

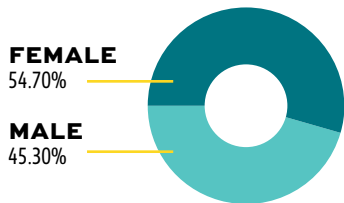
ADVERTISE with MARYLAND ROAD TRIPS

Maryland Road Trips explores the Old Line State one car, rv, or motorcycle ride at a time.

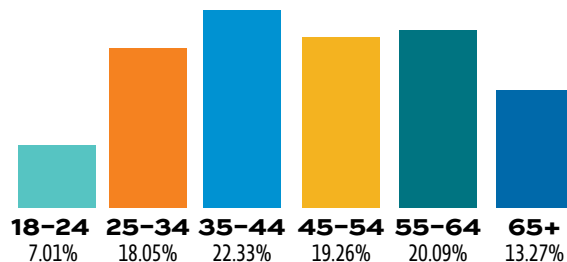
MEET our READERS

With a diversity of content, an array of unique destinations, and compelling visuals, our readers are grabbing their keys, queuing Willie Nelson, and hitting the road again...in Maryland.

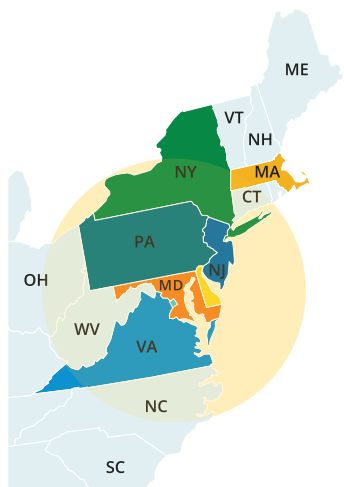
READERS BY GENDER



READERS BY AGE



WHERE ARE OUR READERS TRAVELING FROM?



Road trips have always encouraged exploring new places and it's our goal at **Maryland Road Trips** to promote Maryland's experiences well beyond the geographic borders of the state. Travel trends indicate that people tend to road trip within a 5-hour driving distance of home.

Moreover, the tendency in our region is to travel south to warmer weather. We will focus our marketing within this 5-hour radius reaching key areas in Ohio, Pennsylvania, New York, New Jersey, and Virginia.



SOCIAL COMMUNITY

From polling readers on travel destinations to promoting sponsored content to highlighting exciting giveaways, our ever-growing social community supports our mission of encouraging travel to and within the state of Maryland.

BANNER ads

From traditional run-of-site display ads to promotions placed directly into articles and e-newsletters, we offer a variety of ways to get noticed by our adventurous readers.

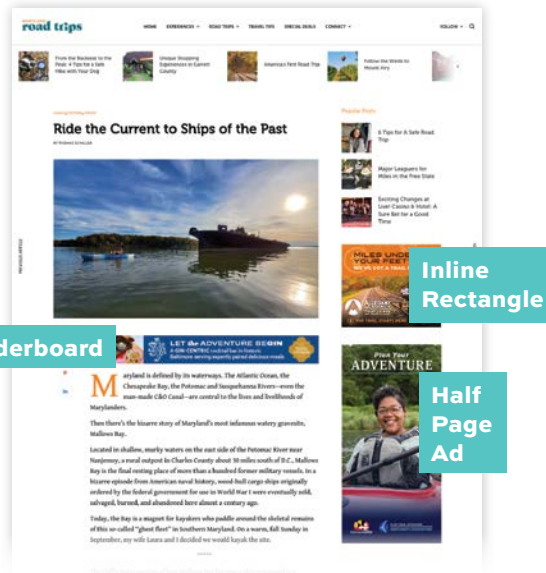
DISPLAY AD UNITS

- Leaderboard:** 728 x 90 px
- Inline Rectangle:** 300 x 250 px
- Half Page Ad:** 300 x 600 px
- Ad Types:** .JPG .PNG .GIF
- Resolution:** 72 DPI

DISPLAY AD PRICING

- 1 month:** \$475
- 3 months:** \$1,275 (\$425/mo)
- 6 months:** \$2,400 (\$400/mo)
- 12 months:** \$4,200 (\$350/mo)

Receive three sizes of digital ads running on our site and a new ad-viewing experience with every click of a page.



IN-ARTICLE AD UNITS

- Large Leaderboard:** 728 x 180 px
- Ad Types:** .JPG .PNG .GIF
- Resolution:** 72 DPI

IN-ARTICLE AD PRICING

- 1 month:** \$350

The best way to get noticed in articles related to your destination.



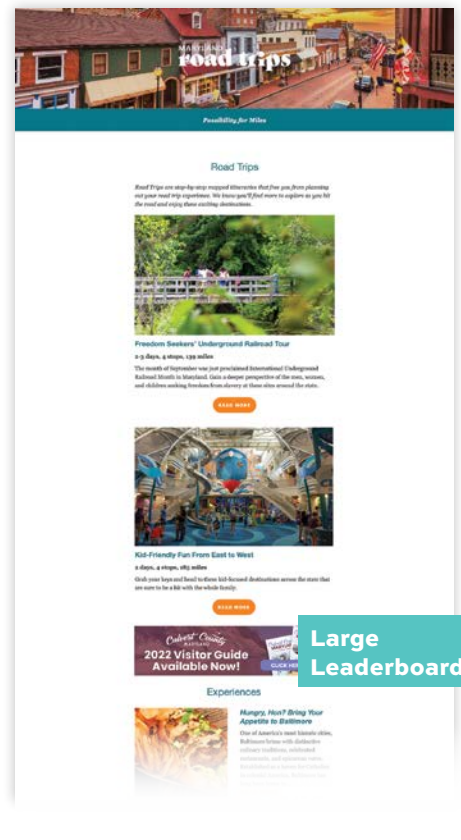
E-NEWSLETTER AD UNITS

- Large Leaderboard:** 728 x 180 px
- Ad Types:** .JPG .PNG .GIF
- Resolution:** 72 DPI

E-NEWSLETTER AD PRICING

- 1 month:** \$250, Included in 2 emails
- 2 months:** \$400, Included in 4 emails

Our newsletter is a true opt-in distribution and reaches thousands of people specifically seeking travel opportunities in Maryland.



Maryland Road Trips is a fantastic medium for us. We have always been an ideal road trip destination, and MRT helps us convey this message to potential visitors. Their staff has been super responsive, agile, and great to work with. Their creation of beautiful ads and unique articles are delivered and seen by more people than many of the other ad mediums we use. We love the results and our relationship with Maryland Road Trips.

VISIT HAGERSTOWN & WASHINGTON COUNTY

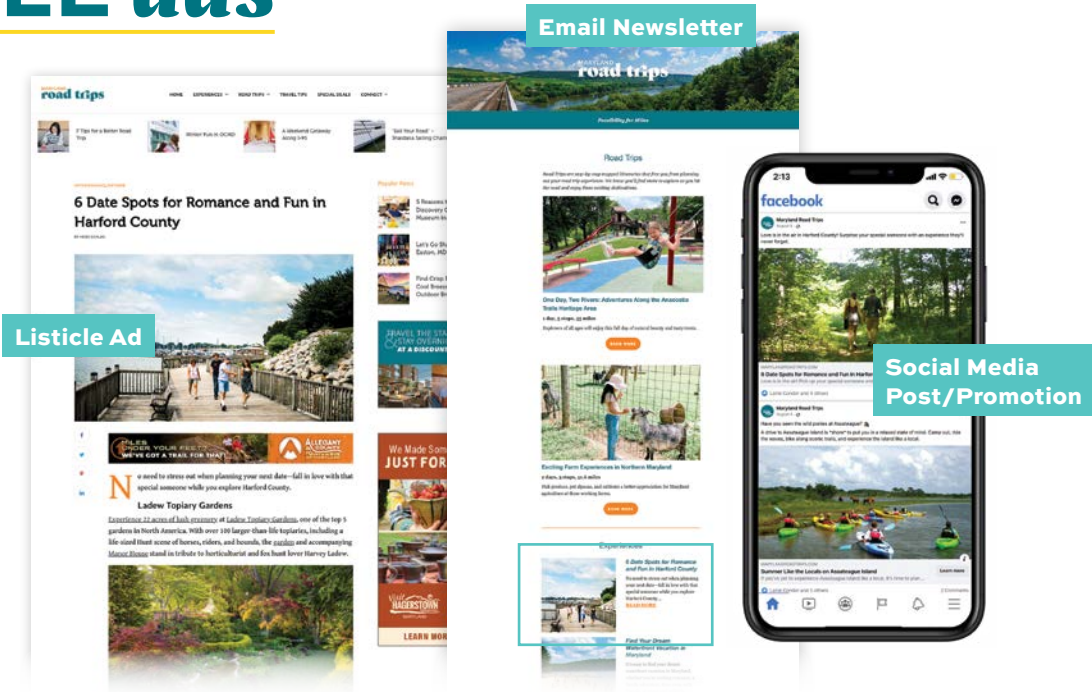
NEW! LISTICLE ads

You want to stand out from the rest. We'll craft an informative, easy-to-read article highlighting aspects of your destination that we know will appeal to our readers.

LISTICLE AD PRICING

- 600-700 words highlighting 4-6 destinations/attractions
- 3 photos included
- Social Media Post/Promotion
- Newsletter Inclusion

MRT writes content and solicits photos: \$750



ROAD TRIP ads

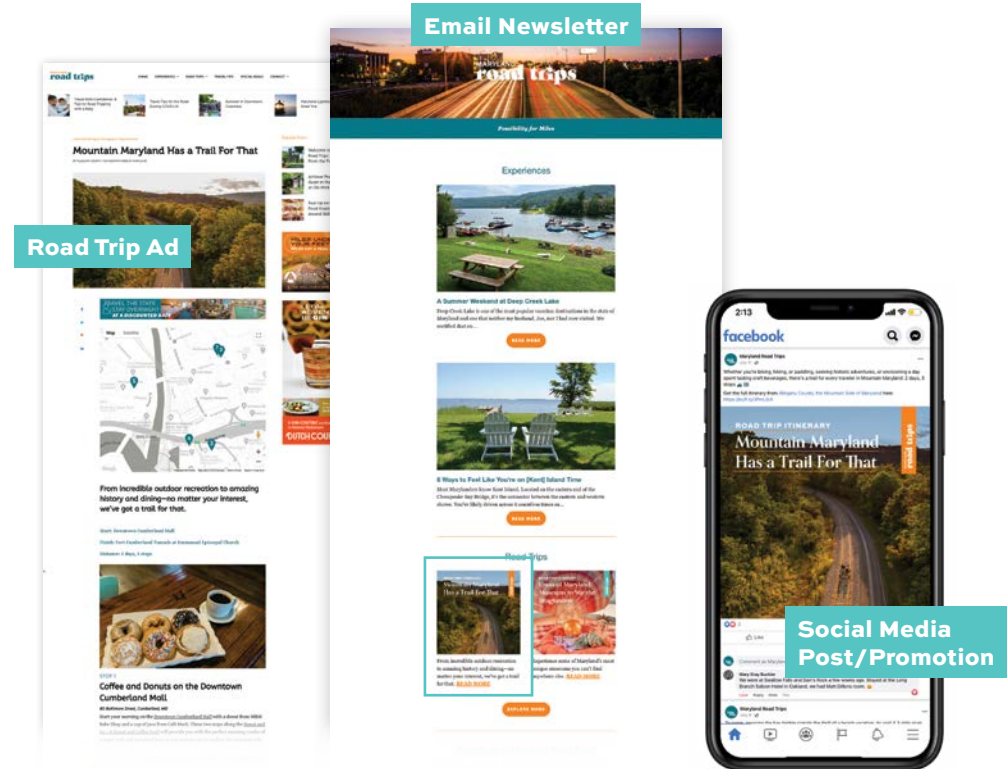
Let us shine a light on the best destinations in your region with an exciting and informative Road Trip itinerary. Stir the imaginations of your potential visitors and give them a reason to plot a course to you.

ROAD TRIP AD PRICING

- 4-5 destinations/attractions
- Photo for each location
- Map plotting of each stop
- Social Media Post/Promotion
- Newsletter Inclusion

Advertiser provides content and photos: \$500

MRT writes content and solicits photos: \$750



EXPERIENCE ads

Nothing motivates someone to hit the open road better than a well-crafted story, which is why we want to tell yours in a way that will make your destination a must-visit experience. Our team of skillful writers will create a uniquely tailored piece of content that will resonate with audiences and place you at the top of their travel lists.

EXPERIENCE AD PRICING

- 1000-1200 Word Count
- 5 photos included
- Display Ads (ROS) and In Article
- Social Media Post/Promotion
- Newsletter Inclusion

MRT writes content and solicits photos: \$1500

MARYLAND **road trips**

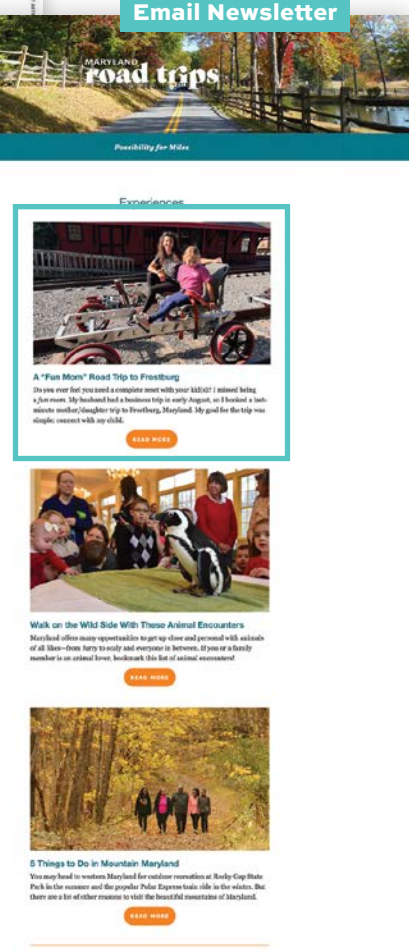
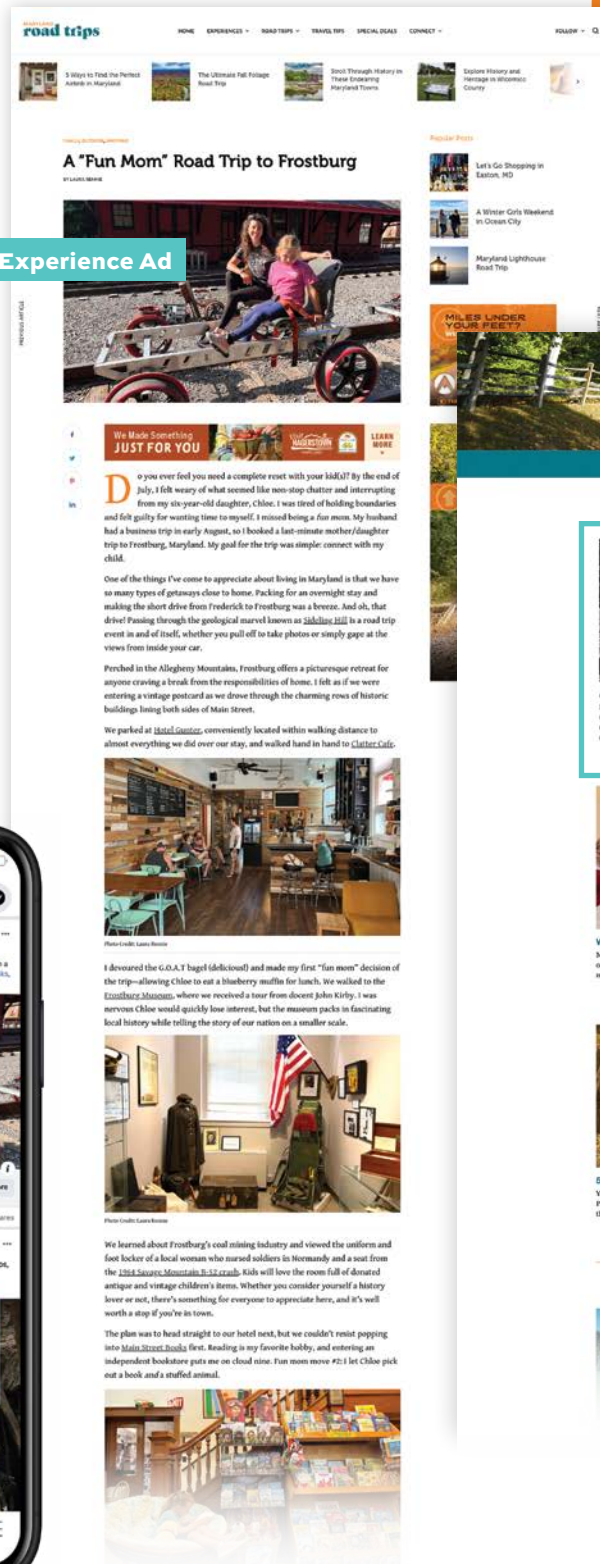
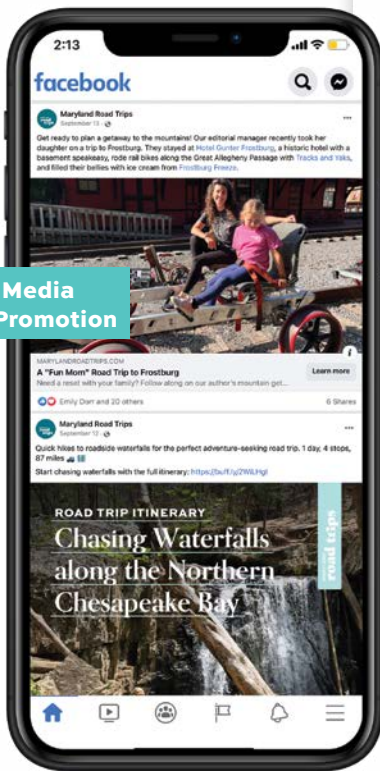
ADVERTISING CONTACT
Hilary Papuchis
adsales@marylandroadtrips.com

MarylandRoadTrips.com

Experience Ad

Email Newsletter

Social Media Post/Promotion



Maryland Road Trips gave us a great experience in advertising our community as a destination. Despite being a small, non-profit organization with a limited budget, they were able to put together a package that gave our downtown great exposure, highlighted our local businesses and attractions, and custom-designed ads. I can't recommend them enough.

FROSTBURG FIRST