

# ADVERTISING & MEDIA KIT



PHILADELPHIA  
**VISITOR  
CENTER**  
CORPORATION

[phlvisitorcenter.com](http://phlvisitorcenter.com)

**4 ICONIC  
LOCATIONS,**

**2 MILLION  
ANNUAL  
VISITORS.**



**INDEPENDENCE VISITOR CENTER**  
599 MARKET STREET

**PARKWAY VISITOR CENTER**  
2600 BENJAMIN FRANKLIN PKWY

**LOVE PARK VISITOR CENTER**  
1569 JOHN F. KENNEDY BLVD

**CITY HALL VISITOR CENTER**  
15 PENN SQUARE, ROOM 121



# INDEPENDENCE VISITOR CENTER

*Strategically located in Independence National Historical Park in Philadelphia's Historic District, steps from Independence Hall and the Liberty Bell Center.*

***The Independence Visitor Center welcomed more than 1.3 million visitors in 2023.***

- Average monthly visitors during peak season: 149,000*
- Peak Visitation: May - Labor Day*
- Hourly Visits: 10 a.m. - 4 p.m.*
- Average Dwell Time: 57 minutes*

*Visitors take advantage of the Visitor Center's many amenities:*

- Multilingual concierge staff*
- Tickets to Philadelphia region's top attractions and tours*
- Independence Hall tour information*
- Gift Shop (recently expanded) & Art Star local crafts and goods*
- Café (recently renovated)*
- Philadelphia Welcome Film*
- Free maps and brochures for museums, attractions, tours, restaurants, hotels, and more*
- Free Wi-Fi*
- Newly renovated restrooms, family room and lactation room*

# WELCOME WALL DISPLAYS

- A billboard-style advertisement that runs continuously during Visitor Center operating hours to display your impactful static ad across the full bank of screens.
- Staggered display across all three banks of screens.
- Display duration of fifteen (15) seconds; min. frequency of 12-15 times/hour throughout the Wall's three banks of screens (total min. display time of 3 - 4 minutes per hour)
- Rate(s): \$1,000 monthly





# DIGITAL AD DISPLAYS

- Vertically-oriented, high-resolution digital ad display at our highly-trafficked Visitor Information Desk and in the Trip Planning and café area, displaying static digital ads on rotation. Display duration of 10 secs, min. frequency of 15 times/hour (every 4 mins)
- 4 Displays at Independence Visitor Center, 1 at LOVE Park Visitor Center, 1 at Parkway Visitor Center Rocky Shop
- Rates: \$600/month per screen at IVC, \$250 monthly at LOVE Park/Parkway Visitor Centers. \$1,750 monthly across all displays (includes Welcome Wall)

# VISITOR INFORMATION DESK



# BROCHURE RACK CARD TAKEOVER



- Rack Card takeovers grab attention and drive action at the busy visitor desk
- Rate: \$500/month, per location

# DESKTOP SIGN DISPLAY



- Up to two (2) free-standing brochures & accompanying desktop sign displays placed atop the highly trafficked Visitor Information Desk, purchase point of attraction, and tour tickets.
- Rate: \$500/month, per location





# CHALK WALL

- Dedicated ¼ of chalk wall, located adjacent to the Visitor Information Desk in the Independence Visitor Center
- Bespoke art created by local artist Caraw Belensky to promote your site
- Rate: \$750/month + \$250 design fee



# TRIP PLANNING & CAFE SEATING AREA

- Capture visitors while they spend some time seated in the Trip Planning and Café area, and as they enter the building right after parking
- Approximate Wall Decal Size: 110" x 75"
- Rate: \$1,500/month



# WALL GRAPHICS

- Eye-catching wall graphics near the highest-volume entrance for parking, ticket desks, and refreshments
- Approximate size: 110" x 75"
- Rate: \$1,500/month, or \$700/week





# LARGE SCALE TAKEOVERS



ONE LIBERTY  
OBSERVATION  
DECK PHILLY FROM THE TOP

THE BEST  
VIEWS OF  
THE CITY.

ONE LIBERTY  
OBSERVATION  
DECK PHILLY FROM THE TOP

PHILLY AT  
BRAND NEW  
HEIGHTS.

ONE LIBERTY  
OBSERVATION  
DECK PHILLY FROM THE TOP

THE BEST  
VIEWS OF  
THE CITY.

ONE LIBERTY  
OBSERVATION  
DECK PHILLY FROM THE TOP

PHILLY AT  
BRAND NEW  
HEIGHTS.

BUY  
TICKETS  
★ HERE ★

BUY  
TICKETS  
★ HERE ★

BUY  
TICKETS  
★ HERE ★

BUY  
TICKETS  
★ HERE ★

Age P

TOUR TICKETS

INDEPENDENCE HALL

BEN FRANKLIN

# IN-BUILDING ACTIVATIONS

- Host an interactive experience, exhibit, sampling, demo, or similar-style event at the Independence Visitor Center
- Approximate size:
- North End: 15' x 15' designated space (larger area available upon request)
- Trip Planning Area: 8' x 8' designated space (larger area available upon request)
- Rate: \$500/day, \$2,500/month
- Includes additional exposure through IVCC social media channels



# PARKWAY

Benjamin Franklin

## MAP & GUIDE



**What to see if you have...**

**1 HOUR**  
SEE THE MAIN SIGHTS IN CENTERCITY  
City Hall & Dilworth Plaza Love Park, and all the nearby public art

**2 HOURS**  
RIPPLES PLASH DIS ALONG THE DELICIOUS DELIN PARKWAY  
And end up with some extra time to explore around City Hall

**ALL AFTERNOON**  
MUSEUM HOPPING ALONG THE DELICIOUS DELIN PARKWAY  
See The Barnes The Rodin Museum and The Philadelphia Museum of Art

AD SPACE  
3.25" X 3.25"

**PHILADELPHIA VISITOR CENTER CORPORATION**

**The best trips start at the Visitor Center.**

Seeing the best of the City of Brotherly Love is as simple as starting at the right place.

The Philadelphia Visitor Center Corporation operates visitor center locations throughout the city. Start at any one of our locations listed below for free, personalized service and helpful information.

- Independence Visitor Center**  
Open Daily 9 AM - 5 PM 333 MARKET STREET (215) 567-0474
- Love Park Visitor Center**  
Monday - Saturday 10 a.m. - 4 p.m. 2500 J.C. ROSS (215) 388-1848
- City Hall Visitor Center**  
Monday - Friday 10 a.m. - 4:00 p.m. 1 S. PENN SQUARE ROOM 321 (215) 261-8707
- Parkway Visitor Center**  
Thursday - Sunday 10 a.m. - 5 p.m. Monday 10 a.m. - 6 p.m. 3810 BROADWAY PHILADELPHIA PARKWAY (215) 381-8782

Find us at one of our visitor center locations near you!

THE CITY OF PHILADELPHIA EST. 1682 BROTHERLY LOVE

**MAP & INFO**

PHILADELPHIA VISITORS CENTER CORPORATION  
INDEPENDENCE VISITOR CENTER  
600 N. 5TH STREET

800.537.7676  
questions@phivisitorcenter.com  
phivisitorcenter.com

A GUIDE TO THE BENJAMIN FRANKLIN PARKWAY AND BEYOND

# PARKWAY MAP

- Display your advertisement on one side of the most used resource at the New Parkway Visitor Center and Rocky Shop!
- **Anticipated 5,000 maps distributed each month**
- Map is curated by the PVCC and updated seasonally
- Size and Rates:
  - 1/4-Page (3.25" x 3.25") \$5,000 / 6 months
  - 1/8-Page (3.25" x 1.5: \$2,500 / 6 months

# PHILLY PHLASH

### (3) PHLASH Car Cards

- \$600/month
- Production Cost: \$150/card
- Installation Cost: \$250 total
- 60" W x 22" H

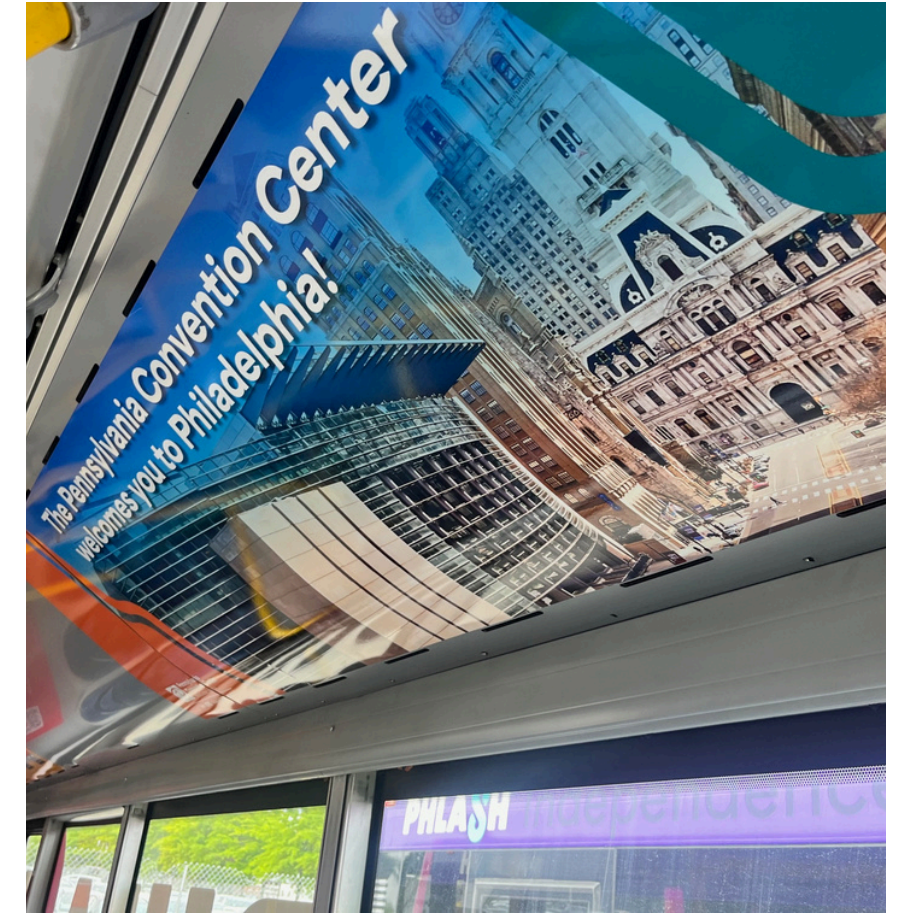
### (3) Rear Card Rate

- \$900/month
- Production Cost: \$150/card
- Installation Cost: \$250 total
- 69" W x 14" H

### (3) PHLASH Seat Backs

- \$600/month
- Production + Installation Cost:  
\$25/seatback
- 14" W x 15" H







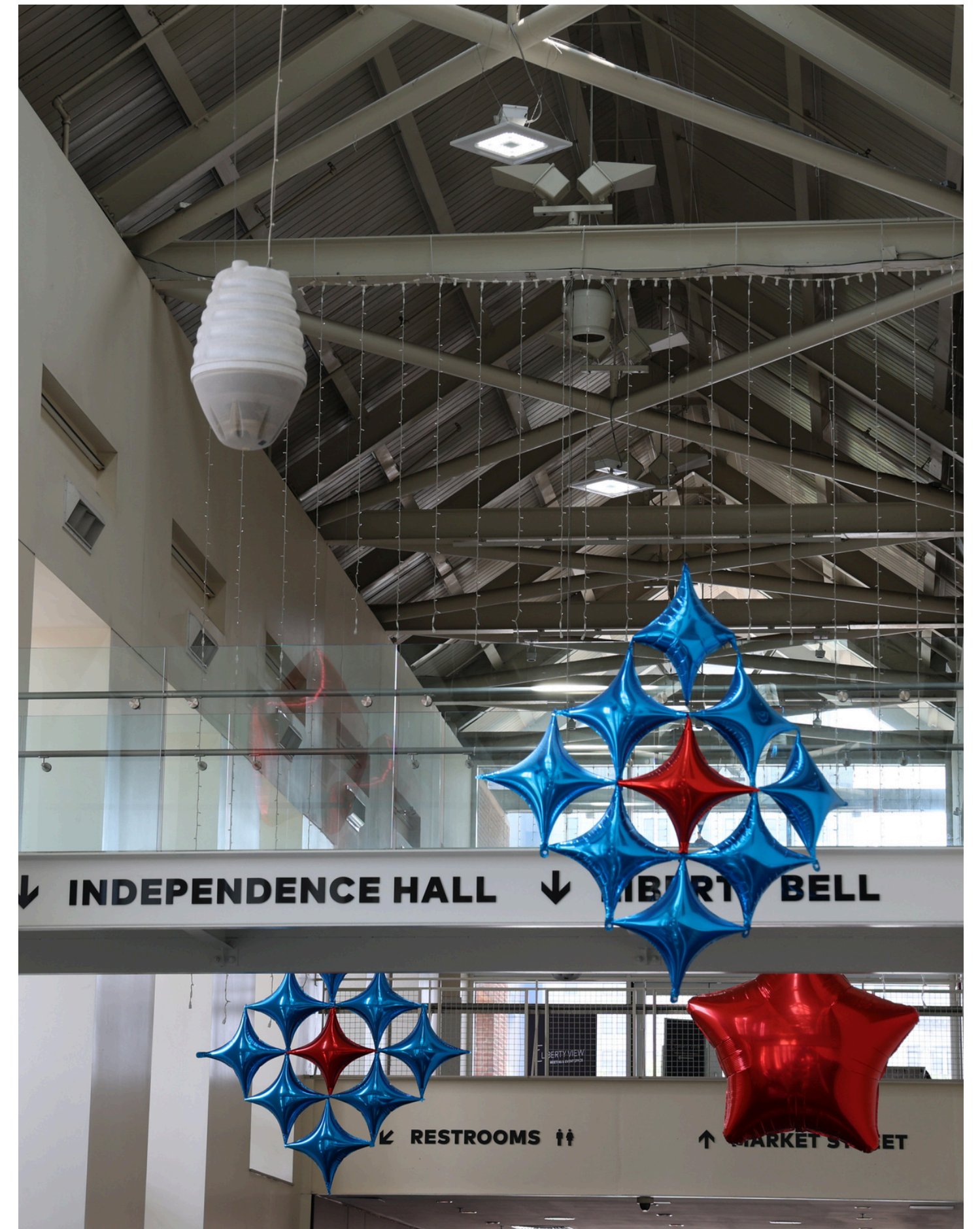
# NOTES & NEXT STEPS

## NEXT STEPS:

- Email [marketing@phlvisitorcenter.com](mailto:marketing@phlvisitorcenter.com) to discuss advertising and partnership needs.

## NOTES:

- Production, installation, and removal costs are not included. Cost to be determined by the production company chosen.
- There is no exclusive production vendor.
- List of preferred vendors provided upon request.
- Specs noted in this document may not be exact and are provided as a general reference only. The production company must survey the placement area to provide exact measurements for design and production.
- Prices indicated within are subject to negotiation, and applicable by month unless otherwise noted.
- Wall graphics may require up to 2" cut-out around fire alarms and wall outlets due to safety guidelines.



# CONTACT US

Please contact **Maita Soukup, Vice President of Experience and Engagement**, with questions regarding advertising, PHLASH promotions, and ticket partnerships with the Philadelphia Visitor Center Corporation or to schedule a walk-through of our various advertising placements.

**E: [msoukup@phlvisitorcenter.com](mailto:msoukup@phlvisitorcenter.com)**

**P: 302-593-2749**