

ADVERTISING & MEDIA KIT



PHILADELPHIA
**VISITOR
CENTER**
CORPORATION

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 has already welcomed more than 1.1 million visitors in 2024,

- ***Visitation up 7% from 2023***
- *Average monthly visitors during peak season: 163,000*
- *Peak Visitation: May - Labor Day*
- *Hourly Visits: 10 a.m. - 4 p.m.*
- *Average Dwell Time: 32 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.
- **3 displays located at the Independence Visitor Center**
- 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, and 1 at Parkway Visitor Center Rocky Shop**
- Rates: \$600/month per screen at IVC, \$250 monthly at LOVE Park/Parkway Visitor Centers. \$2,500/month 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

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) 527-0474
- Love Park Visitor Center**
Monday - Saturday 10 a.m. - 4 p.m. 2500 JFC BLVD. (215) 384-1848
- 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) 384-0782

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

- The Philly PHLASH, celebrating its 30th anniversary season, is a critical connector for Philadelphia's vibrant tourism sector, providing safe, fast, and affordable transportation to visitors and residents alike.
- In 2024, PHLASH has seen a **50% increase in ridership from 2023**, serving **60,818 riders through September**. This surge reflects the bus's growing popularity and importance for tourists and residents alike.





ON-BOARD PHLASH

(3) PHLASH Car Cards

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

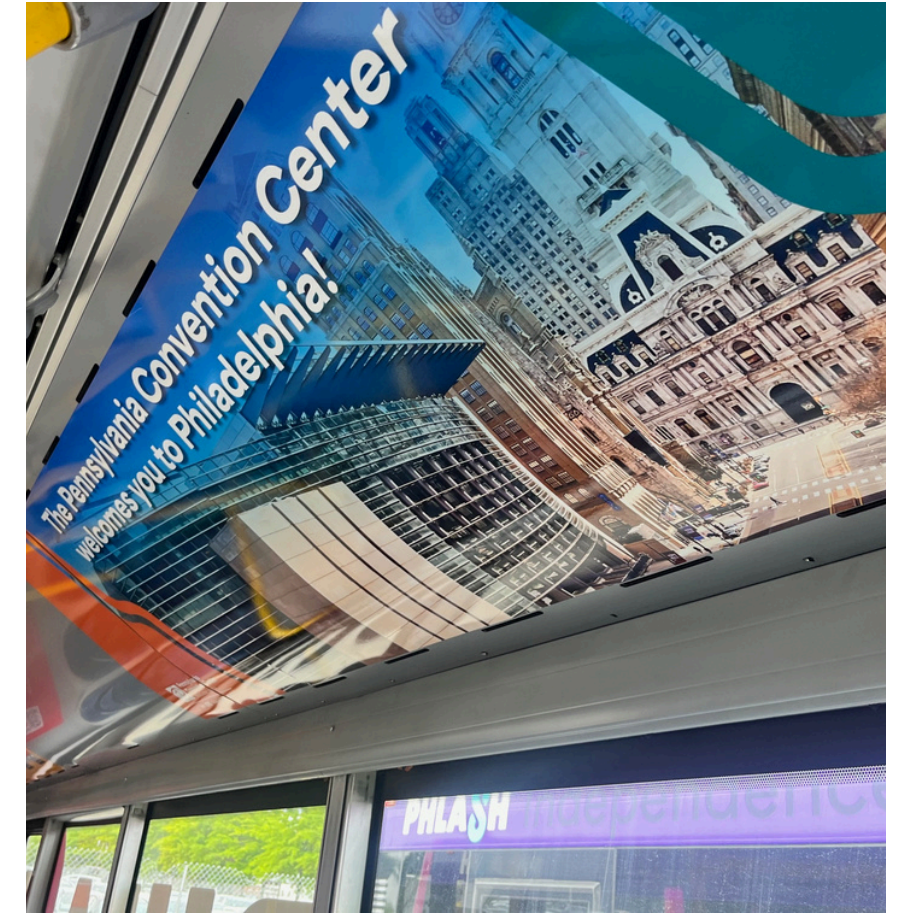
(3) Rear Card Rate

- \$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





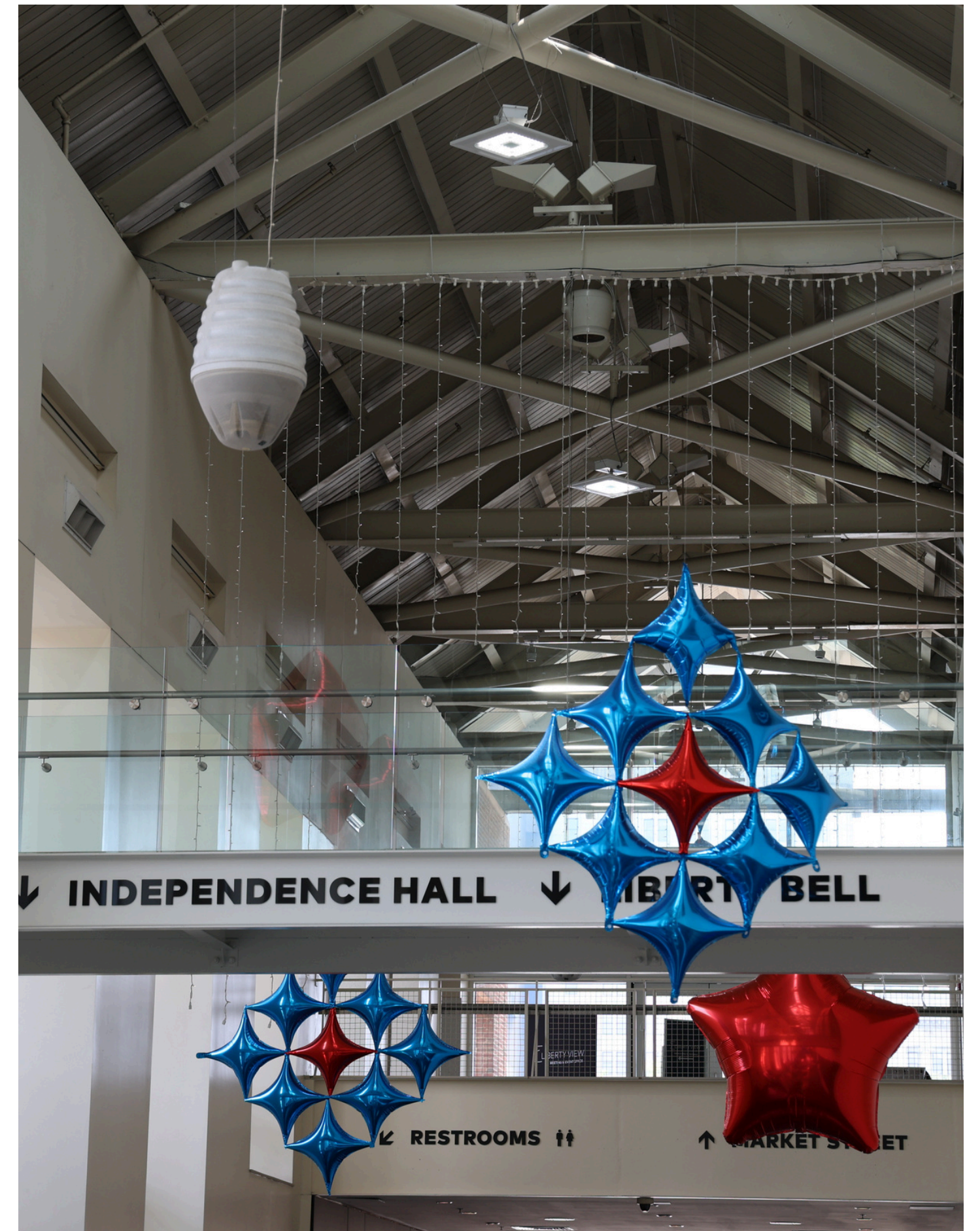
NOTES & NEXT STEPS

NEXT STEPS:

- Email marketing@phlvisitorcenter.com 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.

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P: 302-593-2749