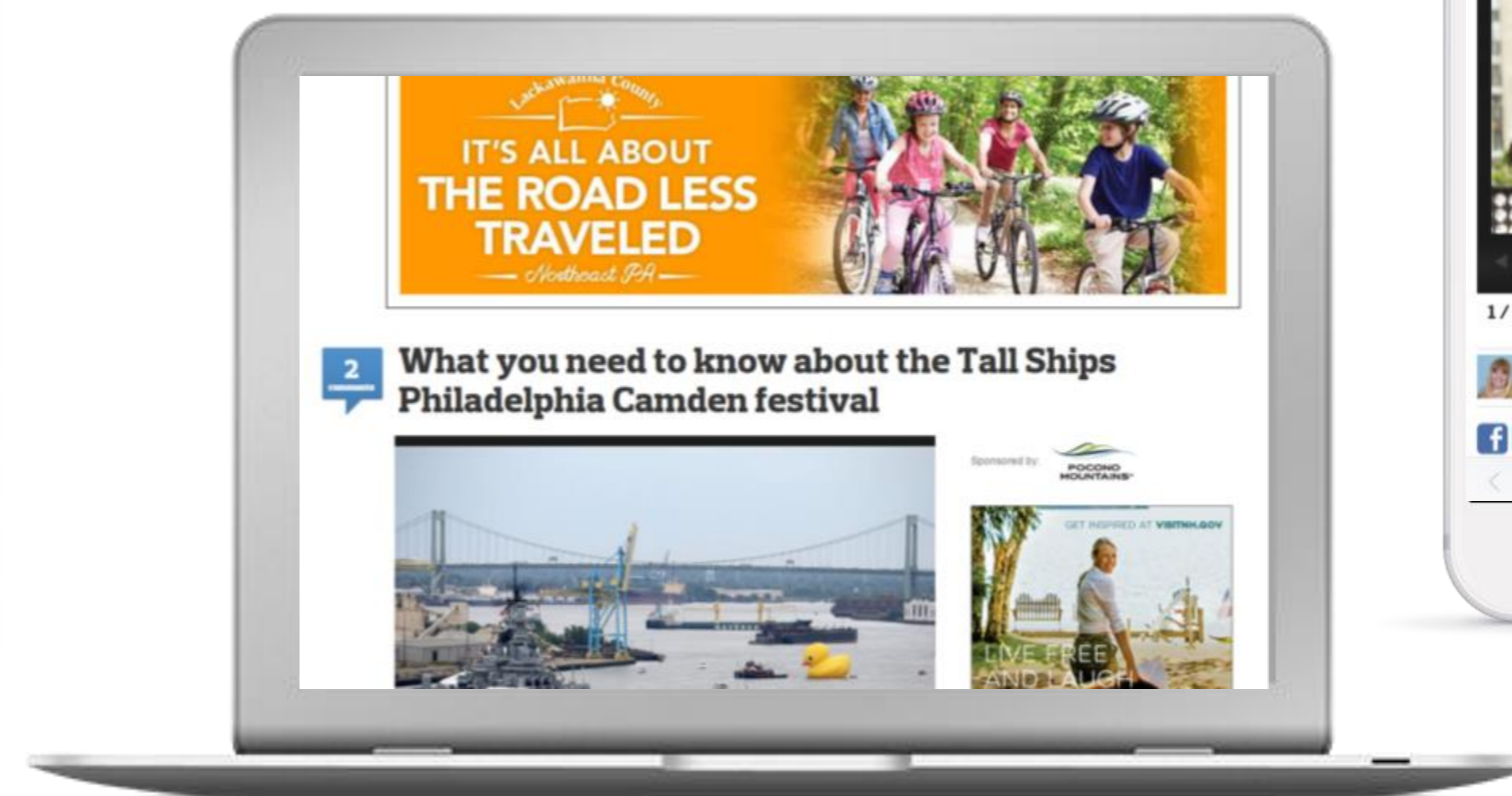
2x2 display ad example

plus

## Digital: 300x250 or 728x90 ad units

**250,000 impressions** per week

and up to **1 million impressions** per month,  
behaviorally targeted to Mid-Atlantic



**MID-ATLANTIC  
TRAVELPACK  
AD NETWORK**

# Investment

Print & digital package **saves 26%...** Instantly!

## Total Package

2x2 + Digital	2x4 + Digital
\$8,042	\$14,535
<i>\$2,333 savings</i>	<i>\$4,615 savings</i>

*includes*

### Print: 2x2 or 2x4 Display Ad

State	2x2 Network Price	2x4 Cost Network Price
Delaware Maryland Washington DC	\$1,450	\$2,900
New Jersey	\$1,400	\$2,800
New York	\$3,050	\$5,900
Pennsylvania	\$1,525	\$3,050
Virginia	\$950	\$1,900
West Virginia	\$600	\$1,200
Total if purchased separately	\$8,975	\$17,750
Total if purchased as part of Mid-Atlantic Buy	\$6,642	\$13,135

*plus*

### Digital: weekly impressions

Frequency	# Impressions	Cost
1 week	250,000	\$1,400



\*You receive 26% off in addition to each statewide program's already built-in savings

# New Jersey Newspaper Network

Contact us today



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