



The Pennsylvania Route 6 Alliance
PO Box 180
Galeton, Pennsylvania 16922
Phone 814-435-7706
info@paroute6.com
www.paroute6.com

We are preparing to print a 2023 version of our PA Route 6 Motorcycle Loop brochure with updated itineraries. Space is limited, so if you're interested, please let us know as soon as possible so we can reserve your spot. The deadline to return the signed contract is August 1, 2023, but ads will be available on a first come first served basis. Brochures will be printed in September and the print run will be 25,000 copies.

The map features five Loop Tours, created in conjunction with the county and regional Convention and Visitor Bureaus across the PA Route 6 Corridor. Tours range from 117 miles to 265 miles, offering motorcycle travelers shorter, weekend trip options to multi-day options. The Loop Tours indicate highlighted sites and attractions along with those pin-points of businesses participating in the ad promotion. Rally events and loop summaries will be featured along with promotional ads and listings in the full-color, front-and-back rack brochure. Full, turn-by-turn itineraries are available for download from the PA Route 6 website at www.paroute6.com/motorcycles.

This campaign is also supported through print and web-based advertisements. Several of our marketing partners take the brochure to motorcycle shows in the US and Canada.

Information on ads and listings in the PA Route 6 Motorcycle Loop Tour Guide and Map are available online at: www.paroute6.com/members. Current ad sizes and rates are as follows:

- ½ Page for \$429.00
- ¼ Page for \$341.00
- If you are a member of your local Convention/Visitors Bureau, you will receive a 10% discount.

The Loop Tour Guide and Map will be distributed to PA Welcome Centers, Convention and Visitor Bureaus, Chambers of Commerce, businesses and partner organizations, motorcycle rallies, travel shows, and to travelers requesting information from our office.

Space is limited. Please complete and return the enclosed form to the PA Route 6 Alliance no later than August 1, 2023. If you have any questions, please feel free to contact the PA Route 6 office 814-435-7706 or at info@paroute6.com.

Sincerely,

PA Route 6 Alliance

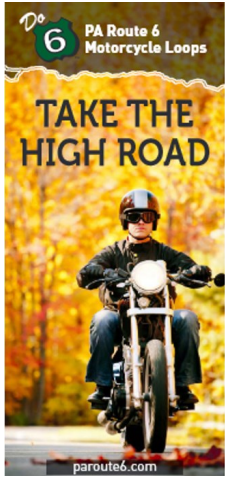


2023 PA ROUTE 6 MOTORCYCLE PROMOTION ADVERTISING CONTRACT

5 Loop Tours Across PA Route 6

- **PA Great Lakes Region**-Erie and Crawford Counties
- **PA Wilds West**-Warren and McKean Counties
- **PA Wilds East**-Potter and Tioga Counties
- **Upstate Region**-Bradford, Wyoming, and Lackawanna Counties
- **Poconos Region**-Wayne and Pike Counties

See base maps at: <http://www.paroute6.com/motorcycles>



Full-color, front-and-back rack brochure with map, 5 highlighted routes, business location indicator, corresponding Rally events, and itinerary highlights. Back will be business ads and listings.

Map Brochures will be provided for distribution to all PA Route 6 Convention & Visitor Bureaus, Participant Organizations, Chambers of Commerce, PA Welcome Centers. Online, downloadable maps and brochures will be available on our website at www.paroute6.com along with complete directional itineraries.

*Advertisers will be listed as Points of Interest in the highlighted routes on the map.

CHECK IF YOU ARE A RETURNING ADVERTISER AND WOULD LIKE TO RENEW YOUR AD
 USE SAME AD REPLACE AD - NEW AD IS ATTACHED

Check One	AD/LISTING	AD SIZE	*CVB Member Rate	Regular Rate
	1/2 Page Ad Ad, Location on Map, Specific Mention in Full Itinerary	3.625w x 4.1875h	\$ 390.00	\$ 429.00
	1/4 Page Ad Ad, Location on Map, Specific Mention in Full Itinerary	3.625w x 2	\$ 310.00	\$ 341.00
	Need an ad created for you? Graphic Designer, Bev Verbeke, will create one ad, either size, at a cost of \$50. Text and photos to be supplied by advertiser.	1/2 page or 1/4 page	\$ 50.00	\$50.00

Business Name: _____ Contact Name: _____

Address: _____ City, State, Zip: _____

Phone: _____ Email: _____

Check Enclosed: _____ Invoice Me: _____

Signature _____

**RETURN FORM TO: PA Route 6 Alliance, PO Box 180, Galeton PA 16922 info@paroute6.com
Return form by Tuesday, August 1, 2023.**